

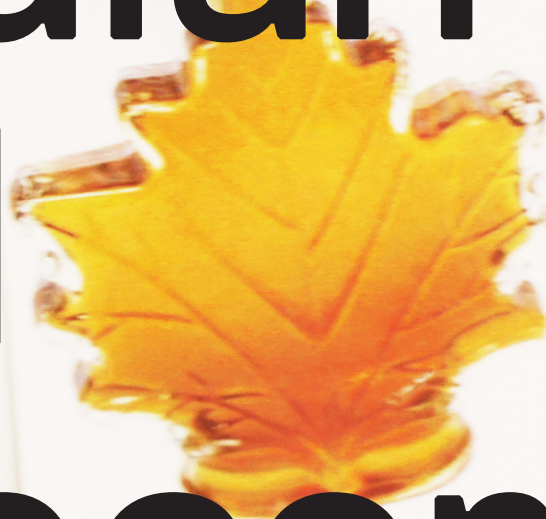
BRUCE
MAU
DESIGN
REDESIGNS
CANADA

THE ASSIGNMENT

Redesign Canada.

THE CHALLENGE

The
Canadian
Brand
has become
cliché.



BRUCE
MAU
DESIGN

THE GOAL

Bring the
Canadian
Brand into
the 21st
century.

20th Century Canadian icons:

Syrup
Beavers
Lumberjack
British Heritage
Fur Trade
Point Blanket
Plaid
Tim Hortons
Mounties
Igloo
Toque
Dogsled
Snowmobile (bombardier)
Snow
Red
Hockey
Snowshoes

21st Century Canadian icons:

Arcade Fire
Charging for plastic bags
Legalizing Gay Marriage
Blackberry
Bike Culture
Recycling/Composting
Occupy
Ryan Gosling
CBC
Immigration Laws
Condos
Public Transportation
Oil Sands
Toronto Movie Industry
Socialized Healthcare
Manitoba Hydro Tower
Jennifer Baichwal
Justin Bieber
Tasman Richardson
Stan Douglas
Owen Pallett
Conrad Black
The Royal Art Lodge
Rachel McAdams
Will Munro
Feist
Sidney Crosby
2010 Winter Olympics
Lululemon
Lynne Cohen
Kids in the Hall
Kent Monkman
Seth Rogan
Douglas Coupland
Margaret Atwood
Drake
Wayne Gretzky

But...

“Canada
doesn't need
a redesign.”

Douglas Coupland
Canadian Author, Generation X.

WHO KNEW

Resources

SELF
RELIANT

IDENTITY

IN
TRANSITION

SELF
MADE

RESILIENT

Assimilating

things are
not made
here.

D.I.Y.

CAN
CONTENT

NO
STRONG
SENSIBILITY
(CURRENTLY)

BRUCE
MAU
DESIGN

AMERICA
NEEDS AN
EDUCATION

BRUCE
MAU
DESIGN

“We know
you.
You don’t
know us.”

Scott Thompson
Comedian, Kids In The Hall.

OPEN →

PEOPLE
ARE OPEN

LANDSCAPE
IS OPEN

IDENTITY
IS CHANGE
(NOT ONE
IDENTITY)

ACCEPTS
MANY DIVERSE
IDENTITIES

CANADA IS
"WE"
NOT
"ME"

A GREAT
HOST.

CANADA IS
NEW

HUMBLE

CONSIDER
THE INDIVIDUAL
(INDIVIDUALITY

BRUCE
MAU
DESIGN
ACCEPTED
(OPEN)

Know Canada.



"Know Canada." inspired by "You Ottawana get to know us."
Submitted by Studio 360 listener Joe, from Las Vegas.

BRUCE
MAU
DESIGN

OUR SOLUTION



Know Canada
Campaign

BRUCE
MAU
DESIGN

BRUCE
MAU
DESIGN



Know Canada
Bumper Sticker



Know Canada
Bus Sides

BRUCE
MAU
DESIGN



Know Canada
Monument + Passport Stamp



Know Canada.



