ClearToEnter

Brand guidelines



EDITION 1.0, 2026

The Pathway Leaf, the colours, the type and the voice of cleartoenter.ca, in one place.

Every answer traces back to the source.

ClearToEnter is a free, bilingual site that explains Canadian immigration law to the people it applies to. The law is public, but it is written for lawyers and officers. ClearToEnter sets each rule beside an everyday reading, links it to the section it comes from, and shows the date every figure was last checked. It is education. An officer decides.

A NAMING NOTE

The name is one word, ClearToEnter, with To in red. The site writes it that way in every heading, sentence and footer, and the address is cleartoenter.ca. The French site keeps the same name.

PERSONALITY

Cited

Every rule names its section and links to the official text, so a reader can check it.

Readable

The law summaries are written at a grade 8 reading level, in English and in French.

Careful

It explains the rule and states the numbers. The decision stays with officers and licensed advisers.

Not affiliated with the Government of Canada. The site says so on every page, and every piece made from this book says it too.

The Pathway Leaf

A red maple leaf with a road winding into it from its base. The leaf says Canada. The road is the way in. It is the one cut that makes the leaf ClearToEnter's own. Adopted as the logo on September 28, 2026.

THE TIP

One point on the centre line, x 50.1. The leaf is 100.0 units wide and 82.9 tall, so it is wider than it is tall: 1.2061 to 1.

THE OUTER POINTS

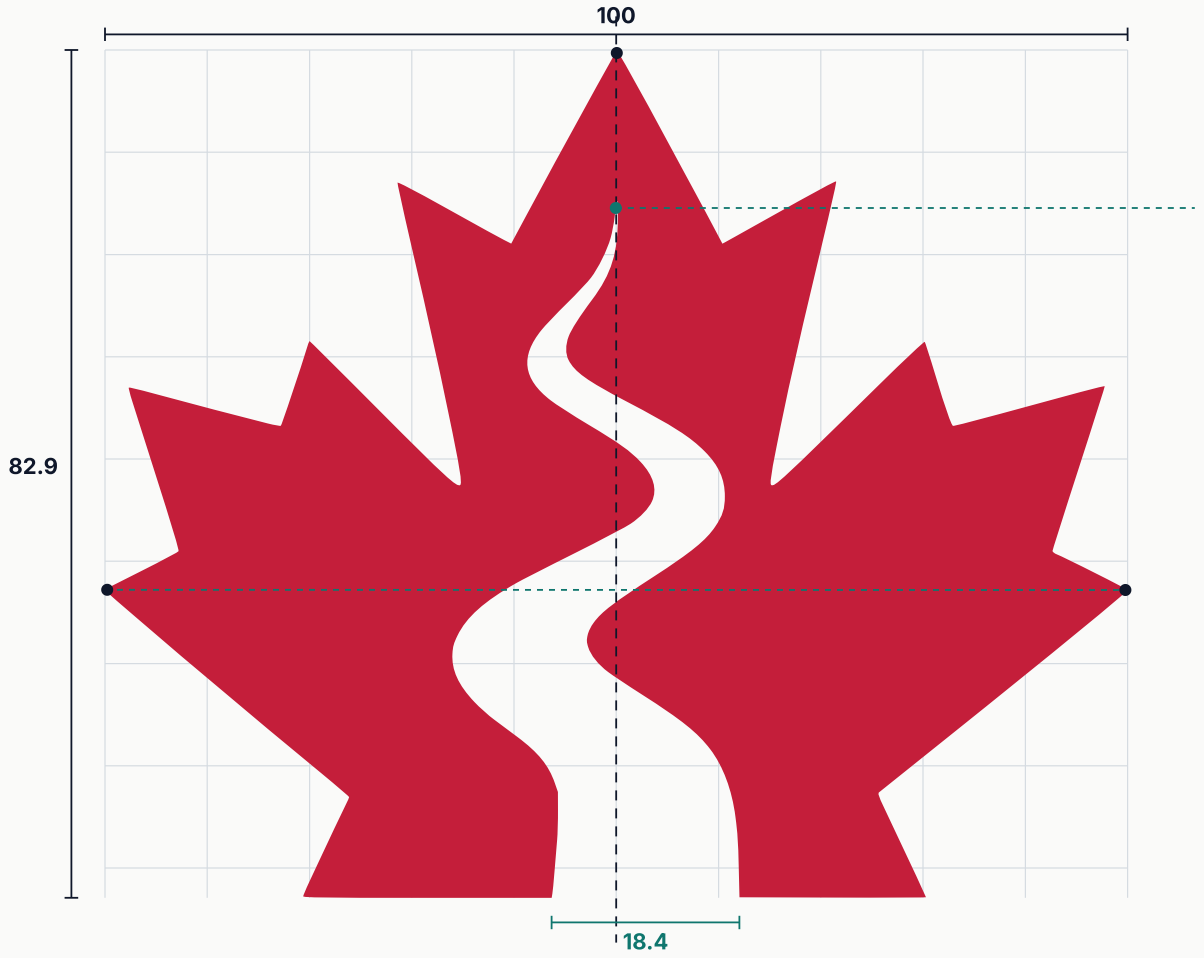
Level with each other at 64 percent of the height, on the teal line.

