with open arms
We have created a family of symbols that speak to every aspect of the city, enabling the expression of its diversity.
The Welcome symbol was born from the maple leaf. It is our primary symbol and meant to welcome people to Ottawa with open arms.
The Celebration symbol was inspired by tulips. It can be used to represent festivals, events and other moments in Ottawa.
The Wonder symbol embodies a snowflake. Perfect for highlighting winter activities.
The Unity symbol was inspired by the architecture of the Parliament Buildings and Peace Tower. It can be used to highlight events and imagery that endorses Ottawa as Canada’s capital.
The History symbol was inspired by Ottawa’s rich heritage sites and buildings, and can be used to highlight them.
The Nature symbol mirrors the free-flowing waterways of Ottawa, and can be used to highlight outdoor activities throughout the year.
The Discovery symbol was inspired by movement and represents exploration of all the public spaces in Ottawa. It can be used to highlight local eateries, hidden gems and markets throughout the city.
The Honour symbol draws its inspiration from the poppy. It can be used to highlight Canadian memorial sites, Remembrance Day events and imagery that may include Canadian war heroes or the RCMP.
The Progress symbol represents a gear. It can be used to highlight modern museums and anything to do with innovation and technology.
THE OTTAWA TOURISM BRAND

Our brand is more than the Ottawa Tourism name and logo—it embodies our values and our reputation. Every encounter people have with the Ottawa Tourism brand should reinforce what we stand for and leave them with a positive impression. These brand guidelines will help you ensure that all visual expressions look and feel Ottawa Tourism.

Situations may arise for which there are no precedents in this guide, but every effort should be made to adhere to the basic principles outlined herein.

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Section 1
Manifesto
Ottawa Tourism’s Manifesto

Our manifesto is an internal rally cry to help express the essence of our brand.

Ottawa is the heart and soul of Canada. We are a city that proudly holds our door open to people from far and wide. Treating strangers like friends and friends like family. Making every visitor feel welcome and every Canadian even more proud of the country they call home. And that welcoming feeling runs rampant throughout the streets of our beautiful, intimate (and yeah, sometimes a little wild) city.

Ottawa is a place where we can all celebrate being exactly who we are. We’re not here to judge. We’re here to join you in the fun. It’s why you can feel just as comfortable rocking a business suit as you can a Canadian tuxedo. And make just as many friends as you can while making the rounds in the ByWard Market and while skating on the Rideau Canal until your legs burn.

We are a city of celebration that thrives in all four seasons. We are fun, full of Canadian hospitality and definitely a little north of normal. Ottawa is where Canada truly comes to life. And it’s why first visits will never be the last. Because when you want to embrace all of Canada all in one place, Ottawa will always welcome you with open arms.
Section 2
Tone of Voice
Tone of Voice

Our brand personality is a big part of our identity and it’s how people perceive us. And since we’re a destination, our tone should convey approachable and fun. That’s why we’re a mix of the following personality traits:

- Confident
- Playful
- Welcoming
- Easygoing
Tone of Voice Examples

These are sample headlines that express our tone across different audiences. They speak to Ottawa, and always have a smile.

Canadians

• A city for everyone. Yes, you too.
• If you’ve never been to Ottawa, can you even call yourself Canadian?
• Experience Canada at its most Canadian-est.

Tourists

• Every angle is our good angle.
• Our road to discovery is 8 km of ice.
• A city with everything. Including manners.

B2B

• Bring a sharp suit and even sharper skates.
• Our convention centre is one block from all our bars. And it’s taking reservations.
• Business in front. Party in back.

Fun

• The perfect place to raise a family. Or a little hell.
• We woke up like this.
• Never a cold shoulder. Just the occasional frozen toes.
Section 3

Colour
Primary Colours

Ottawa Tourism brand colours are Welcome Red and Authentic White. They should be used for all design materials.

Use the RGB colour breakdowns for all onscreen material (website, social media, etc.). Never use RGB colour breakdowns for printed material.

Use the CMYK breakdowns when printing internal communications material or whenever you're unable to print with Pantone colours, such as with non-offset printing.

For all printed material, use the Pantone colour reproduction method whenever possible. For more information about the Pantone system, visit pantone.com.