Know Canada
Airline

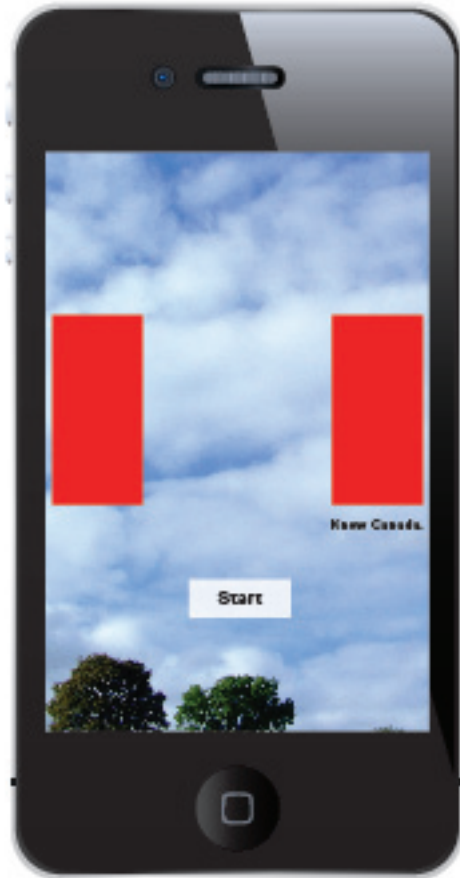
BRUCE
MAU
DESIGN

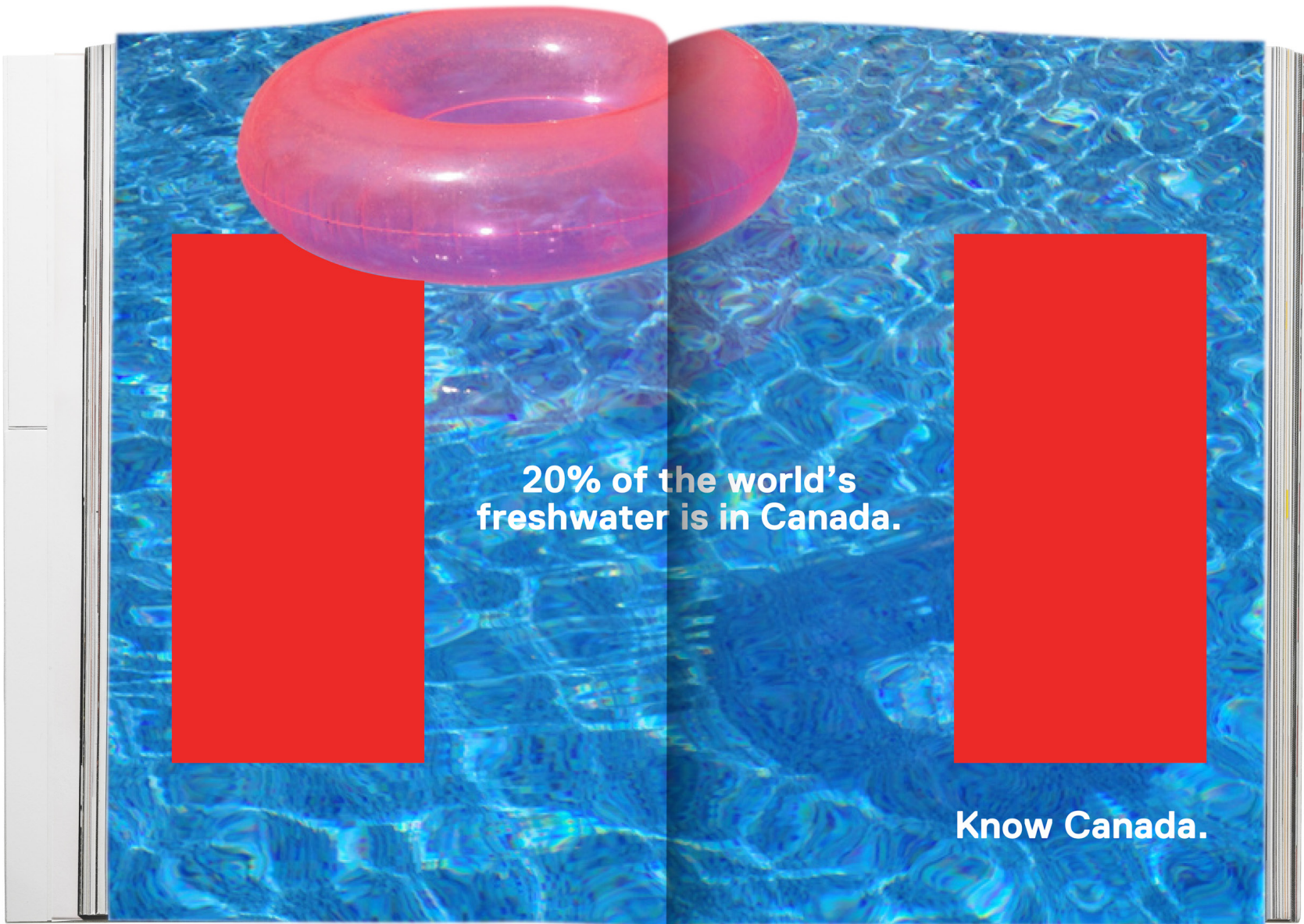


Know Canada.

Know Canada
Press Podium

**BRUCE
MAU
DESIGN**





20% of the world's
freshwater is in Canada.

Know Canada.



Know Canada
Campaign Extensions

BRUCE
MAU
DESIGN

BRUCE
MAU
DESIGN



Know Canada
Campaign Extensions

DESIGN STATEMENT:

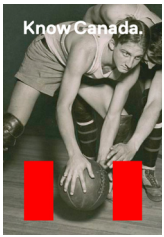
Canada has an image problem in the US.

When Americans think of Canada, stale and often cliché ideas and imagery come to mind. Images like maple syrup, hockey, snow and lots of it. These images don't pay homage to the intellectual, creative and social contributions that Canada makes as a country on a global scale. These clichés do not accurately depict the 21st Century Canada.

In our redesign, we begin with an assertion that Americans simply don't understand Canada. Our view is that Canada doesn't need a redesign; rather, Americans need to be educated.

To that end, our new Canadian brand highlights the country's potential, and addresses the dynamic exchange of ideas, creativity, natural resources and people.

To express the country's openness, flexibility and diverse points of view, we've created a visual language that leverages the two red bars on either side of the Canadian flag. These red bars act as a container for a rich array of viewpoints, imagery and ultimately, understanding.



Basketball, Canadian invention
Image Author:
Image Source:
New York Public Library
Digital Collection



Joni Mitchell, Canadian musician
Image Author: Paul C Babin
