

Rendez-vous CANADA

Rendez-vous Canada 2027 Brand Guide

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Event story

Rendez-vous Canada is an annual event that brings together international travel buyers and Canada's tourism industry. Since its launch in 1976, the event has grown significantly. In 2026, Rendez-vous Canada welcomed more than 1,400 registered attendees, including more than 500 buyers from 24 international markets.

Rendez-vous Canada showcases Canadian tourism experiences, creates new business opportunities and strengthens Canada's visitor economy.

From April 28 to May 1, 2027, qualified travel buyers will meet with Canadian tourism professionals to learn about experiences from across the country and bring them to international markets. Through focused one-on-one meetings, Rendez-vous Canada helps Canadian tourism businesses build relationships, expand their global reach and turn international interest in Canada into measurable business.

What's in a name?

Rendez-vous Canada celebrates Canada's bilingual identity, as the French term *Rendez-vous* can be used as a verb to mean "present yourself" or as a noun to indicate "an appointment" or "meeting place". The idea of connection and meeting in person in Canada is central to our event, and our name confidently reflects the value of bringing people together face to face.

Audience profiles

Buyers

Buyers attend Rendez-vous Canada to help grow their businesses by maintaining existing relationships and building new ones. They are looking for new business opportunities to expand the range of Canadian experiences they offer and continue delivering high-quality products in a competitive marketplace.

Sellers

Sellers at Rendez-vous Canada offer compelling Canadian tourism experiences that showcase Canada's people and places. Rendez-vous Canada gives sellers a an opportunity to present their offerings to a wide range of buyers and build long-term relationships. They attend not only to sell their products but also to share first-hand destination knowledge.

Media

Media attendance at Rendez-vous Canada is by invitation, with a limited number of spaces available. Media representatives gain access to new Canadian tourism stories and the people behind them. The event provides a focused and welcoming environment where they can make connections, gather story ideas and experience Canada's tourism industry first-hand.

A logo evolution

In 2026, we began transforming the Rendez-vous Canada wordmark from a functional event identifier into a distinct sub-brand that gives Canada greater prominence. The new logo is designed to be a recognizable, enduring mark—firmly rooted in the Destination Canada brand system and aligned with the event’s spirit of connection, collaboration and pride.

Why the core mark omits the year and host city/province

The primary Rendez-vous Canada mark is designed to be timeless and focused on Canada. The year and host location appear as flexible graphic elements rather than as part of the logo itself, keeping the core identity consistent from year to year while reducing the need to recreate materials for each event.

Logos

The logos shown here are the primary marks for Rendez-vous Canada.

Rendez-vous Canada

Always use the event name in full.

The acronym RVC is no longer used, in the logo or in writing.

①

**Rendez-vous
CANADA**

1. Rendez-vous Canada (colour)

②



2. Rendez-vous Canada (reverse)

Size and clear space

The logo must be surrounded by a standard clear space that is free of other visual elements. Use a square with sides equal to the height of the capital R in Rendez-vous as the basic unit of measurement.



Incorrect use

Follow these rules to maintain the integrity of the brand.

Do not rotate, skew or otherwise alter the logo. The examples to the right show incorrect uses of the logo.



①

Do not use the retired RVC acronym logo.



②

Do not place the logo on patterns or low-contrast backgrounds.



③

Do not rotate the logo.



④

Do not stretch or compress the logo. Always scale it proportionally.



⑤

Do not apply filters or effects to the logo.



⑥

Do not place the logo on busy or low-contrast images.

Consumer logo

The consumer logo represents Canada's travel brand and serves as a supporting brand element at Rendez-vous Canada. It strengthens the connection to Canada's travel brand, but does not replace the Rendez-vous Canada identity or function as a primary event logo.

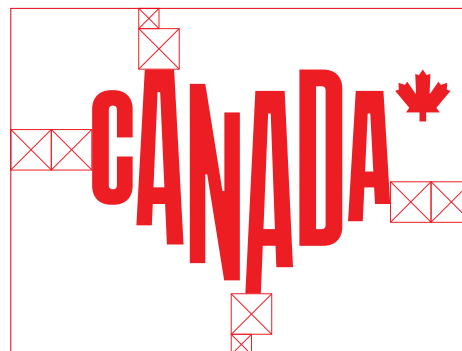
Use the consumer logo for:

- event signage and wayfinding
- branding at trade shows and convention centres
- city-wide branding opportunities
- Canada Night receptions
- other applications where Canada's travel brand is the primary identity.

Do not use the consumer logo for:

- Rendez-vous Canada-branded signage that includes the Destination Canada and Tourism Industry Association of Canada (TIAC) logos
- the event website or app
- applications where the Rendez-vous Canada identity or sponsor branding takes priority.

Destination Canada will also use the consumer logo across its event activations from booth design to Destination Canada-led communication.



When centering the logo, exclude the maple leaf from the visual centre.

