

WEAR RED CANADA VISUAL IDENTITY GUIDE

VISUAL IDENTITY



VERTICAL VARIATION



TYPEFACE

DITA WD MEDIUM

DITA WD BOLD

COLOURS



C0 M100 Y63 K29
R180 G8 B56
PMS201C



C38 M0 Y18 K0
R154 G215 B212



C69 M63 Y62 K58
R51 G51 B51
GREYSCALE 91%