Image Source:
[http://en.wikipedia.org/wiki/
File:Joni_mitchell_1974.jpg](http://en.wikipedia.org/wiki/File:Joni_mitchell_1974.jpg)



Alexander Graham Bell, Inventor scientist who lived and worked in Canada
Image Author:
Image Source:
New York Public Library
Digital Collection



Pamela Anderson, Canadian actress
Image Author: Darren Stone
(Flickr)
Image Source:
[http://www.flickr.com/photos/
darrenstone/348664318/](http://www.flickr.com/photos/darrenstone/348664318/)



North Warning System, Radar Tower
Image Author: Watchers of the North
Image Source:
watchersofthenorthblog.com



Leonard Cohen, Canadian musician
Image Author: Rama
Image Source:
[http://en.wikipedia.org/wiki/
File:Leonard_Cohen_2187-
edited.jpg](http://en.wikipedia.org/wiki/File:Leonard_Cohen_2187-edited.jpg)



Julie Payette, Canadian astronaut
Image Author: NASA
Image Source:
[http://en.wikipedia.org/wiki/
File:Julie_Payette_CSA.jpg](http://en.wikipedia.org/wiki/File:Julie_Payette_CSA.jpg)



Wawadit'la totem, Victoria, British Columbia
Image Author: Ryan Bushby
Image Source:
<http://en.wikipedia.org/wiki/>



Ryan Gosling, Canadian actor
Image Author: JustJared.com
Image Source:
[http://www.justjared.
com/2010/12/05/ryan-gos-
ling-patdown-at-the-airport/](http://www.justjared.com/2010/12/05/ryan-gosling-patdown-at-the-airport/)



Group of Seven, Canadian Painting Collective
Image Author: Frederick Varley
(painter)
Image Source:
[http://en.wikipedia.org/wiki/
File:Frederick_Varley_-_Gas_
Chamber_at_Seaford.](http://en.wikipedia.org/wiki/File:Frederick_Varley_-_Gas_Chamber_at_Seaford.)



