



TRANS CANADA TRAIL
SENTIER TRANSCANADIEN TM/MC

TRANS CANADA TRAIL BRAND GUIDELINES

VERSION 1.0 // JUNE 2021

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THE TRANS CANADA TRAIL

MISSION & VISION

Our Mission

As the longest trail network in the world, the Trans Canada Trail connects Canadians and visitors to nature and to one another, from coast to coast to coast, through accessible and inclusive outdoor activities. Through collaboration and partnerships, we build, maintain and steward Canada's national Trail, a unique system of connected urban and rural trails.

Our Vision

Building on the achievement of connection, the Trans Canada Trail will continue to inspire everyone to embrace the outdoors, to discover the diversity of our land and people, to enhance their health and well-being, and to share their stories along this globally significant and iconic trail network.



THE STORY OF **THE TRANS CANADA TRAIL**

Connecting Canadians to Nature and to One Another

Together with our partners, we created an epic trail of trails - a national unity project that brings together people from all walks of life.

The Trans Canada Trail is the longest multi-use recreational trail in the world, spanning over 27,000 kilometres. The trail links our three oceans – the Atlantic, the Pacific and the Arctic – and connects 15,000 rural, urban and Indigenous communities. It's a thread that connects Canada's diverse landscapes, seasons, people and experiences.

We all have a connection to the Trans Canada Trail regardless of age, passions or beliefs. It is a national legacy, a Canadian asset, and a sustainable gift that fosters unity, collaboration and connectedness.

The Trail offers countless opportunities to experience the outdoors, including hiking, cycling, paddling, horseback riding, cross-country skiing and snowmobiling, in a variety of beautiful landscapes.

In addition to the many positive mental and physical health impacts of trail usage, the Trail also provides significant economic, employment and environmental benefits for the communities where we live, work and play.

Trans Canada Trail is a registered charity, and we are grateful to all who have helped to create our national Trail. And, this is just the beginning of our story. Working together, we hope to continue to deliver on future improvements, growth and enhancements for generations to come.



THE STORY OF OUR LOGO

Canada's National Trail

In 2016, we separated the name of our organization (Trans Canada Trail) from the name of the physical trail (The Great Trail), as a way to celebrate and highlight the significant milestone of connection in 2017.

However, this led to some brand confusion, and after many consultations with trail users, donors and partners, we have decided to revert back to the much-loved and iconic name: Trans Canada Trail.

We have designed a new logo that represents both the physical trail and the name of our organization.

Our new logo incorporates a trail graphic crossing through a maple leaf. It was designed to address much of what we heard in our consultations in terms of clearly identifying that we are a trail and embracing our Canadian identity. The logo is bilingual, and remains flexible to include Indigenous languages. While the design has a modern look and feel, it also captures the timeless quality of the Trail for future generations.

The logo conveys an invitation to join us on an adventure to embrace the outdoors, to discover the diversity of our land and people, and to share your stories along this iconic trail network.

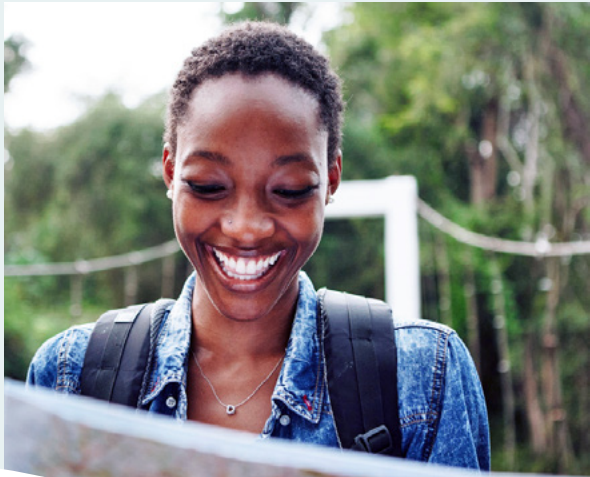


THE TRANS CANADA TRAIL BRAND PERSONALITY



Brand Personality

The Trans Canada Trail brand personality is that of a well-travelled, local trail guide who can be relied on to help with your outdoor experience, no matter how big or small.