THE ROAD

Opens 18.4 units wide in the base, just right of the centre line, and winds up to x 49.9, 15.4 units below the tip. It narrows as it climbs, from 17.7 units near the base to 3.3 near the top, the way a road narrows into the distance.

THE BASE

Two flat feet, 24.0 and 18.2 units wide, cut level.



Measured from the master file, public/images/logo-mark.png, traced to one vector path (it matches the master pixel for pixel to 99.8 percent). Redraw from the vector file, never by eye.

LOGO VERSIONS

ON WARM WHITE

The site header: Inter Bold, Charcoal, To in Canadian red.

THE LOCKUP

ClearToEnter

THE LEAF ALONE



Bold 700 is the site's header weight. Covers, share cards and posts set the name in Black 900. Both are Inter, tracked tight.

ON COVER INK

Covers, cards and posts: Inter Black, white, To in Light red.

THE LOCKUP

ClearToEnter

THE LEAF ALONE



Canadian red on cover ink measures 2.99:1. That is fine for the leaf, a logo, and too low for red words, which take Light red.

ON A PHOTOGRAPH

Over the sky, never the busy middle. The leaf stays red, and the leaf alone goes on cover ink, not on a picture.

THE LOCKUP

ClearToEnter

ONE INK ONLY

For a photocopied handout or a stamp, when red cannot print. Everywhere else the leaf is red.

ClearToEnter



ClearToEnter



CLEAR SPACE



Clear space is x on every side, where x is half the leaf's height. Nothing enters it: not type, not a photo edge, not a fold.

MINIMUM SIZES

ClearToEnter

The lockup: name at 16 px on screen, the size the site's own header steps down to. In print, 30 mm wide.

The leaf: 16 px, the site's favicon. In print, 5 mm wide. The road still reads.

Below the lockup's minimum, the leaf goes on alone. The road is the detail that disappears first, so never print the leaf smaller than 5 mm.

SIX DON'TS



Don't stretch it.
Scale it evenly, always.



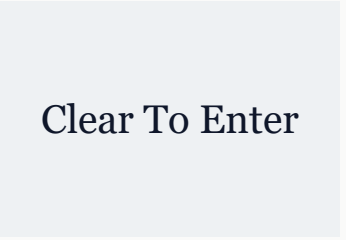
Don't recolour it.
The leaf is Canadian red.



Don't fill the road.
Without the road it is only a leaf.



Don't bring back the shield.
Retired on September 28, 2026.



Don't retype the name.
One word, Inter, To in red.



Don't set it on a flag.
Nothing may suggest a government source.

COLOUR

Canadian red

#C41E3A
RGB 196, 30, 58
CMYK 0 85 70 23*

The leaf, the red rule, buttons and To on light grounds.

Light red

#F0566A
RGB 240, 86, 106
CMYK 0 64 56 6*

Red on dark grounds: To in the name, red words on cover ink.

Cover ink

#0D1A2D
RGB 13, 26, 45
CMYK 71 42 0 82*

The dark ground of covers, share cards, posts and the poster.

Cover teal

#5EC4B6
RGB 94, 196, 182
CMYK 52 0 7 23*

Sublines and eyebrows on cover ink. Volume 2's colour.

Reading teal

#0F766E
RGB 15, 118, 110
CMYK 87 0 7 54*

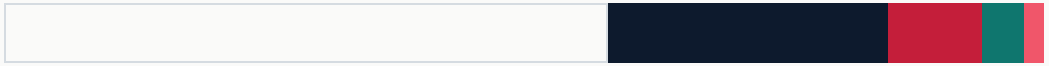
The everyday reading under the law, labels and focus rings.