Welcome Red
RGB · 237 / 0 / 46
HEX · ED002E
CMYK · 0 / 98 / 75 / 0
PANTONE · 185C

Authentic White
RGB · 255 / 255 / 255
HEX · FFFFFF
CMYK · 0 / 0 / 0 / 0
These accent colours are best used for social media or large-scale communications.

Secondary colours should always be used with dominance of Welcome Red in marketing communications. Also, they should never be used on the logo.

Use the RGB colour breakdowns for all onscreen material (the app, website, etc.). Never use RGB colour breakdowns for printed material.

Keep the use of CMYK breakdowns to printed internal communications and documents.

For all printed material, use the Pantone colour reproduction method whenever possible. For more information about the Pantone system, visit pantone.com.

### Secondary Colours

- **Discovery Orange**
  - RGB: 255 / 197 / 182
  - HEX: #FFC5B6
  - CMYK: 0 / 26 / 25 / 0
  - PANTONE: 2337C

- **Wonder Blue**
  - RGB: 132 / 186 / 244
  - HEX: #84BAF4
  - CMYK: 45 / 13 / 0 / 0
  - PANTONE: 278C

- **Honour Coral**
  - RGB: 255 / 106 / 102
  - HEX: #FF6A66
  - CMYK: 0 / 70 / 58 / 0
  - PANTONE: 178C

- **History Grey**
  - RGB: 186 / 189 / 191
  - HEX: #BABDBF
  - CMYK: 12 / 8 / 9 / 23
  - PANTONE: Cool Grey 4C

- **Unity Green**
  - RGB: 64 / 191 / 142
  - HEX: #40BF8E
  - CMYK: 82 / 0 / 62 / 0
  - PANTONE: 339C

### Tertiary Colour

Dark Grey should be used for text only and only on Authentic White backgrounds, such as on PowerPoint presentations, website and letterhead.

- **Dark Grey**
  - RGB: 51 / 51 / 51
  - HEX: #333333
  - CMYK: 69 / 60 / 56 / 66
Use of Colours

The colour balance is an important part of our branding. Welcome Red should always be the primary, dominant colour. Authentic White should be used for text or when the logo is on the Welcome Red or a secondary colour background. Secondary colours should always be used in a context where they are balanced with Welcome Red. The proportions should be around 70% for Welcome Red and 30% for secondary colours.
Ottawa Tourism’s primary horizontal logo features an Authentic White wordmark on a Welcome Red background. It should be used for branded materials that require a horizontal logo.

A reversed version of the logo should be used when the background is not Welcome Red or one of the secondary colours, or when the background is an image.

A Welcome Red wordmark should only be used when the background is Authentic White.

This is the primary logo used on most consumer-facing applications and should stand as the default option for logo application. We stand by our strong brand and identification as a city. Outside the city limits we boldly claim that identification.

Please refer to pages 22 and 23 for specific colour breakdowns.
Ottawa Tourism’s primary horizontal logo features an Authentic White wordmark on a Welcome Red background. It should be used for branded materials that require a horizontal logo.

A reversed version of the logo should be used when the background is not Welcome Red or one of the secondary colours, or when the background is an image.

A Welcome Red wordmark should only be used when the background is Authentic White.

The Ottawa Tourism lock-up is our secondary logo. It’s best used on legal documents and agreements and in certain cases inside the city of Ottawa boundaries to help differentiate us from other Ottawa-based organizations (City of Ottawa, Invest Ottawa, etc.).

Please refer to pages 22 and 23 for specific colour breakdowns.
The #MyOttawa hashtag is to be used only on social media. It encourages people to use it on their own social media images. It also helps people (locals and tourists) search for Ottawa-themed content.
The signature lock-up logo is rarely used. It should only appear at the end of select brand videos.
When the Ottawa Tourism logo appears with other logos or graphic elements, there must be an area around the logo that remains clear of any graphic elements.

The clear space required is equal to the size of the “O” in the Ottawa Tourism logo.
To maintain legibility and accurate reproduction:

The horizontal Ottawa Tourism logo should never appear at less than 60 pixels in digital formats and should never be printed smaller than 0.875” in print collateral.

The horizontal Ottawa Tourism logo lock-up should never appear at less than 60 pixels in digital formats and should never be printed smaller than 1” in print collateral.

