

MOTO CANADA
NATIONAL, NON-PROFIT,
TRADE ASSOCIATION

3000 STEELES AVENUE EAST
SUITE 201, MARKHAM, ON
L3R 4T9

MOTOCANADA.COM



BRAND GUIDELINES

ABOUT THIS GUIDELINE

THE VISUAL SYSTEM DEFINES THE UNIQUE
AND PROPRIETARY ASSETS THAT BRING
THE MOTO CANADA BRAND TO LIFE.

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01

BRAND STRATEGY

OUR VISION

WE EXIST SO CANADIANS CAN RIDE.

OUR MISSION

REPRESENT POWERSPORT INTERESTS IN CANADA.

FOCUS:

- Complement Member's Activities To Enhance Ridership
- Help Members Responsibly And Successfully Operate In Canada
- Provide Objective Industry Thought Leadership And Information

01

WHO WE ARE

WHO WE ARE

- 01 Riding a member vehicle is one of the most exhilarating experiences we enjoy as Canadians.
- 02 These vehicles have become part of our identity; as people who love our country both on and off the road.
- 03 We work to help our member companies provide more Canadians the feeling of freedom every day.
- 04 We complement the efforts of members to encourage more Canadians to ride.
- 05 We are champions for members and riders.
- 06 We promote our world-class products and a positive lifestyle for riders as well as our industry.
- 07 We are building a team culture that reflects our values and goals as a great place to work.
- 08 Ideas, dedication, and grit help make sure we deliver on our promises every day.
- 09 We always ride together.

OUR ELEVATOR PITCH

We exist so Canadians can ride.

We are fueled by passion, powering possibilities! We’re the driving force, uniting Canadians with the exhilarating world of powersports. As industry advocates, we champion your ability to ride and succeed, lobbying for your interests.

Our mission is to boost ridership responsibly, amplify member efforts, and lead with industry insights. Together, we carve trails, create impact - at MOTO CANADA, the ride of possibility begins!

An elevator pitch is a concise and compelling summary of a product, service, business, or idea that can be delivered in the span of an elevator ride, typically lasting around 30 seconds to two minutes. The goal of an elevator pitch is to quickly capture the listener's attention, convey the most important and intriguing aspects of the subject, and leave a memorable impression. It's often used in networking events, business settings, or casual encounters where a brief and impactful introduction is needed to spark interest and initiate further conversation or engagement.

01

OUR ELEVATOR PITCH

OUR SLOGAN

Let’s Ride, Canada Wide.

We Ride, Canada Wide embodies unity in action. It symbolizes our nationwide community, fueled by passion for powersports. From coast to coast, we’re not just riders; we’re a driving force, advocating for your rights and boosting responsible ridership. Join us at MotoCanada.com - where the journey of possibility begins!

01

OUR
SLOGAN

ADVOCATES FOR RIDERS AND THE INDUSTRY

01 UNITING

As staunch advocates for our members and riders alike, we champion their interests and aspirations. By advocating for their needs, we ensure that the joys of riding are accessible to all, regardless of their background or location.

02 PARTICIPATE

MOTO CANADA strives to empower more Canadians to partake in this liberating and thrilling mode of transportation. By actively encouraging and promoting riding among our fellow Canadians, MOTO CANADA is fostering a sense of independence that is truly unparalleled from coast to coast to coast.

03 CULTURE

At MOTO CANADA, we proudly showcase the exceptional products that our member companies offer. World-class vehicles that embody the perfect balance of performance, safety, and style. By promoting these remarkable offerings, MOTO CANADA not only celebrates the art of riding, but also inspires the positive, welcoming, and fulfilling lifestyle and culture that accompanies it.

