

Our purpose

A Stronger Canada – Delivered

Our brand



At Canada Post, we always put Canadians at the heart of everything we do. This isn't just the country we serve, it's the one we proudly represent.

Tone and voice

Human
Confident
Authentic
Optimistic

Postmark version



Minimum size:
Print: 0.375"
Digital: 30px

Typography

Canada Post

Canadiana Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Text Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Text Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Display Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Text Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Display Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Canadiana Text Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colours

Canada Post red
228 / 0 / 43
E4002B
0 / 100 / 89 / 0
PMS 185 C

Rd

Canada Post white
255 / 255 / 255
FFFFFF

Wh

Canada Post blue
0 / 48 / 135
003087
100 / 81 / 0 / 23
PMS 287 C

Bl

Glacial blue
44 / 115 / 202
2C73CA
75 / 45 / 0 / 0
PMS 2727 C

Glb

Pine green
0 / 68 / 61
00443D
98 / 0 / 47 / 51
PMS 323 C

Gr

Prairie gold
182 / 135 / 94
B6875E
14 / 40 / 59 / 15
PMS 2317 C

Au

Wild salmon
210 / 121 / 126
D2797E
2 / 54 / 26 / 1
PMS 2445 C

Ws

Dark text grey
90% K
#111111

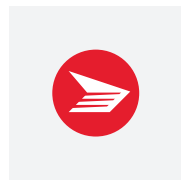
Medium text grey
80%
#333333

Footer grey
#666666

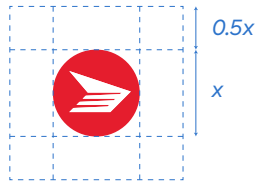
Accent grey
10% K
#E5E5E5

Background grey
5% K
#F2F2F2

Postmark block

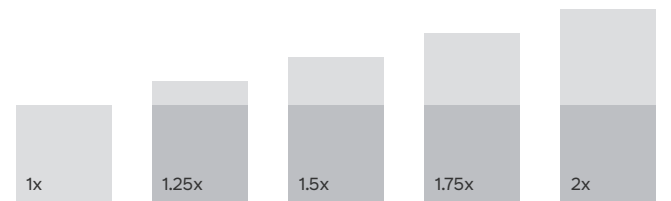


Postmark block



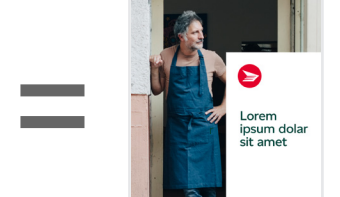
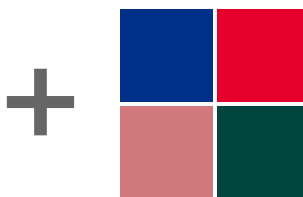
Safety

Block proportions

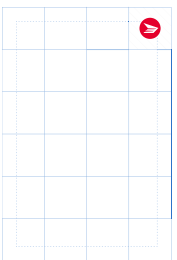


Proportions: quarters and halves

Layout construction



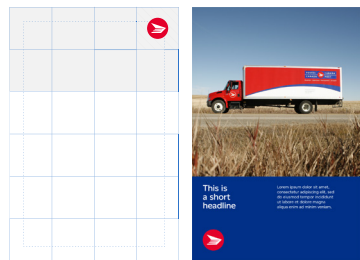
Layout styles



Full-frame layout



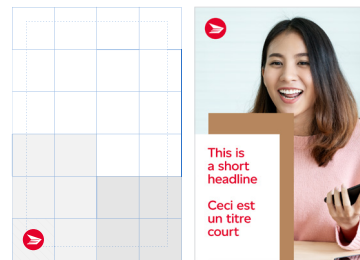
Divided layout



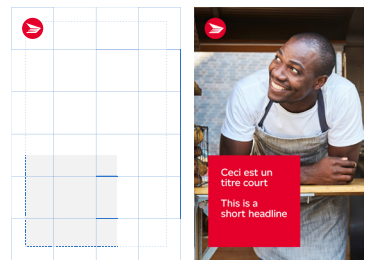
Overlap layout



Layered layout



Inset layout



Pillars of photography



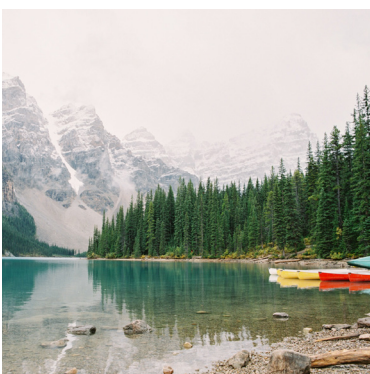
Everyday Canadians



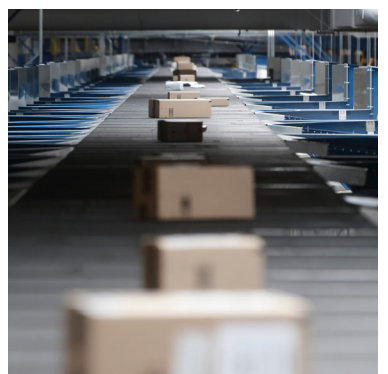
Business owners and partners



Our people



Our environment



Operations and logistics