Warm white

#FAFAF9
RGB 250, 250, 249
CMYK 0 0 0 2*

The light ground. Text on it is Ink, #0F172A.

PROPORTION



Warm white 58, Cover ink 27, Canadian red 9, Reading teal 4, Light red 2. Mostly light pages for reading, one dark ground for anything that has to be noticed, and red kept for the leaf and one rule.

Red is never a text colour on cover ink: it measures 2.99:1 there. Use Light red. Body text on light grounds is Ink, and muted text goes no lighter than #475569.

* CMYK is computed from RGB and is approximate. Proof it on the stock before a print run.

TEXT PAIRS, EACH MEASURED TO WCAG 2.2 AA (4.5:1)

Aa **5.84:1** White on Canadian red

Aa **17.46:1** White on Cover ink

Aa **5.59:1** Canadian red on Warm white

Aa **5.19:1** Light red on Cover ink

Aa **5.24:1** Reading teal on Warm white

Aa **8.35:1** Cover teal on Cover ink

Aa **17.09:1** Ink on Warm white

Aa **8.35:1** Cover ink on Cover teal

Aa

Aa

Inter

The site's one face, served by next/font. Black 900 for titles, Bold 700 for the name and buttons, Medium 500 and Regular 400 for reading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 é è ç à ô ' ?

SIL Open Font License 1.1. Free to embed in PDFs and apps, never to sell on its own.

The law's serif

The statute itself, and only the statute, sits in a serif: the reader's own (ui-serif, Georgia on Windows) on the site, Libertinus Serif in the printed volumes.

`IRPA s.36(2)` `IRPR s.7(1)`

Citations sit in the reader's monospace, in a small bordered tag, so a section number never reads as prose.

HIERARCHY IN USE

Eyebrow tag · monospace 600 · 12 px

`IRPA s.11, s.12, s.30, s.36`

Title · Inter 900 · 34 px

The law, side by side.

Label · Inter 600 · capitals, tracked 0.16 em

THE LAW SAYS

The statute · serif · 18 px

A foreign national

The reading · Inter 500 · Reading teal

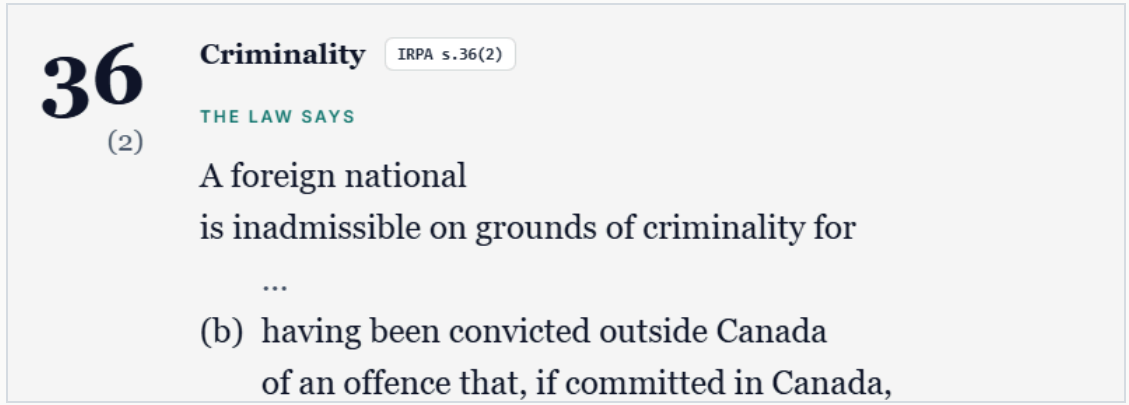
> Our reading: This is anyone who is not a Canadian citizen or a permanent resident.

Body · Inter 400 · 16 px, line height 1.6

This rule is called criminality. It applies to foreign nationals, not to permanent residents.