Whether looking for peace and quiet in nature, or an epic outdoor adventure - join us to discover the beauty of Canada's diversity of landscapes, seasons, people and experiences.



THE TRANS CANADA TRAIL

LANGUAGE DOs & DON'Ts

Language Style Consistency

It's important to maintain style consistency across the brand in how we refer to Trans Canada Trail. Please follow these rules as closely as possible:

- Our official brand name is **Trans Canada Trail**
Our brand name is always capitalized as above
- In written copy, when referring to the organization, use **Trans Canada Trail** without "the"
- In written copy, when referring to the Trail itself call it either: **the Trans Canada Trail** OR **the Trail**
- In written copy, refer to the website URL as **www.tctrail.ca**

Example of a reference to the organization:

Thanks to funding from **Trans Canada Trail**, our trail association was able to improve accessibility on our local trail.

Example of a reference to the physical Trail:

Stretching over 27,000 km from coast to coast to coast, **the Trans Canada Trail** embodies the vastness of our terrain and the diversity of our people. Whether you're looking for a place to hike, cycle, paddle, ride horseback, cross-country ski or snowmobile, you can find it on **the Trail**.

Example of a reference to the website url in copy:

For more details, visit **www.tctrail.ca**.

PRIMARY & ACCENT COLOURS

Primary Colour



DARK SPRUCE BLUE

PANTONE 302 C
PANTONE 302 U

C. 100 R. 2
M. 0 G. 59
Y. 0 B. 90
K. 85 HEX 043B5A

Primary colour used for the logo when placed on light backgrounds or white. It also can be used on photography when the contrast is suitable. This colour is complementary to the yellow and is preferred as a general background that supports the yellow elements in the layout.

Accent Colour



YELLOW

PANTONE 102 C
PANTONE 102 U

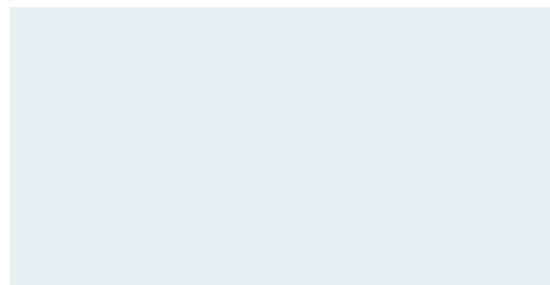
C. 0 R. 255
M. 0 G. 252
Y. 100 B. 0
K. 0 HEX FFF200

Accent colour used in hints and highlights. Please see design elements page.

SECONDARY COLOURS

Secondary Colours

The **secondary colours** are background and support colours, used to add volume to layout, or when more colours are needed for differentiation purposes or instances (for example, in tables or website category banners).



LAKE ICE

PANTONE N/A
PANTONE N/A

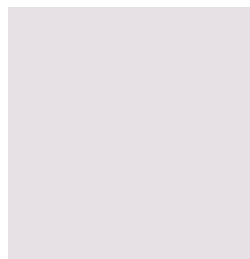
C. 4 **R.** 232
M. 0 **G.** 241
Y. 0 **B.** 242
K. 5 **HEX** E8F1F2



MOSS GREEN

PANTONE 556 C
PANTONE 556 U

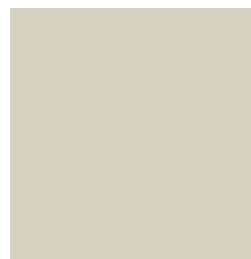
C. 52 **R.** 114
M. 8 **G.** 160
Y. 47 **B.** 136
K. 14 **HEX** 72A088