Alex Trebek, Canadian TV personality
Image Author: Jeopardy Pro-
ductions_Inc
Image Source:
<http://www.saratogian.com/>



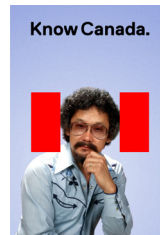
The Walker, Canadian invention
Image Author: High Plains
Drifter
Image Source:
[http://en.wikipedia.org/wiki/
File:Walker_frame.jpg](http://en.wikipedia.org/wiki/File:Walker_frame.jpg)



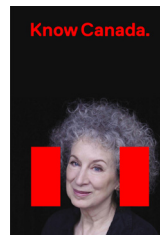
Winnie the Pooh, Canadian bear & basis for character made famous by Disney
Image Source:
[http://en.wikipedia.org/wiki/
File:Harry_Colebourne_and_
Winnie.jpg](http://en.wikipedia.org/wiki/File:Harry_Colebourne_and_Winnie.jpg)File:Julie_Payette_
CSA.jpg



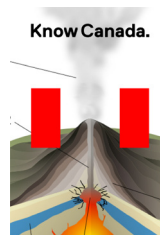
Trivial Pursuit, Canadian invention
Image Author: Gaetan Lee
(Flickr)
Image Source:
[http://www.flickr.com/pho-
tos/gaetanlee/2374599598/
in/photostream/](http://www.flickr.com/photos/gaetanlee/2374599598/in/photostream/)



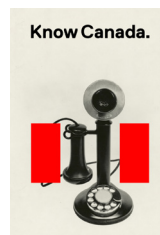
David Suzuki, Canadian science broadcaster & environmental activist
Image Author:
Image Source:
[http://www.moviespad.com/
celebrity/images/49153/
david-suzuki-young/](http://www.moviespad.com/celebrity/images/49153/david-suzuki-young/)



Margaret Atwood, Canadian writer
Image Author: George
Whiteside
Image Source:
[http://www.newint.org/
columns/finally/2010/11/01/
margaret-atwood/](http://www.newint.org/columns/finally/2010/11/01/margaret-atwood/)



Volcanic eruption is possible in remote areas of Northwest Canada
Image Author:
Image Source:
[http://en.wikipedia.org/
wiki/File:Phreatic_Eruption-
numbers.svg](http://en.wikipedia.org/wiki/File:Phreatic_Eruption-numbers.svg)



The Telephone, Canadian invention (some argue)
Image Author: —
Image Source:
New York Public Library
Digital Collection



Laser Class sailboats, Canadian invention
Image Author: Igarsan (Flickr)
Image Source:
<http://www.flickr.com/>



Jenna Talackova (Miss Canada), First transgendered Miss Universe contestant
Image Author: Chris Young
Image Source:
Canadian Press



Winnipeg's Most, Canadian musicians
Image Author: Thoshography
Image Source:
[http://en.wikipedia.org/wiki/
File:Winnipeg's_Most_photo_
by_Thoshography.jpg](http://en.wikipedia.org/wiki/File:Winnipeg's_Most_photo_by_Thoshography.jpg)



Stephen Harper, Canadian prime minister
Image Author: EnergeticCity.ca
Image Source:
[http://energeticcity.ca/
article/news/2011/10/14/
stephen-harper-coming-peace-
region](http://energeticcity.ca/article/news/2011/10/14/stephen-harper-coming-peace-region)



Naturalization Ceremony for immigrants in Ottawa
Image Author: Jane Chytilova
Image Source:
Ottawa Citizen



