Brand Guidelines

November 2026

Expériences CANADA

Welcome

Experiences Canada is the leading facilitator of transformational youth exchanges that build self-confidence, meaningful connections, and a deeper understanding of Canadian cultures and histories through immersive exchanges and learning opportunities across Canada.

MISSION

To use reciprocal youth exchanges as a vehicle to challenge perspectives, bridge communities, and build the lifelong connections needed to foster mutual understanding across Canada.

VISION

A generation of open-minded, self-confident Canadians who are engaged in a larger world and celebrate our diverse cultures and histories.

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Logo

Primary Logo

ABOUT THE LOGO

This is the primary logo for Experiences Canada. The visual identity weaves the core themes of youth exchanges, adventure, connection, and personal growth directly into its brand.

The Experiences Canada logo identity is distinctly Canadian. The image is inspired from the track mark of a caribou, which we liken to most of our young participants: they are extremely adaptable to summer and winter, they are constantly on the move, and they like to travel in large packs. The logo also expresses the essence of what we aim to accomplish: it reflects our continued desire to create stronger connections for this next generation to our country, to our land, and among each other.

JOURNEY

The fluid stroke connecting the 'é' and 'r' serves as a visual metaphor for travel, movement, and growth, giving the logo a sense of forward momentum. The continuous line linking the two stylized figures (or hoofprint) on the right mirrors the stroke style, weight and curvature of the 'é-r' ligature.

PATH & CONNECTION

While the wordmark's path represents the individual journey, the icon illustrates the human connection; visually linking the route traveled to the relationships built along the way. The unifying line connects people, cultures, and communities.



Safe space

Use an adequate amount of clear space around the logo to ensure visibility and prevent crowding.



Minimum size

Minimum height for print: 0.5"
Minimum width for digital: 48px



Logo Variations

COLOURS AND FILE FORMATS

The Experiences Canada logo is available in the following colour variations: **full colour, grayscale, all black, all white.**

The Experiences Canada logo is available in the following formats:

Vector versions: .pdf, .svg – highest quality, ideal for print (can be scaled without loss of resolution), Canva and digital applications.

Raster versions: .png, .jpg – ideal for Word, PowerPoint and digital applications.

When providing logo files to external sources, it is best to provide a vector format unless otherwise indicated.



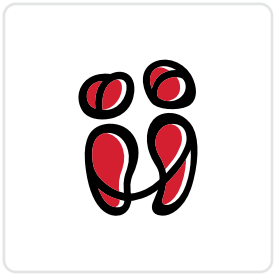


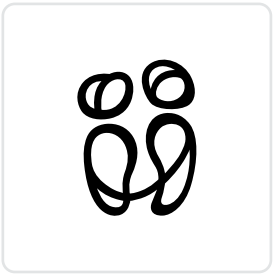




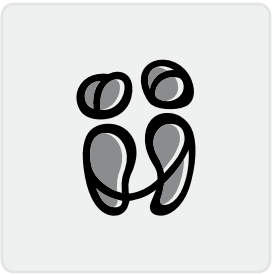
IDENTIFIER

The Experiences Canada icon/identifier can be used on its own for certain applications such as profile photos, apparel and merchandise.









Logo Usage

DO:

- Use sufficient safe space around the logo
- Use the full colour version of the logo on a white background
- Use the single colour versions of the logo when appropriate (all white or all black)
- Use one of the supplied logo files
- Use CMYK, RGB or HEX colour swatches (PMS for reference purposes only)

DO NOT:

- Stretch, skew or rotate the logo
- Place the logo above a pattern or image which could affect legibility
- Add a shadow or outline to the logo container or to text within it
- Modify the font or colours of the logo
- Change the placement or size of the logo elements
- Add, alter or remove logo elements













Co-Branding

SIZING

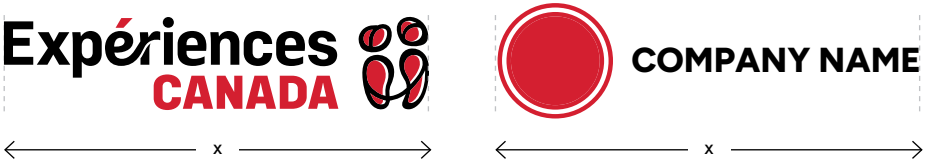
When using another logo next to the Experiences Canada logo, both logos must maintain a consistent size relationship. The maximum size for partner logos is the larger of either:

A) 1.5x the height of the Experiences Canada logo
B) 1x the width of the Experiences Canada logo

A)



B)



ADDITIONAL CONSIDERATIONS

The Experiences Canada logo usage guidelines and safety zones must be respected on co-branded assets.