QUARTZ GREY

PANTONE 663 C
PANTONE 663 U

C. 3 **R.** 231
M. 6 **G.** 225
Y. 0 **B.** 230
K. 3 **HEX** E7E1E6



SAND GREY

PANTONE 7527 C
PANTONE 7527 U

C. 3 **R.** 216
M. 4 **G.** 210
Y. 14 **B.** 196
K. 8 **HEX** D8D2C4



AMETHYST

PANTONE 668 C
PANTONE 668 U

C. 69 **R.** 101
M. 74 **G.** 75
Y. 27 **B.** 120
K. 12 **HEX** 654B78



PLUM

PANTONE 7642 C
PANTONE 7642 U

C. 0 **R.** 118
M. 86 **G.** 45
Y. 5 **B.** 73
K. 64 **HEX** 762D49



TAUPE

PANTONE 4725 C
PANTONE 4725 U

C. 25 **R.** 179
M. 44 **G.** 138
Y. 46 **B.** 121
K. 15 **HEX** B38A79

DARK SPRUCE BLUE LOGO USAGE

Primary Logo

Primary (vertical stacked) logo is the preferred logo.

BILINGUAL,
ENGLISH FIRST



BILINGUAL,
FRENCH FIRST



Horizontal Logo

Secondary logo is the horizontal version and should only be used when legibility is compromised due to media restraints (such as website top banner).

BILINGUAL,
ENGLISH FIRST



BILINGUAL,
FRENCH FIRST



Trail Signage Logo

This logo has been developed specifically for legibility for trail signage circumstances.

Please reach out to our Trail Signage team at project@tctrail.ca to gain access to our Trail Signage Guidelines.



BLACK & WHITE LOGO USAGE

Primary Logo

Primary logo in BLACK or WHITE should only be used when the use of the TCT Dark Spruce Blue logo is problematic or impossible.



Horizontal Logo

Horizontal logo in BLACK or WHITE should only be used when use of the TCT Dark Spruce Blue logo is problematic or impossible.

PRIMARY LOGO USAGE

Use on Light Background

TCT Dark Spruce Blue logo on hero images: Make sure there is enough contrast between the background and the logo. Adding a discrete white glow effect will help add more contrast when required on certain images. **TCT Dark Spruce Blue logo on a solid colour background:** Make sure there is enough contrast between the background and the logo.



Use on Dark Background

When the logo is used on a solid TCT Dark Spruce Blue background, use the white logo version. Although it is not the preferred usage, the white logo can be used on the TCT Dark Spruce Blue, a darker-toned photograph, or in dark areas of the image. Adding a discrete dark glow effect to the logo will help add more contrast when required on certain images.



THE TRANS CANADA TRAIL LOGO IN **INDIGENOUS LANGUAGES**

Indigenous Languages

Trans Canada Trail's enduring relationships with many Indigenous communities have led to the creation of this world-class trail. We are committed to our role in reconciliation and relationship building with all First Nation, Métis and Inuit peoples.

We support the revitalization of Indigenous language and culture, and therefore encourage, with the participation of local Indigenous groups, the inclusion of Indigenous languages in our logo.

For more information, please contact:
project@tctrail.ca.



Sample mock-up in Inuinnaqtun.

DOs & DON'Ts

LOGO USAGE

Protection Space



TR Apply the relative space of the TR from TRANS in the wordmark at any given scale to determine the protection area.

Minimum Size



1 INCH WIDE
MINIMUM

Incorrect Use



Do not use the Dark Spruce Blue logo on dark backgrounds; nor the white logo on light backgrounds.



Do not apply to a high contrast photo.



Do not apply to a photo that has the same colour value.



Do not use outlines.



Do not use any other colour.



Do not stretch.



Do not rotate.



Do not alter the icon or wordmark elements of the logo in any way.



Do not alter the icon or wordmark elements of the logo in any way.

CO-BRANDING LOGO USAGE

Single Partnership

Parks Canada is an example of a primary partner of Trans Canada Trail. For information on logo rules, please contact: communications@tcctrail.ca.

BILINGUAL,
ENGLISH FIRST



Parks Canada
Parcs Canada



BILINGUAL,
FRENCH FIRST



Parks Canada
Parcs Canada



Multiple Partnerships

Trans Canada Trail (TCT) partners with other nonprofits, destination marketing organizations and like-minded organizations that cater to similar audiences and/or mutually beneficial lead programs. The TCT logo should always be anchored to the right with a keyline separating it from the partner logos. All partner logos should appear the same size when partnerships are equal.

logo 1

logo 2

logo 3



logo 1

logo 2

logo 3



CO-BRANDING SAMPLES



**TRANS CANADA TRAIL
SENTIER TRANSCANADIEN**

HAPPY INTERNATIONAL TRAILS DAY!