**Fay Wray,
Canadian actress**

Video Source:
[http://www.youtube.com/
watch?v=CuRQH_hLcTw](http://www.youtube.com/watch?v=CuRQH_hLcTw)



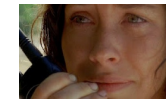
**Stephen Harper,
Canadian prime minister**

video Source:
[http://www.youtube.com/
watch?v=UbrWGxQIfA8](http://www.youtube.com/watch?v=UbrWGxQIfA8)



**Arcade Fire,
Canadian musicians**

Video Source:
[http://www.youtube.com/
watch?v=Ab2DDmwYVQw](http://www.youtube.com/watch?v=Ab2DDmwYVQw)



**Evangeline Lilly,
Canadian Actress &
The Walkie Talkie,
Canadian invention**

Video Source:
[http://www.youtube.com/
watch?v=Qksg1dMHR_M](http://www.youtube.com/watch?v=Qksg1dMHR_M)



**Canada Day Celebration,
Nova Scotia 2011**

Image Source:
[http://www.hrmcanaday.
ca/viewImage.php?id=66](http://www.hrmcanaday.ca/viewImage.php?id=66)



**Douglas Coupland,
Canadian writer & artist**

Image Subject: 'Digital Orca',
Vancouver Convention Center
Image Source: [http://imagineashawn.com/sunhealth/
blog/?attachment_id=71](http://imagineashawn.com/sunhealth/blog/?attachment_id=71)



Baby polar bear

Image Author: Darren
Calabrese
Image Source:
National Post



**Butter tarts,
Canadian Dessert**

Image Source:
[http://zsuzsaisinthekitchen.
blogspot.ca/2011/12/canadi-
an-butter-tarts.html](http://zsuzsaisinthekitchen.blogspot.ca/2011/12/canadian-butter-tarts.html)



'DEW line' radar stations

Image Author: Escapist
Opportunities (Flickr)
Image Source:
[http://www.flickr.com/
photos/10025427@
N08/4667395142/](http://www.flickr.com/photos/10025427@N08/4667395142/)



**Dragonette,
Canadian pop musicians**

Image Author: Gabriella
Anderson
Image Source:
[http://dragonetteonline.com/
photos/](http://dragonetteonline.com/photos/)



**Jeanne Beker,
Canadian fashion columnist
and TV personality**

Image Author: CTV.ca
Image Source:
[http://en.wikipedia.org/wiki/
Jeanne_Beker](http://en.wikipedia.org/wiki/Jeanne_Beker)



**Adrienne Clarkson,
Canadian author &
former governor general**

Image Source:
adrienneclarkson.com



**Group of Seven,
Canadian Painting Collective**

Image Author: Lawren Harris
(painter)
Image Source:
[http://www.arthistoryarchive.
com/arthistory/canadian/
Lawren-Harris.html](http://www.arthistoryarchive.com/arthistory/canadian/Lawren-Harris.html)



**Nanaimo bars,
Canadian Dessert**

Image Source:
[http://www.thethreecheeses.
com/](http://www.thethreecheeses.com/)



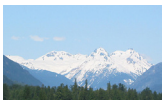
**Perce Rock,
Quebec**

Image Author: Claude
Boucher
Image Source:
[http://en.wikipedia.org/wiki/
Perce%20Rockregion](http://en.wikipedia.org/wiki/Perce%20Rockregion)



**Shalom Harlow,
Canadian Model & Actress**

Image Author: David
Shankbone
Image Source:
[http://en.wikipedia.org/wiki/
File:Shalom_Harlow_by_Da-
vid_Shankbone.jpg](http://en.wikipedia.org/wiki/File:Shalom_Harlow_by_David_Shankbone.jpg)



**Mount Meager,
Canadian volcano**

Image Author: Seattle Skier
Image Source: [http://en.
wikipedia.org/wiki/
File:MountMeagerPlinth
Capricorn.jpg](http://en.wikipedia.org/wiki/File:MountMeagerPlinthCapricorn.jpg)