Minimum size

The minimum size ensures the logo remains clear and legible.

Clear space

The logo must be surrounded by clear space that is free of other visual elements. Use a square with sides equal to the width of the capital C in the consumer logo as the basic unit of measurement.

Visual examples

Here are examples from past Rendez-vous Canada events showing how the logos have been used across various applications.

Consumer and Rendez-vous Canada logos in use



Convention center signage



Rendez-vous Canada, Destination Canada, TIAC and partner logos on a display board



Name badge



Marketplace



Registration desk



Uniforms

Partner logos

Proportionate sizing and order

Logos should be balanced in visual size and weight. Follow these rules to maintain a consistent logo hierarchy.

When host partner logos are included, the Destination Canada, TIAC and consumer logos must appear first.



Use the outlined core elements of each logo to size them proportionately.

Leave sufficient space between logos and respect each logo's clear-space requirements.



The Rendez-vous Canada logo must be more prominent than the other logos. Use half the height of CANADA in the Rendez-vous Canada logo as the guide for proportional sizing.



Rendez-vous Canada + Destination Canada + TIAC logos



Rendez-vous Canada + Destination Canada + TIAC + host partner logos

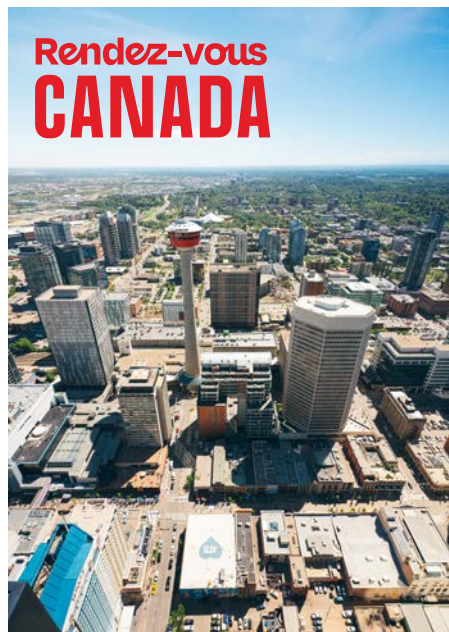
These example layouts show the correct proportional sizing and order of all logos.

Photo backgrounds

Both positive and reversed versions of logos can be used on images. Place them carefully to maintain legibility.

Select images with open, uncluttered areas, such as the sky, an expanse of rock or a lake.

Applying light or dark overlay behind the logo can improve legibility.



Avoid busy areas of images that include too much detail

Brand font

Primary - Suisse Int'l

Our main typeface is Suisse Int'l.

Select weights based on the intended usage, such as headings, body content and captions.

Secondary - Arial

When Suisse Int'l isn't available, Arial should be used.

Light

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
0123456789 !@\$%&*()?.,

Book

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
0123456789 !@\$%&*()?.,

Bold

**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
0123456789 !@\$%&*()?.,**

Regular

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
0123456789 !@\$%&*()?.,

Bold

**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
0123456789 !@\$%&*()?.,**

Typography usage

When using the brand fonts on branded materials, follow these rules to maintain a clear hierarchy and consistent design.

Size

Do not set type below 6pt. There is no maximum type size.

Weight

Use Light or Book for:

- body copy

Use Bold for:

- headings
- subheadings
- large-format text

Use any weight for captions.

**This heading is set in
Suisse Int'l Bold at 30pt
with 33pt leading.**

**This subheading is set in
Suisse Int'l Bold at 20pt
with 22pt leading.**

**This body copy is set in Suisse Int'l Book
at 9pt with 11.7pt leading.**

**This body copy is set in Suisse Int'l Light
at 9pt with 11.7pt leading.**

**This caption is set in Suisse Int'l Bold
at 7pt with 9.1pt leading.**

**This text is set in Suisse Int'l Book at 6pt with 7.8pt
leading. Do not set type below 6pt.**

Heading leading

Calculate heading leading using the following formula:

Leading = font size x 1.1

For example:

Font size = 30pt

30 x 1.1 = 33

Leading = 33pt

All heading copy should have a tracking value of -20.

Body copy leading

Calculate body copy leading using the following formula:

Leading = font size x 1.3

For example:

Font size = 10pt

10 x 1.3 = 13

Leading = 13pt

Brand colours

Canadian Flag Red is our official colour. Immediately recognizable, it should be the dominant colour across all communications.