The Trans Canada Trail provides a connective ribbon across the land linking all of us, providing vital connections to nature and to each other.

Trails have become a lifeline for Canadians. With trail usage up 50% across the country, many Canadians are seeking refuge from social isolation and to enhance their physical and mental health.

Trails are vital to Canada's recovery from the pandemic. Trails also generate significant economic, health and environmental benefits – helping stimulate communities and businesses. The Trans Canada Trail has an important role to play in our recovery, as we continue to provide safe, inclusive outdoor spaces to connect.

THANK YOU FOR YOUR SUPPORT, CANADA!

tctrail.ca




Shake it loose
Set your stride
Do it all, unified

Near or far
Live the tale
This is your Trans Canada Trail
Learn the Ode at tctrail.ca



Single Partnership



Shake it loose
Set your stride
Do it all, unified

Near or far
Live the tale
This is your Trans Canada Trail
Learn the Ode at tctrail.ca

logo 1 logo 2 logo 3



Multiple Partnerships

PRINT MEDIA

TYPOGRAPHY & TYPEFACES

Print

HEADLINE

HEADLINE
Raleway EXTRA BOLD, all caps

24%

CALLOUT/STATS
Raleway BLACK

PRE HEADER

PRE HEADER (IF APPLICABLE)
Raleway MEDIUM, all caps

Subheader

SUB HEADER
Raleway EXTRA BOLD

Body Copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sagittis turpis, eget elit porta vitae.

BODY COPY
Roboto REGULAR, BOLD

Font Access

The main font used for Trans Canada Trail publications is Raleway. This typeface features old style and lining numerals, standard and discretionary ligatures, and a complete set of diacritics and styles. It is also print and web compatible.

These typefaces are provided in the brand toolkit. They can also be downloaded for free here:

- Raleway (under the SIL Open Font Licence) fonts.google.com/specimen/Raleway
- Roboto (under the Apache Licence) [fontsqurrel.com/fonts/roboto](https://fontsquirrel.com/fonts/roboto)

WELCOME TO YOUR NEW

TRANS CANADA TRAIL

Old name, new look

You may have noticed that things look a bit different these days on our website, social media pages, and maybe even trail signs.

On June 1, 2021, the name of The Great Trail of Canada changed back to its original name, and is once again known as the iconic Trans Canada Trail.

TYPOGRAPHY & TYPEFACES

Digital/Web

Headline

HEADLINE
Raleway EXTRA BOLD, Title Case

24%

CALLOUT/STATS
Raleway BLACK

PRE HEADER

PRE HEADER (IF APPLICABLE)
Raleway MEDIUM, all caps

Subheader

SUB HEADER
Raleway EXTRA BOLD

Body Copy.
Lorem ipsum dolor sit amet, con-
sectetur adipiscing elit. Sagittis
turpis, eget elitporta vitae.

BODY COPY
Roboto REGULAR, BOLD

Web Accessibility Compliance

The Web Content Accessibility Guidelines (WCAG) define requirements for designers and developers to improve accessibility for people with disabilities. It defines three levels of conformance from lowest to highest: Level A, Level AA and Level AAA. Our new website is fully conformant with Level AA.

For more information and specifics on accessibility please visit <https://www.ontario.ca/page/how-make-websites-accessible>

THE TRANS CANADA TRAIL GRAPHIC ELEMENTS

The Yellow Ribbon

The Trans Canada Trail is often referred to as a ribbon, or a thread, that connects our diverse landscapes, seasons, people and experiences. We've introduced a yellow ribbon graphic element that can be used to separate information horizontally or as a graphic application to an image (such as on the website).