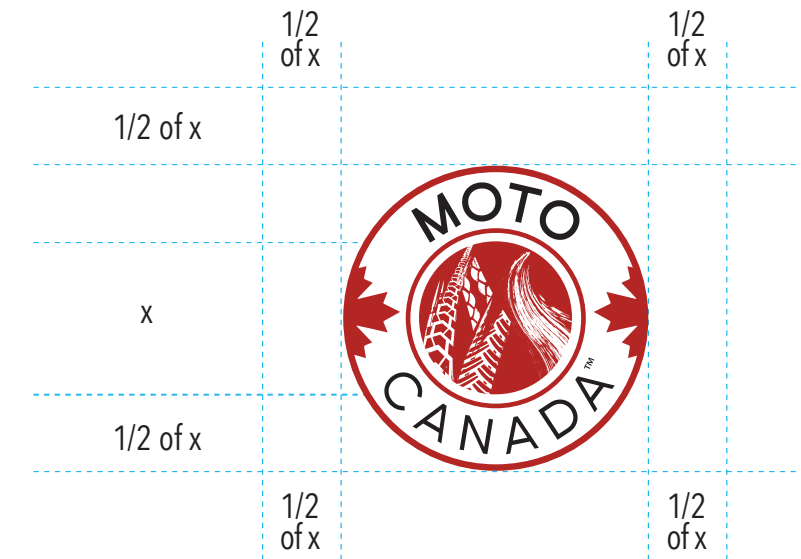
OUR BRAND KEYWORDS



LOGO OVERVIEW

The logo design of Moto Canada pays homage to the vehicles it supports and the passionate riders who live to ride. Symbolizing the essence of riding, the shape is inspired by a tire, capturing the spirit of adventure and motion. At the centre of the logo, various tire tracks are intricately showcased, evoking the sense of venturing on and off-road and the sheer joy of riding. The vibrancy of the colour red in the logo is a powerful representation of Canada, reflecting the country's energy, vitality, and passion for riding.

By incorporating these elements, the logo becomes a vibrant and dynamic symbol, embodying the unifying force of MOTO CANADA and its deep connection to the riding community from coast to coast.



PRIMARY LOGO



The primary logo allows the elements to be showcased in a variety of formats. Two versions of the primary logo with black and white text allows for logo elements to be seen effectively when used on different spaces.

SUB BRAND LOGOS



The sub-brand logos further establish MOTO CANADA and help to solidify confidence through our shows, media and industry connections with riders, manufacturers, stakeholders and the decision-makers that make an impact on those who ride.

CELEBRATING OVER 30 YEARS LOGO



English version



French version



SUBMARK & FAVICON



Favicon 32 px



Logo Submark



Logo Submark Cropped

A Submark is a secondary logo for use in applications where the original logo doesn't work as well as you would like. It is based on the original logo in look and feel, making it consistent with your brand. The Favicon is seen next your web page's title in browser tabs but they can also be found in address bars, bookmark lists, search engine results pages (SERPs), toolbars, browser history, and other places across the web.

LOGO MISUSE

Logo misuse can be detrimental to your brand for a simple reason: it undermines brand consistency and dilutes the intended message. When it is misused, altered, or presented inconsistently, it confuses customers, erodes brand recognition, and weakens the overall brand image. Consistency in logo usage is crucial for establishing trust, building brand equity, and maintaining a cohesive and professional brand presence.



DO NOT rotate the logo and rearrange elements of the logo.



When sitting on backgrounds that are close to the logo colour, they must have a white keyline around them.



DO NOT outline or alter the logo in any manner.



DO NOT skew the logo in any manner or direction.



DO NOT stretch the logo vertically or horizontally.



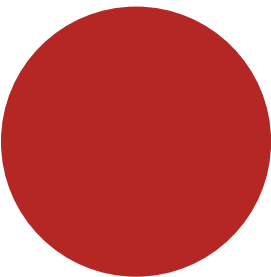
DO NOT place the logo on a busy background textures.



DO NOT change the color of the logo.

COLOUR PALETTE

RED



FOR SCREEN USE

RGB:
RED_181
GREEN_40
BLUE_37

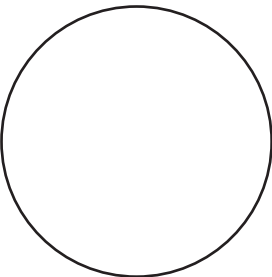
HEX COLOR CODE:
#B52825

FOR PRINT USE

CMYK:
CYAN_20
MAGENTA_97
YELLOW_100
BLACK_11

PMS:
PANTONE 7621 C

WHITE



FOR SCREEN USE

RGB:
RED_255
GREEN_255
BLUE_255

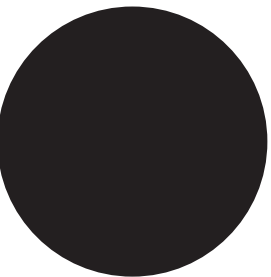
HEX COLOR CODE:
#FFFFFF

FOR PRINT USE

CMYK:
CYAN_0
MAGENTA_0
YELLOW_0
BLACK_0

PMS:
PANTONE 000C

BLACK



FOR SCREEN USE

RGB:
RED_0
GREEN_0
BLUE_0

HEX COLOR CODE:
#000000

FOR PRINT USE

CMYK:
CYAN_0
MAGENTA_0
YELLOW_0
BLACK_100

PMS:
PANTONE Process Black C

Note:
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

PRIMARY TYPEFACES

PRIMARY FONT

GUESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&?