**James B Harkin,
Canadian politician who
developed the first National
Parks system in the world**

Image Source:
Library and Archives Canada



Molson beer is Canadian

Image Author:
Image Name: Cohen
From: [http://retail.crisa.com/
var/libbey/storage/images/
retail-home/products/barware/
super-tarro-super-beer-mug/6079-4-eng-
US/Super-Tarro-Super-beer-mug.jpg](http://retail.crisa.com/var/libbey/storage/images/retail-home/products/barware/super-tarro-super-beer-mug/6079-4-eng-US/Super-Tarro-Super-beer-mug.jpg)



Marshall McLuhan

Video Source:
[http://www.youtube.com/
watch?v=OMEC_HqWIBY](http://www.youtube.com/watch?v=OMEC_HqWIBY)



**Superman,
50% Canadian invention
(Joe Shuster)**

Image Source:
Capedwonder.com



**Conrad Black,
exiled Canadian media baron**

Image Author: Jeffrey Salter
Image Source: [http://com-
monground.ca/OLD/iss/248/
cg248_alstead.shtml](http://commonground.ca/OLD/iss/248/cg248_alstead.shtml)



**Jennifer Baichwal,
Canadian filmmaker &
documentarian**

Image Source:
[http://mongrelmedia.com/
data/ftp/Act%20of%20
God/8.jpg](http://mongrelmedia.com/data/ftp/Act%20of%20God/8.jpg)



**John Candy,
Canadian actor**

Image Source:
Film still from 'Uncle Buck'



**Joseph Smallwood,
First Premier of
Newfoundland**
Image Source:
Library and Archives Canada



**Pamela Anderson,
Canadian actress &
The Wonderbra,
Canadian invention**
video Source:
[http://www.youtube.com/
watch?v=IVrnH9G3ABs](http://www.youtube.com/watch?v=IVrnH9G3ABs)



**Jay Manuel,
Canadian TV personality**
Image Author: Lydi@.Yan
(Flickr)
Image Source:
[http://www.flickr.com/pho-
tos/lydiayan/r](http://www.flickr.com/photos/lydiayan/r)



**Guy Maddin,
Canadian filmmaker**
Image Author: Guy Madden
Image Source:
[http://en.wikipedia.org/wiki/
File:GuyMaddeninhisNursery.
jpg](http://en.wikipedia.org/wiki/File:GuyMaddeninhisNursery.jpg)



**Agne Macphail,
First woman elected to the
Canadian House of Commons**
Image Source:
Library and Archives Canada



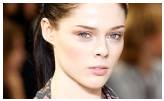
**Avril Lavigne,
Canadian musician &
songwriter**
Image Author: Rosa Casapullo
Image Source:[http://
en.wikipedia.org/wiki/
File:Avril_Lavigne_on_piano,_
Italy_\(crop\).jpg](http://en.wikipedia.org/wiki/File:Avril_Lavigne_on_piano,_Italy_(crop).jpg)



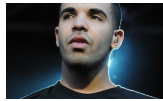
**Caesar,
Canadian cocktail**
Image Author:
AirIntakeaten
Image Source:
[http://en.wikipedia.org/wiki/
File:Caesar_Cocktail.JPG](http://en.wikipedia.org/wiki/File:Caesar_Cocktail.JPG)



**Cindy Klassen,
Canadian speed skater &
Olympic medalist**
Image Author:
Bernard Brault



**Coco Rocha,
Canadian model**
Image Author: Ed Kavishe
Image Source:
[http://en.wikipedia.org/wiki/
File:Coco_Rocha_at_Louis_Vuit-
ton.jpg](http://en.wikipedia.org/wiki/File:Coco_Rocha_at_Louis_Vuitton.jpg)



**Drake,
Canadian musician**
Image Author: Brennan Schnell
Image Source: [http://www.
flickr.com/photos/east-
scene/4801558615/in/photo-
stream/](http://www.flickr.com/photos/east-scene/4801558615/in/photostream/)



**Evelyn Hart,
Canadian ballet dancer**
Image Author: David Cooper
Image Source:
[http://artsalive.ca/en/
dan/meet/bios/artistDetail.
asp?artistID=105](http://artsalive.ca/en/dan/meet/bios/artistDetail.asp?artistID=105)