The default is to use the primary Experiences Canada logo on a background that does not affect the legibility of the logo.

Use an adequate amount of clear space around the logo to ensure visibility and prevent crowding.

Each logo should be of the same visual size.

Experiences Canada partners, sponsors and other external groups and associations must request approval from Experiences Canada for the use of the logos and any content/messaging.

When working with government organizations, use of the Experiences Canada logo must be in line with relevant, established government protocols and Experiences Canada brand guidelines.

Colour

Colour Palette

ABOUT

The Experiences Canada colour palette is vibrant with youthful accents. Colours can be used across all visual media including corporate communications, collateral, marketing materials, social media and online tools.

COLOUR USAGE

Use the CMYK, RGB or HEX colour swatches.
PMS (Pantone) colour codes can be shared with print suppliers when necessary for colour matching purposes as they should be used only as reference.

Using tints & shades of the colour palette is permitted.

Primary Palette

RED
CMYK: 10 100 90 2
PMS: 199 C
RGB: 213 31 48
HEX: #D51F30

NAVY
CMYK: 90 80 30 40
PMS: 2757 C
RGB: 37 48 87
HEX: #253057

CREAM
CMYK: 1 6 10 40
PMS: N/A
RGB: 251 237 224
HEX: #FBEDE0

BLACK
CMYK: 10 5 5 100
PMS: 419 C
RGB: 26 25 27
HEX: #1A191B

SKY BLUE
CMYK: 54 22 0 0
PMS: 284 C
RGB: 113 169 220
HEX: #71A9DC

Secondary Palette and Accent Colours

SPRUCE
CMYK: 100 40 30 30
PMS: 7470 C
RGB: 0 94 120
HEX: #005E78

PURPLE
CMYK: 45 80 0 0
PMS: 6082 C
RGB: 152 83 161
HEX: #9853A1

ORANGE
CMYK: 0 60 75 0
PMS: 2024 C
RGB: 245 131 87
HEX: #F58357

CITRUS
CMYK: 15 0 60 0
PMS: 387 C
RGB: 222 231 135
HEX: #DEE787

Colour & Type

ACCESSIBILITY

Ensuring our brand adheres to accessibility standards and best practices is a priority for Experiences Canada. This means our materials and digital experiences are compliant and usable by as many people as possible in an effort to reduce or eliminate potential barriers to access. We adhere to AA level of Web Content Accessibility Guidelines.

CONTRAST

It is important to maintain a certain level of contrast that adheres to accessibility standards. Colour combinations should be used consistently on all marketing materials to achieve and maintain brand standards.

When combining colours with type, always ensure there is sufficient contrast between background and foreground elements to maintain legibility and to meet accessibility standards. Default to black text on a white background for body copy. Colour combinations can also be verified using this online contrast checker tool: webaim.org/resources/contrastchecker

ACCEPTABLE EXAMPLES:


Foreground: White or Cream
Background: Red


Foreground: White or Cream
Background: Black


Foreground: White or Cream
Background: Navy


Foreground: White or Cream
Background: Spruce


Foreground: Navy or Black
Background: Citrus


Foreground: White
Background: Purple


Foreground: Sky Blue
Background: Navy


Foreground: Navy or Black
Background: Sky Blue


Foreground: Citrus or Sky Blue
Background: Black


Foreground: Navy or Black
Background: White

UNACCEPTABLE EXAMPLES*:

Foreground: White
Background: Citrus


Foreground: White
Background: Sky Blue


Foreground: White
Background: Orange


Foreground: Navy or Black
Background: Red


Foreground: Navy or Black
Background: Spruce

*Example combinations are not acceptable for type. Lower contrast overlays can be used for graphic only applications such as background elements.

Fonts

Primary Typography

Figtree

Figtree is a clean and friendly geometric sans serif that complements the Experiences Canada brand with its open and approachable letterforms.

The typeface comes in a variety of weights and styles, which makes it ideal for all marketing and communication materials across various applications in both print and web.