SECONDARY FONT

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%<>?

BODY FONT

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%<>?

HIERARCHY

Headline	GUESTER 42PT
Sub-Head	AVENIR NEXT BOLD 14PT AVENIR NEXT MEDIUM 12PT
Body	AVENIR NEXT CONDENSED 12PT

HEADLINE

Sub - Headline
Secondary - Headline

Body Text -Perit, ut exeris plab iliquid eici aute nest, iureste
mollupt ibusaped moluptatur accatus

SECONDARY TYPEFACE

Aa Bb

Arial

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Arial is the official alternate typeface. It is pre-installed on every computer.

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!@#\$
%^&*() \?

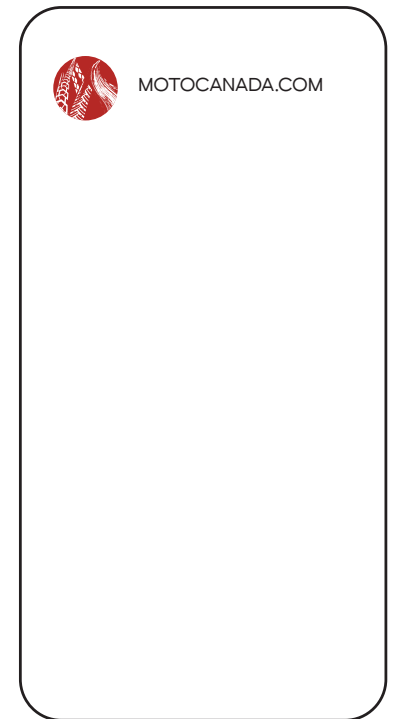
IMAGERY

The imagery we use showcases the love for the riding and the camaraderie that comes with the riding open road and going off-the-beaten track, bringing Canadians from all walks of life together to experience the sheer bliss of riding.



PROFILE AVATAR

These are the different versions of our logo that have been simplified to be used for profiles across social media platforms and directories.



STATIONERY

Business Card - 3.5 " x 2 "