**Kinnie Star,
Canadian/Aboriginal singer/
songwriter**
Image Author: Kinnie Starr
Image Source:
[http://www.fva.ca/2006.f/
media/](http://www.fva.ca/2006.f/media/)



**Les Stroud,
Canadian musician,
filmmaker & survival expert**
Image Source:
Film Still from 'Beyond
Survival'



**Celine Dion,
Canadian singer**
Image Author: Erin Nikitchyuk
Image Source: [http://
en.wikipedia.org/wiki/
File:Celine_Dion_Sept_2008_
Long_Island_NY_with_dancers.
jpg](http://en.wikipedia.org/wiki/File:Celine_Dion_Sept_2008_Long_Island_NY_with_dancers.jpg)



**Anne Murray,
Canadian singer**
Image Author: FraserMacPhersonEstate
Image Source:
[http://en.wikipedia.org/wiki/
File:Anne_Murray.jpg](http://en.wikipedia.org/wiki/File:Anne_Murray.jpg)



**Feist,
Canadian musician**
Image Source:
[http://en.wikipedia.org/wiki/
File:Leslie_Feist_at_the_film-
ore_in_SF.jpg](http://en.wikipedia.org/wiki/File:Leslie_Feist_at_the_film-ore_in_SF.jpg)



**Vimy Memorial,
Canadian Memorial site
in France**
Image Author: HTO3
Image Source: [http://
en.wikipedia.org/wiki/
File:Vimy_memorial_.jpg](http://en.wikipedia.org/wiki/File:Vimy_memorial_.jpg)



**Centennial Flame,
Ottawa**
Image Author: D. Gordon E.
Robertson
Image Source:
[http://en.wikipedia.org/wiki/
File:Centennial_Flame,_Ot-
tawa.jpg](http://en.wikipedia.org/wiki/File:Centennial_Flame,_Ottawa.jpg)



**Broken Social Scene,
Canadian musicians**
Image Author: Alii_h
Image Source:
[http://en.wikipedia.org/wiki/
File:Broken_social_scene_
manc.jpg](http://en.wikipedia.org/wiki/File:Broken_social_scene_manc.jpg)



Hockey fights
Image Author: Darcey
McLaughlin (Flickr)
Image Source:
[http://www.flickr.com/pho-
tos/darceymclaughlin/](http://www.flickr.com/photos/darceymclaughlin/)



**Bombardier,
Canadian manufacturer of
jets and high speed trains**
Image Source:
[http://corpjetfin.live.subhub.
com/articles/Business-Jet-
Types-and-Categories](http://corpjetfin.live.subhub.com/articles/Business-Jet-Types-and-Categories)



**SHAD,
Canadian hip hop artist**
Video Source: [http://www.
youtube.com/watch?v=q-
mAMH5S6VA](http://www.youtube.com/watch?v=q-mAMH5S6VA)



**'Canadarm',
mechanical arm used
on the Space Shuttle**
Image Author: NASA
Image Source:
[http://en.wikipedia.org/wiki/
File:Sts114_033.jpg](http://en.wikipedia.org/wiki/File:Sts114_033.jpg)



**Kids in the Hall,
Canadian sketch
comedy show**
Video Source:
[http://www.youtube.com/
watch?v=At-dM_2kEQI](http://www.youtube.com/watch?v=At-dM_2kEQI)



**Same-Sex Marriage,
Legal in Canada since 2005**

Image Author: Ian Barret
Image Source:
<http://publications.mcgill.ca/mcgillnews/2011/page/3/>



**Barbara Ann Scott,
Canadian figure skater &
Olympic gold medalist**

Image Source:
Library and archive Canada



**George Brown,
Canadian journalist,
politician & 'Father of
Confederation'**

Image Source:
Library and archive Canada



**Lester B. Pearson,
Canadian professor,
historian, civil servant,
statesman, diplomat, and
politician, & winner of the
Nobel Peace Prize**