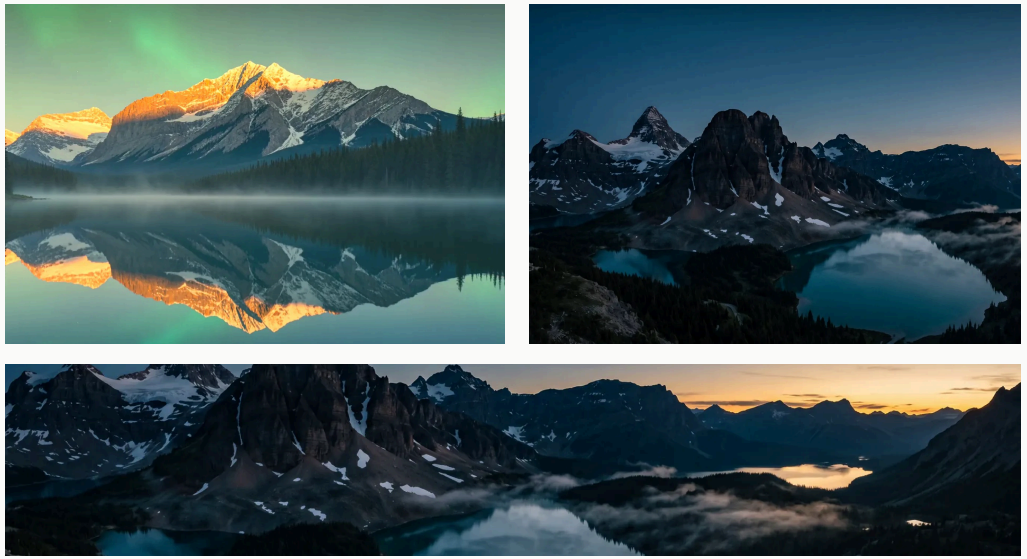
The law, side by side

The brand's device is the reading pair: a phrase of the statute exactly as written, and under it an everyday reading in Reading teal. A citation tag names the section, and a link to the official text sits beside it. The statute side of the live home page, captured at 1440 px:



1. **The law stays exactly as written.** The reading never replaces it.
2. **Every figure carries its date.** Last verified, or Facts verified, with the day.
3. **One red rule along the foot** of every card, cover, poster and post.

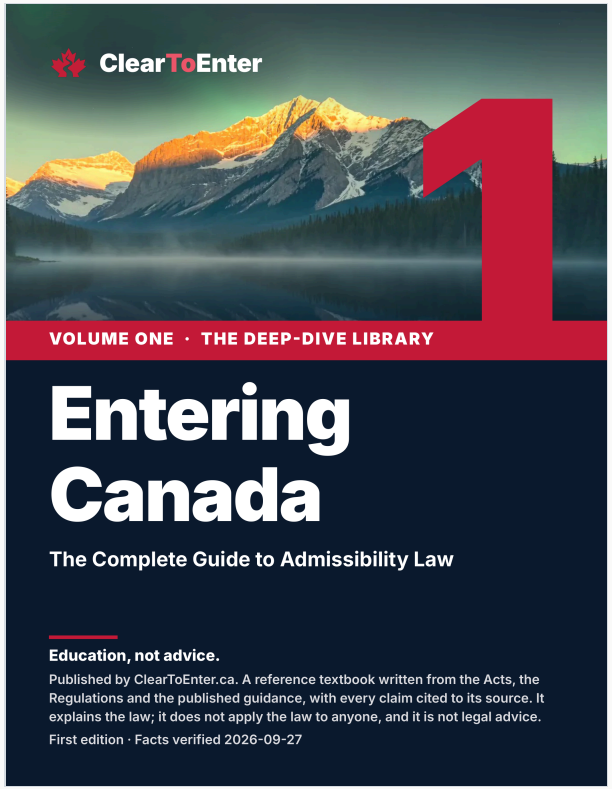
Photography



1. **Landscape at first or last light.** Mountains, still lakes, forest, the northern lights. These are the site's and the volumes' own pictures.
2. **People, flags, uniforms and border booths stay out of frame.** Nothing may read as a government picture.
3. **Words sit on cover ink, never on the busy middle.** The photograph is cut to fit, never squeezed.

The beaver is the site's guide, the small figure in the corner that opens the help panel. It stays out of the law itself: in the volumes it appears three times, and never beside a section.