English



Front



Back

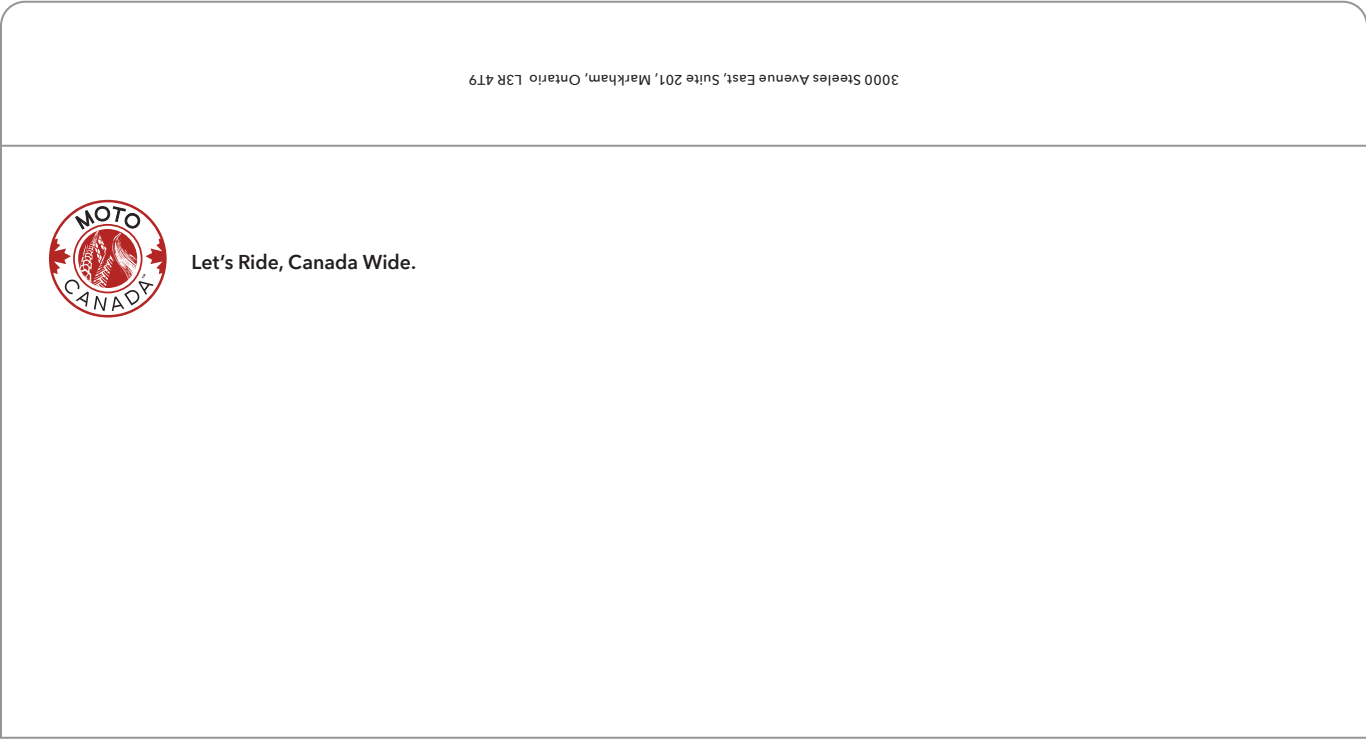
French



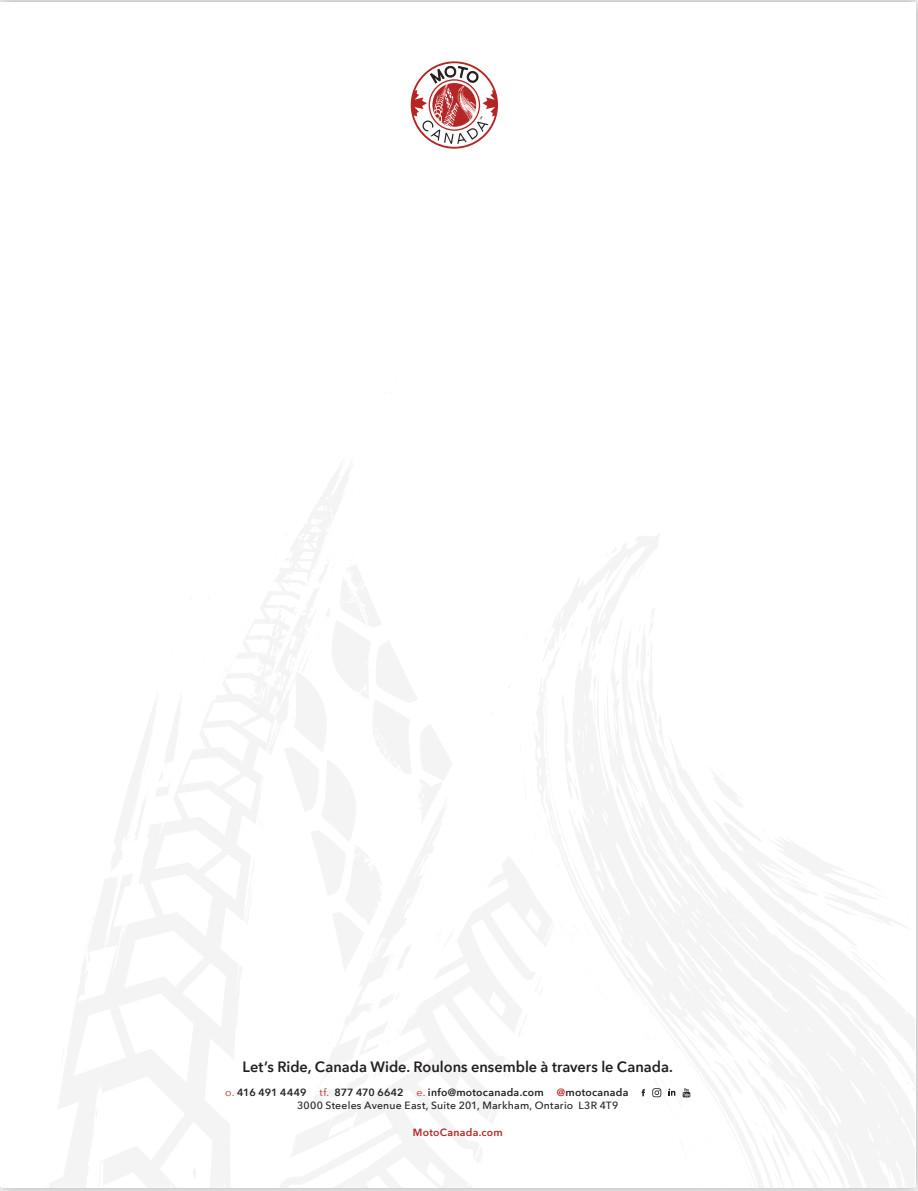
Front



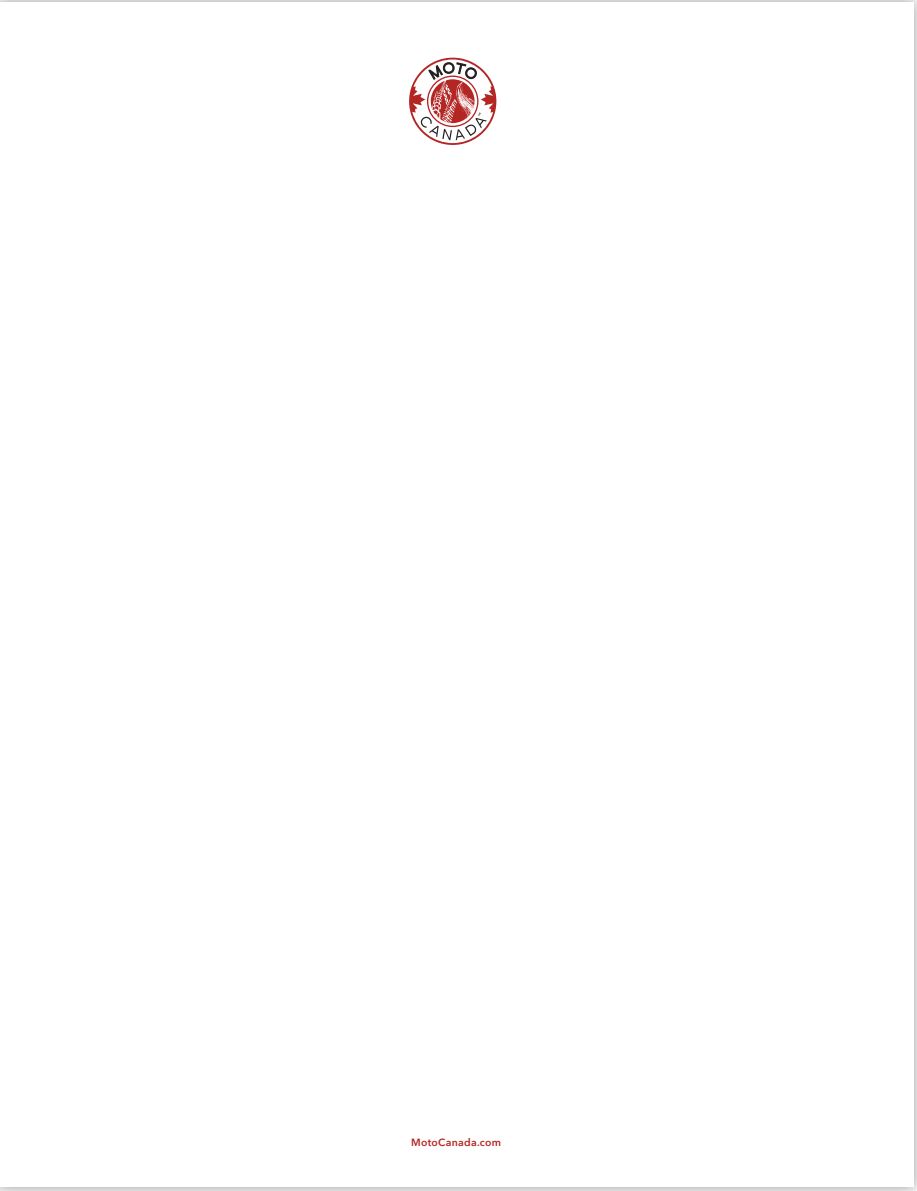
Back



#10 Envelope - 4.125 " x 9.5 "



Letterhead- 8.5 " x 11 "



Second Page Letterhead - 8.5 " x 11 "

09

OEM PARTNERS

OEM PARTNERS



PIAGGIO®





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HEAD OFFICE

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MOTOCANADA.COM

AGENCY OF RECORD
THE CREATIVE CO-OPT

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TCCO.CA