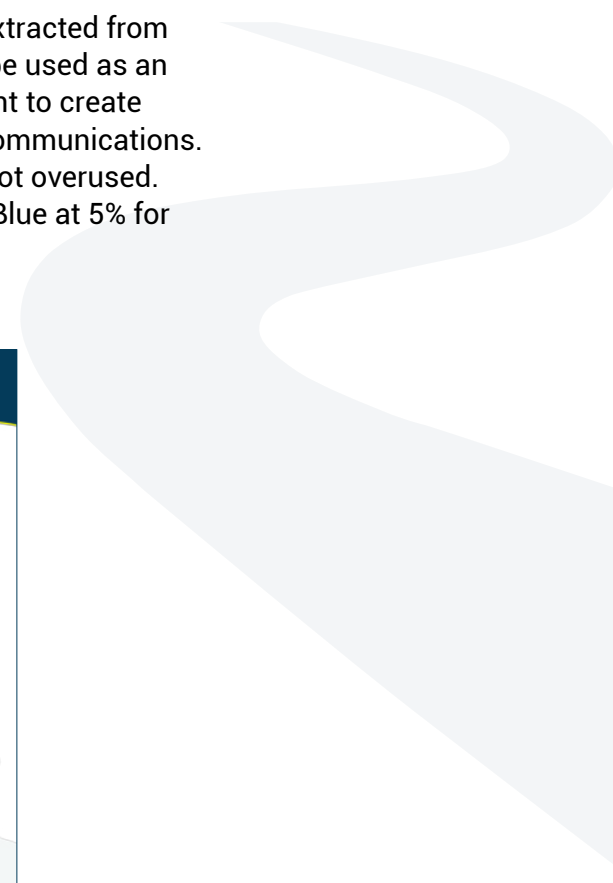
Use the **short vertical yellow ribbon** to separate information or lead the eye down (such as on the website).

These elements are always in yellow.
Do not overuse in any given piece of communication.



Trail Graphic

The trail graphic element is extracted from the TCT word mark, and can be used as an additional background element to create depth and visual interest in communications. It should be very subtle and not overused. Please use TCT Dark Spruce Blue at 5% for this element.



THE TRANS CANADA TRAIL

PHOTOGRAPHY STYLE



Colour

Images should be enhanced to be/have:

- Rich, vibrant, vivid, warm
- Amplified blue and green tones for shadows and darker objects
- Warmer yellows/greens
- Skin tones that are warm and golden
- Increased clarity and vibrancy of entire image

Depiction, Composition and Tone

Photographic composition should be dynamic and interesting. Each image needs to evoke inspiration, excitement or awe.

When we show people, as much as possible, images need to represent Canada inclusively through geographic regions and diversity.

It is also important to ensure that people depicted using the Trail should always be shown using the Trail responsibly. Do not show people in unsafe, irresponsible situations while on the Trail.

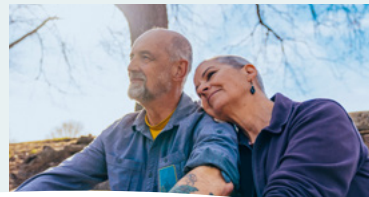
For example:

- People cycling must be wearing bicycle helmets
- People paddling must be wearing life jackets
- Avoid showing camp fires

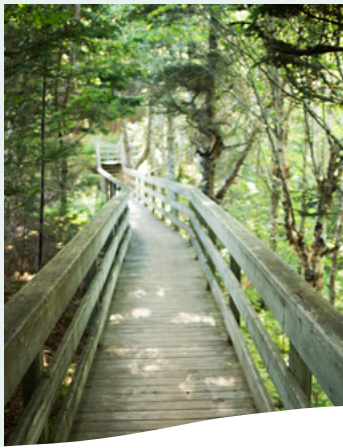
SAMPLE PHOTOGRAPHY STYLE WITH PEOPLE

The Trans Canada Trail brand should evoke joy, inclusiveness and diversity. It should reflect all people regardless of age, race, gender, sexual orientation, etc.

The tone can be reflective and energetic, but should always be one of positivity.



SAMPLE PHOTOGRAPHY STYLE **WITH THE TRAIL**



THE TRANS CANADA TRAIL BRAND

PRINT ADVERTISING SAMPLES

Maintaining consistency in design elements and brand elements between print and digital applications is essential.