The Ottawa “with open arms” and Ottawa «à bras ouverts» logo lock-ups should never appear at less than 60 pixels in digital formats and should never be printed smaller than 1” in print collateral.
The Ottawa Tourism logo should not be altered or redrawn in any way. Also, all older/previous logos should never be used.

- Do not alter the logo in any way.
- Do not change the colours of the logo.
- Do not add an outline to the logo.

- Do not replace the Radiant “O” symbol in the logo with any of the secondary symbols.
- Do not add a drop-shadow or other effects to the logo.
- Do not add elements to the logo.

- Do not tilt the logo.
- Do not stretch, distort or skew the logo.
- Do not use any version of an old/previous logo.
Section 5
Radiant “O”
The Radiant “O” symbol is also called the Welcome symbol. It is the primary symbol that should be used for all communications in all applications. It is simple, strong, unique and ownable.

The Radiant “O” symbol should never appear at less than 20 pixels in digital formats and should never be printed smaller than 0.25” in print collateral.
Radiant “O” Secondary Symbols

The Radiant “O” secondary symbols should always be used next to elements with our main Radiant “O” symbol.

They can be used in swag pieces and in titles, but the Ottawa logo should always be present. The proportion of the colours and primary versus secondary pieces should be respected: 70% of Radiant “O” symbol / 30% of Radiant “O” secondary symbols.

The secondary symbols are a powerful extension to (not replacement of) our main Radiant “O”. When using the secondary symbols in applications, always ensure that the main Radiant “O” is present, whether as a stand-alone element or as part of the Ottawa wordmark. Never replace the “O” in the Ottawa wordmark with a secondary symbol.
The Radiant “O” icon is specially designed for situations where a limited amount of space prohibits the use of either the horizontal or Ottawa Tourism lock-up logos (the website favicon and social media avatar).
The pattern should be used sparingly, in small touches, on merchandising applications such as notebooks, fashion pieces or other goodies.
The Radiating Radiant “O” should be used exclusively for swag pieces or in animated pieces such as videos and social media.
The Ottawa Tourism asterisk is a graphic element that can be used on the Welcome Red background and on photos, videos and social media. It shouldn’t exist on its own and should always be used in association with a phrase.

- Every angle is our good angle.
- Ottawa is a must-see, must-do, must-Instagram.
- We woke up like this.
- Winter wonderland: included with every visit.
The Radiant “O” can be used on photos for a campaign or in some OOH communications. It should be nicely integrated with the photo. The balance between the Welcome Red and the secondary colours should be respected.

These images are shown for reference only. All photography should be sourced responsibly and credited.
Section 6
Typography
Ottawa Sans is a geometric typeface created by a Canadian foundry and made to work perfectly with our Radiant “O”.

The basic “O” is the Welcome symbol and all the other symbols are included in the glyphs as optional “O”s.

Ottawa Sans is geometric, but not boring, with some roundness and friendliness to it.

It is used for short and playful headlines.

It can be used in Welcome Red on Authentic White, in colour (each colour corresponding to each symbol) or in Authentic White on Welcome Red or a photographic background.
New Spirit is the secondary typeface of Ottawa’s brand. It’s comforting, harmonious and clearly contemporary, but also has traditional aspects of a conservative old-style serif.

It can be used for longer headlines, subheads, introduction texts and captions.

Every effort should be made to use the additional weights sparingly. Creating a consistent look and feel across all material will ensure a strong and unified brand identity.

<table>
<thead>
<tr>
<th>Secondary Typeface</th>
<th>New Spirit · Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCabc</td>
<td>ABCDEFHJKLMNPQRSTU VWXYZ</td>
</tr>
<tr>
<td>abcdeFGHIJKLMNOPQRSTUvwxyz</td>
<td></td>
</tr>
<tr>
<td>0123456789!?£€¥%&amp;*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New Spirit · Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHJKLMNPQRSTU VWXYZ</td>
</tr>
<tr>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZvwwxyz</td>
</tr>
<tr>
<td>0123456789!?£€¥%&amp;*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New Spirit · Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHJKLMNPQRSTU VWXYZ</td>
</tr>
<tr>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZvwwxyz</td>
</tr>
<tr>
<td>0123456789!?£€¥%&amp;*</td>
</tr>
</tbody>
</table>
Libre Franklin is the tertiary typeface. It is an interpretation and expansion of the 1912 Morris Fuller Benton classic, which has great legibility.