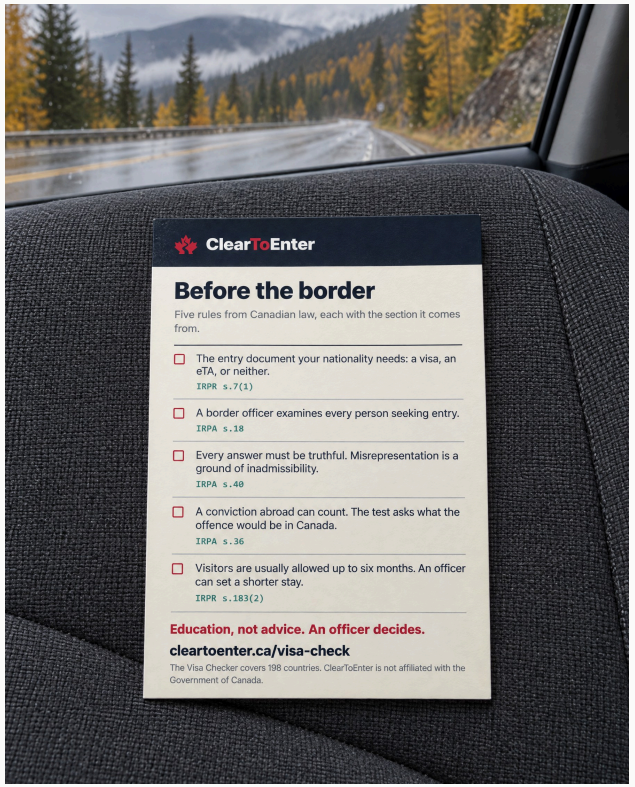
VOLUME 1, THE COVER PLATE

Entering Canada, exactly as the current PDF edition sets it, 7 by 9.1 in: the volume's photograph, the red band, the giant numeral and the title in Inter Black. Facts verified 2026-09-27. The site lists the volumes as coming soon.



THE NOTICEBOARD POSTER

11 by 17 in, for a library or a settlement centre: the home page's own closing lines, the four counts, the address in English and French, and the line that says the site is independent.