There is flexibility in graphic element use and font style from campaign to campaign as long as the elements used are within this brand guide.

Legibility and compliance with web accessibility standards should always be maintained.

TRANS CANADA TRAIL
SENTIER TRANSCANADIEN

Let the JOURNEY...
be your DESTINATION

Connecting Canada from coast to coast to coast

Over **27,000** kilometres on land and water

Over **15,000** communities connected by the Trail

80% of Canadians live just 30 minutes away from a Trail section

Mission
As the longest trail network in the world, the Trans Canada Trail connects Canadians and visitors to nature and to one another, from coast to coast to coast, through accessible and inclusive outdoor activities. Through collaboration and partnerships, we build, maintain and steward Canada's national trail, a unique system of connected urban and rural trails.

Vision
Building on the achievement of connection, the Trans Canada Trail will continue to inspire everyone to embrace the outdoors, to discover the diversity of our land and people, to enhance their health and well-being, and to share their stories along this globally significant and iconic trail network.

Trans Canada Trail is a not-for-profit organization and depends on the generosity of individual and corporate donors, as well as all levels of government. tctrail.ca

Our partner

Parks Canada

Sample of **standard** brand creative

Shake it loose

Set your stride

Do it all, unified

Near or far
Live the tale

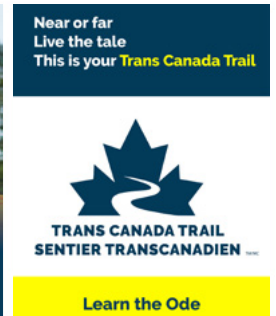
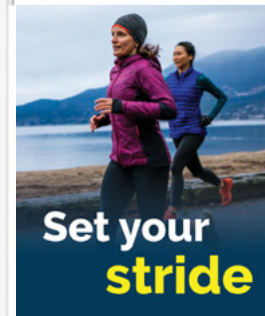
This is your Trans Canada Trail
Learn the Ode at tctrail.ca

TRANS CANADA TRAIL
SENTIER TRANSCANADIEN

Sample of **campaign** brand creative

THE TRANS CANADA TRAIL BRAND

DIGITAL ADVERTISING SAMPLES



THE TRANS CANADA TRAIL BRAND

DOCUMENT SAMPLES

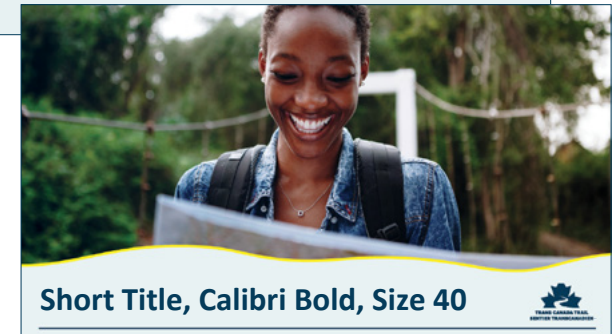
Word documents and PowerPoint presentations should use the Calibri font family.
Body copy in Word documents (letters, reports, etc) should be Calibri Regular, size 11.



Letterhead



Report Covers



PowerPoint

APPROVALS



Every use of the Trans Canada Trail logo must have written approval from TCT. Any group wanting to use the logo and/or visuals should contact TCT at communications@tctrail.ca.

Provide as much information as possible about the intended use, including samples and supporting material. The more information submitted, the easier and quicker it will be to respond appropriately. Trans Canada Trail staff will respond to each request for approval, provided that sufficient information has been supplied, within approximately 10 business days.

For long-term partnerships, it is a good idea to enter into a licence agreement outlining the rights to use our logo. In some instances, you might be asked to include this text:

*TM is a trademark of Trans Canada Trail / Sentier Transcanadien, and is used under license.
MC est une marque de commerce de Trans Canada Trail / Sentier Transcanadien utilisée sous licence.*

Enquiries about the Trans Canada Trail logo, graphic elements and approvals should be directed to:

TRANS CANADA TRAIL COMMUNICATIONS & MARKETING

Email: communications@tctrail.ca