It should be used for long copy only.

Every effort should be made to use the additional weights sparingly. Creating a consistent look and feel across all material will ensure a strong and unified brand identity.
Alternate Typefaces

The alternate typefaces should only be used when the primary, secondary or tertiary typefaces are not available.

ITC Franklin Gothic is the alternate to Libre Franklin.

If Libre Franklin or ITC Franklin Gothic is unavailable, use Tahoma as the alternate.

Georgia is the alternate to New Spirit.

It is used in PowerPoint presentations and can also be used for internal communications.

Every effort should be made to use the additional weights sparingly. Creating a consistent look and feel across all material will ensure a strong and unified brand identity.
A very simple and flexible layout system should be used for communications.

The rounded shape that builds the system comes from the “eye” of the Radiant “O”.
A very simple and flexible layout system should be used for communications.
The flexibility of the system answers any situation, whether the layout is horizontal, vertical, square or with a large image or text.
Layout Examples

A very simple and flexible layout system should be used for communications.

The flexibility of the system answers any situation, whether the layout is horizontal, vertical, square or with a large image or text.
Section 8
Photography
Photography and video should be taken with a natural, warm light, using alternately:

- Focus blur
- Close-up with beautiful details
- Wide shots to capture the atmosphere of the scene
- Not too busy

Photographs should feature people whenever it’s possible (even just a small part, such as a hand holding a coffee cup or legs pedalling a bike).

The camera should be part of the action, showing true and unexpected moments.

The subjects should not look at the camera and should showcase diversity (race, age, culture, style).

Also, it’s important to use a variety of subjects to show all that Ottawa has to offer.

These images are shown for reference only. All photography should be sourced responsibly and credited.
Section 9
Applications
These examples demonstrate how to use the Radiant “O” across a variety of applications.
This storyboard shows an example of an end cut spot with the Radiating Radiant “O” in motion.
This brand video is for internal use only. It brings the story of our visual identity to life.
These examples show how to use the pattern and the Radiating Radiant “O” on swag.
Section 10 Hospitality Training Program
There are four versions of the Shine On logo, each in two colours: Welcome Red on Authentic White and Authentic White on Welcome Red.

1. The Shining Radiant “O” is the primary logo that should be used for all branded material.

2. The wordmark option fits in layouts that use graphic backgrounds (see pages 61 and 62). This version is also used on the website.

3. The Shining Radiant “O” + descriptor (four options of descriptor exist) is to be used when we need to be more specific or speak to different initiatives, such as the Shine On Program, Shine On Academy, Shine On Awards, Shine On Together.

4. The Shining Radiant “O” + descriptor + Ottawa Tourism logo should only be used when the Ottawa Tourism logo must be used and can’t be placed far enough from the Shine On logo so that each logo has enough clear space.
There are four versions of the Brillons logo, each in two colours: Welcome Red on Authentic White and Authentic White on Welcome Red.

1. The Brillons Radiant “O” is the primary logo that should be used for all branded material.

2. The wordmark option fits in layouts that use graphic backgrounds see pages 61 and 62. This version is also used on the website.

3. The Brillons Radiant “O” + descriptor (four options of descriptor exist) is to be used when we need to be more specific or speak to different initiatives, such as Formation Brillons, Académie Brillons, Les Prix Brillons, Ensemble Brillons.

4. The Brillons Radiant “O” + descriptor + Ottawa Tourism logo should only be used when the Ottawa Tourism logo must be used and can’t be placed far enough from the Brillons logo so that each logo has enough clear space.
When the Shine On logos appear with other logos or graphic elements, there must be an area around the logo that remains clear of any graphic elements. The clear space required is equal to the size of the “O” in the Shine On logo.

The same rule applies to the Brillons logo.
Backgrounds: Authentic White on Welcome Red

These backgrounds are graphic elements that should be used sparingly. They can be used with text or with the wordmark logotype.

They can also be used in Authentic White on a transparent background on visuals.
These backgrounds are graphic elements that should be used sparingly. They can be used with text or with the wordmark logotype.
These are examples of how to use the Shining Radiant “O” on different applications.
These brand guidelines will help you ensure that all visual expressions look and feel like Ottawa Tourism.

If you have any questions, don’t hesitate to contact us:

marketing@ottawatourism.ca