Pantone
032 C
032 U

C 0
M 100
Y 100
K 0

R 230
G 0
B 19

HEX
#E60013

Canadian
Flag Red

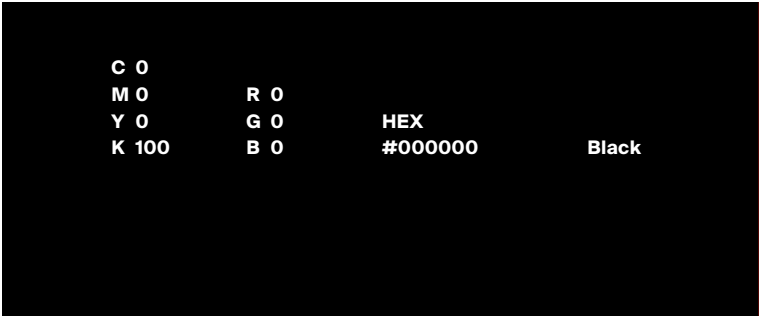


C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HEX
#FFFFFF

White

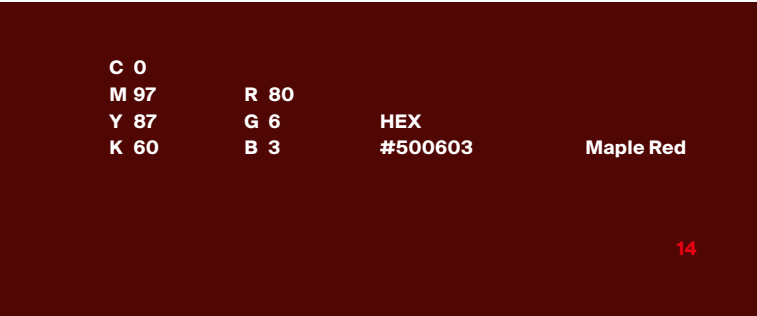


C 0
M 0
Y 0
K 100

R 0
G 0
B 0

HEX
#000000

Black



C 0
M 97
Y 87
K 60

R 80
G 6
B 3

HEX
#500603

Maple Red

Photos used at the event

Photography should capture authentic, spontaneous moments and real emotion, making the viewer feel part of the action. Feature people wherever possible—even when they appear small within a wider image—to convey scale, human connection and a strong sense of place.

Images should reflect the diversity of Canada, including Indigenous Peoples, newcomers and people of different backgrounds, identities, ages and abilities. As Rendez-vous Canada is a tourism marketplace, photography should bring the character of Canada into the event through its people, places, cultures and landscapes.

Where possible, choose images that feel warm and natural, avoid clichés and include a subtle touch of Canadian Flag Red.



Photos of the event

Event photography should feel natural and unstaged. Capture warm, candid moments that show people connecting and reflect the welcoming atmosphere of Rendez-vous Canada.



Our brand personality

Canada is more than a place on a map. It's a feeling rooted in openness, authenticity and connection. We have a youthful spirit and an open, informal approach to life. We're warm, welcoming and witty.

Most of all, we share Canada with genuine pride. That spirit should come through in the words we use to describe the country.

For guests at Rendez-vous Canada, this means a warm welcome, fresh perspectives and meaningful business connections.

Our brand characteristics

Three characteristics shape our brand personality. Bring these characteristics—or their spirit—into our copy whenever possible.

Naturally warm—

We speak in a way that feels familiar, open, and hospitable. We're not too folksy. We don't try so hard to be clever. In short, we keep things conversational.

Humbly confident—

We know Canada has a lot to offer, but we tend to underplay it. We use a humble shrug. We're self-assured but we're not smug. We don't get puffed up. We don't try to be cool.

Insightful—

We notice the little things, the heartfelt and sentimental moments, but also the humorous ones. We're not overly sincere or constantly profound because, like any real person, we have range, we're not one note.

Brand tone

We are the voice of travel for Canada. How we speak is as important as what we say, so consistency matters.

When we share our passion for Canada, we speak with conviction. We are open, warm and welcoming. We believe one of our greatest strengths lies in our differences—and we reflect the values of justice, equity, diversity and inclusion in our tone and content.

At Rendez-vous Canada, our tone should make buyers, sellers, media and partners feel welcomed, valued and connected to Canada's tourism industry.

Language tone

Use plain language that is clear, concise and easy to understand. Strong verbs build momentum and encourage action. Avoid flowery language that obscures the main point. Use inviting, inclusive language to connect with people across diverse perspectives and experiences.

Keep the writing warm, natural and engaging. Where appropriate, use a light touch of wit or a well-observed detail to bring the copy to life, but never force it.

Destination Canada has one tone of voice, but we express it differently depending on the audience and the context. For Rendez-vous Canada, write with warmth and confidence while keeping information practical, direct and easy for guests to use.

Writing checklist

Before publishing, check that the copy is:

- ☐ clear, concise and easy to understand
- ☐ professional without sounding formal or stiff
- ☐ knowledgeable without using unnecessary jargon
- ☐ helpful, respectful and inclusive
- ☐ warm and friendly without becoming overly familiar
- ☐ engaging, with insight or light wit used naturally and sparingly
- ☐ tailored to the audience and purpose

For detailed guidance on spelling, grammar, punctuation, inclusive language and word choice, refer to the [Destination Canada Editorial Style Guide](#).