Image Source:
Library and archive Canada



**Biosphère,
Museum in Montreal
dedicated to the environment**

Image Source:
www.getintravel.com



**Polka Dot Door,
Canadian children's
television series**

Image Author: TVO Photos
Image Source:<http://www.flickr.com/photos/tvontario/5146166406/sizes/o/in/photostream/>



**Paul Shaffer,
Canadian musical director**

Image Source:
<http://www.collegesurfing.com/content/famous-canadian-college-grads/>



**Margot Kidder,
Canadian actress**

Image Source:
threeofakind-thmovie.com



**Metric,
Canadian rock band**

Image Author: Adrian F1 from Ottawa, Canada
Image Source:
http://en.wikipedia.org/wiki/File:Metric_at_Ottawa_Blues-fest_2010.jpg



**Ookpik (arctic owl),
fictitious Canadian mammal**

Image Source: <http://easydreamer.blogspot.ca/2011/04/ookpik-little-ookpik-but-no-song.html>



**Will Munro,
Canadian queer artist**

Image Source:
<http://blogs.montrealgazette.com/2012/02/11/sacre-bleu-its-time-montrealers-revisit-toronto-give-the-queen-city-a-second-chance/will-munro/>



Quebec tuition protests

Image Author: Jacques Bois-sinot
Image Source: La Presse Canadienne



**The garbage bag,
a Canadian invention**

Image Author: Unknown
Image Name: Garbage
From: <http://media.treehugger.com/assets/images/2011/10/gavin-garbage.jpg>



**Bombardier is a
Canadian company**

Image Author: Unknown
Image Name: Plane
From: <http://www.getmon-eyenergy.com/wp-content/uploads/2009/09/bombardier-series-lr-hr.jpg>



**Peanut butter,
a Canadian invention**

Image Author: Lauren Talbot
Image Name: Peanut
From: <http://diaryofanutritionist.com/>



National Gallery

Image Author: Unknown
Image Name: Gosling
From: http://en.wikipedia.org/wiki/National_Gallery_of_Canada



**20% of the World's Freshwater
is in Canada**

Image Author:
Flickr User Kajoaaa
Image Name: Freshwater
From: <http://www.flickr.com/photos/kajoaaa/4896293862/>



**The CN Tower
is the world's tallest
free-standing tower**

Image Author: Unknown
Image Name: Tower
From: http://en.wikipedia.org/wiki/CN_Tower



**The paint roller,
a Canadian invention**

Image Author: abmeister
Image Name: Paint Roller
From: <http://www.flickr.com/photos/abinormality/>



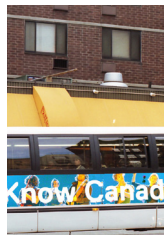
Canadian passport stamp

Image Author: Flickr User Pikdig
Image Name: Stamp
From: <http://www.flickr.com/photos/26011208@N05/sets/72157606757417604/>



**Canada,
has parliamentary government**

Image Author: Unknown
Image Name: Basketball
From: <http://www.newswire.ca/>



**Broken Social Scene,
Canadian Musicians**

Image Author: Gerard Donnelly
Image Name: Bus
From: <http://www.flickr.com/photos/gerarddonnelly/5187936413/sizes/o/in/photostream/>



**Broken Social Scene,
Canadian Musicians**

Image Author: Perl Photography
Image Name: Canadian flag
From: <http://www.flickr.com/photos/erpd50/5943722304/>



Vancouver Living Roof

Video Author: Dave Budge
Video Source: <http://vimeo.com/5889280>



**Blackberry,
is a Canadian brand**

Image Author: Camorico
Image Name:
From: <http://www.flickr.com/photos/57610964@N06/5662116307/sizes/l/in/photostream/>



**CBC,
is a Canadian institution**

Image Author: Conducting Earthly Business
Image Name: CBC
From: <http://www.flickr.com/photos/conductingearthlybusiness/4962734358/lightbox/>



**MUSIC: 'Switched On' by
Islands, Montreal based band**

Song Source:
<http://www.youtube.com/watch?v=zPUouMg2Eb8>

knowcanada.org



BRUCE
MAU
DESIGN