To maintain legibility, body copy and smaller text should always use Regular or Medium weight. Use colour, weight, case, underlines and highlights to create contrast and emphasis in text.

Font files can be embedded or downloaded directly from Google Fonts:
fonts.google.com/specimen/Figtree

Web-safe alternative

If brand font is not available or not installed on a computer, a web-safe font can be used. These fonts are widely available within different operating systems and programs as a default option.

In applications where a web-safe font is required, such as email, Word and PowerPoint, the **Arial** font family should be used as a suitable replacement.

TYPE SPECIMEN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Aa Regular | Aa Medium | Aa SemiBold | **Aa Bold** | **Aa ExtraBold** | **Aa Black**

TYPE SCALES

Heading 1

Heading 2

Heading 3

Heading 4

HEADING 5

Heading 6

Secondary Typography

Passion One Regular

Passion One is a playful display font to be used for large headings and titles. This font should not be used for body copy or large amounts of text.

Font files can be embedded or downloaded directly from Google Fonts:
fonts.google.com/specimen/Passion+One

TYPE SPECIMEN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 ‘?””!”(%)[#]{@}/&\<-+÷×=>

Aa
Regular

Brand elements

Voice & Messaging

OUR VOICE

Youthful, but not childish
Engaging and energetic, without feeling overly playful or juvenile.

Welcoming and approachable
Friendly, inclusive, and encouraging. Make everyone feel that they belong.

Optimistic and inspiring
Celebrate new experiences, personal growth, and the possibilities of connecting with others.

Credible and trustworthy
Communicate clearly and confidently, providing accurate information without overpromising.

Accessible and inclusive
Use plain language that's easy to understand and welcoming to Canada's diverse communities.

OUR MESSAGING

Lead with the experience.
Highlight the excitement of discovering new communities, building friendships, and learning through reciprocal youth exchanges.

Focus on the impact.
Emphasize personal growth, self-confidence, meaningful connections, and a deeper understanding of Canada's diverse cultures and histories.

Speak to our audiences.
Make messaging relevant to youth, parents, and Group Organizers, addressing their interests, questions, and needs.

Make participation feel achievable.
Communicate program details, funding opportunities, and next steps clearly, helping audiences understand how to get involved.

Keep it authentic.
Use real stories and experiences to demonstrate the value of exchanges. Avoid unnecessary jargon, overly institutional language, and messaging that focuses on travel alone.

Tuktu [Tuck-two]

OUR MASCOT

Tuktu, our friendly caribou mascot, travels as a spirited stuffed animal with each of Experiences Canada's exchange groups, accompanying youth on their transformative exchanges across the country.

Tuktu is the Inuktitut word for caribou. Tuktu is a prominent and recognizable part of the Experiences Canada brand.

This friendly caribou can be used as a brand representative across different applications as a fun visual element with or without messaging.

Personality traits and characteristics

- Happy and cheerful
- Helpful and resourceful
- Fashionable and trendy
- Adventurous and courageous

How Tuktu fits into the overall brand

- Serves as a key figure across community engagement programs and events, emphasizing endurance, teamwork, and community
- Guide or supporting character
- Presentations, posters, advertisements, packaging



Path

MOVEMENT THROUGH THE JOURNEY

The path element can be used with brand colours, black and white. It can be applied as an outline or solid colour, with or without overlay settings such as opacity.

The path is comprised of curved elements pulled directly from the Experiences Canada logo.

The path can be used to create visual interest on blocks of colour, backgrounds and photos. It can also be used to frame images and videos.

Design should be fun and experiential – play with placement, rotation, overlaps and make it your own!



Brand in use

Brand applications





Brand applications



Brand applications





Brand applications



New experiences can nurture new skills that will help you in the future!



Foundational learning happens every day; in classrooms, at home, and within community groups. It's where curiosity is sparked and knowledge of Canada is built.

But what happens when youth step out of their familiar environments and into a completely new community?

Our Youth Exchange Program doesn't replace that enriching guidance, it brings those lessons to life! By traveling on a reciprocal exchange, youth gain unique opportunities to expand their worldviews and master critical real-world skills.

Brand applications









Brand applications





Brand applications



Business Card, Front



Business Card, Back



Banner, 33.5” x 79”

Contact

For all brand, marketing and communication inquiries, or to obtain files such as logos, templates and brand elements, please visit

brand.experiencescanada.ca

Expériences CANADA