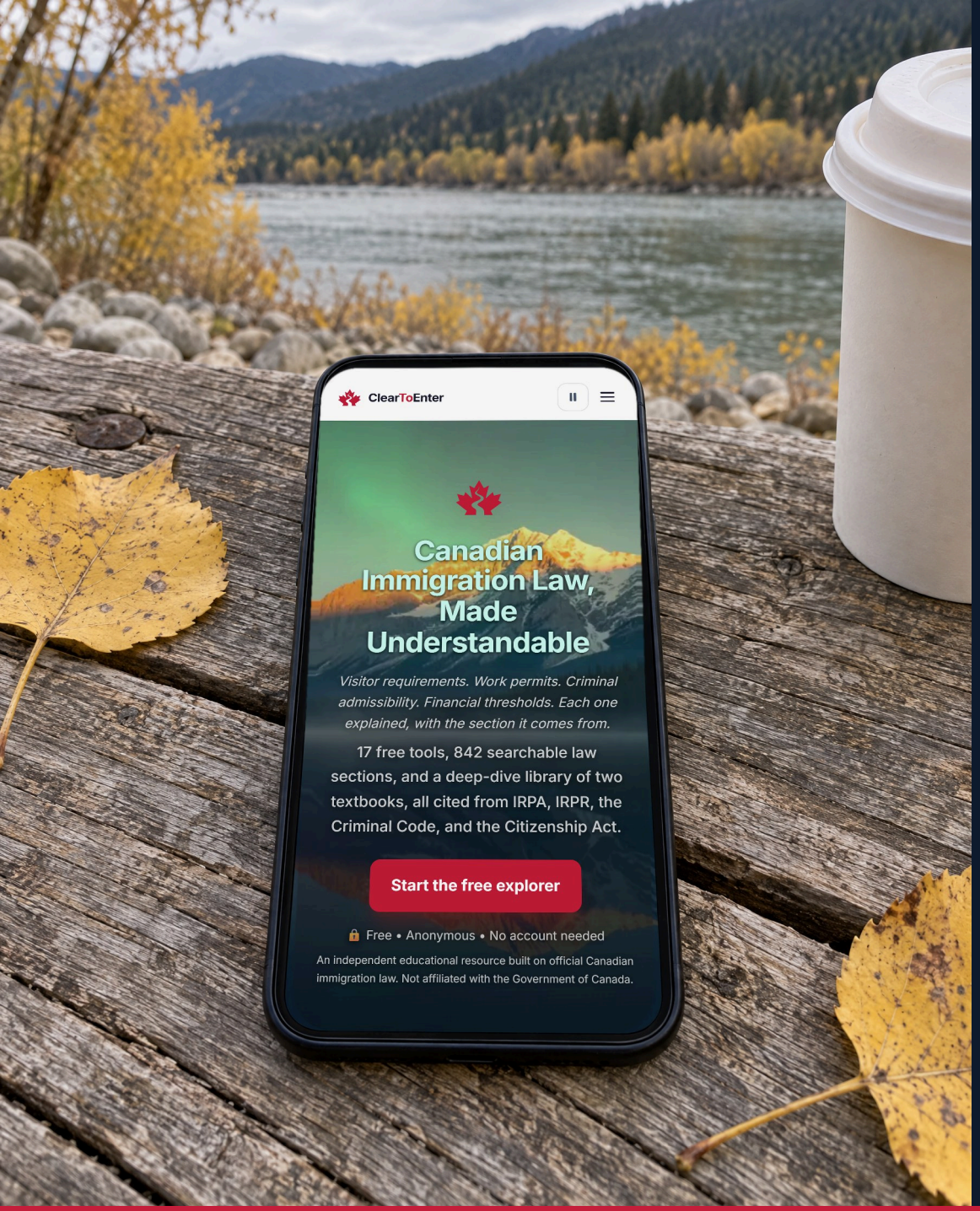
THE BORDER CARD

88 by 125 mm, sized to sit inside a passport. Five rules from the law, each with its section, and the line every ClearToEnter page carries: education, not advice. It promises nothing about the crossing.

Print

What ClearToEnter puts on paper: its reference volumes, and the notices that point readers to the free site.

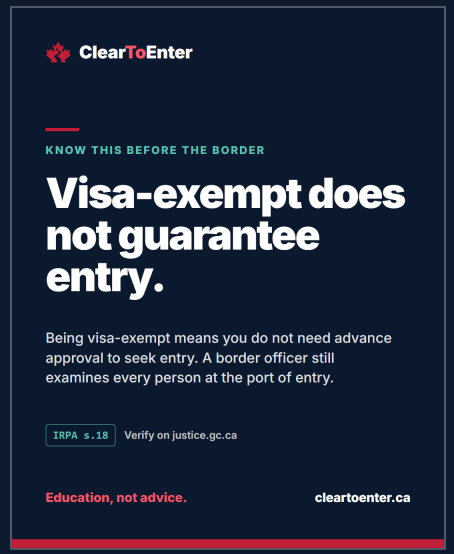
Digital





PROFILE IMAGE

The leaf alone on cover ink, 1080 by 1080, sized to sit inside the platform's circle crop with the road clear of the edge. The name is in the account title, so it is never squeezed into the circle.



KNOW THIS BEFORE THE BORDER

The post template, 1080 by 1350. One fact per post, three slots that change: the rule in Inter Black, its everyday reading, and the section tag with Verify on justice.gc.ca beside it. The eyebrow, the leaf, Education, not advice, and the red foot rule never move.

A rule states the law. It never tells a reader what will happen to them at the border.

THE PHONE

The live home page on a phone, a real capture of cleartoenter.ca at 390 px, on a picnic table by the Columbia River in Castlegar.

Voice and tone

The site speaks as we, for ClearToEnter, in English and in French. The French is the English book in French, never a second message.

Rules, never verdicts

We say what the law says. We never tell a reader they qualify.

Relief before alarm

When a rule frightens and an exception rescues, the exception comes first.

No hype

Exclamation marks and talk of an exciting journey stay out. The law being clear is the good news.

WE SAY	WE DON'T SAY
Every answer traces back to the source.	*Trusted, accurate immigration information.*
A border officer decides entry.	*We will help you get approved at the border.*
The law stays exactly as written. The lines between are ours.	*Our experts simplified the law so you never have to read it.*
What you type into a tool stays in your browser.	*Enter your email to unlock your personal report.*
Immigration law wasn’t written for everyday people. Understanding it is something anyone can do.	*Your Canadian dream starts here!*

Quick reference



THE MARK

The Pathway Leaf, one path, always Canadian red. Never stretched, recoloured, filled, shielded or set on a flag.

Clear space x on every side, half the leaf's height. Lockup 16 px on screen, 30 mm in print. Leaf alone 16 px, 5 mm.

TYPE

Inter: Black 900 titles, Bold 700 name and buttons, 400 and 500 reading. The statute in a serif. Citations in monospace tags.

COLOUR

- Canadian red #C41E3A
- Light red #F0566A
- Cover ink #0D1A2D
- Cover teal #5EC4B6
- Reading teal #0F766E
- Warm white #FAFAF9

Every text pair at 4.5:1 or above. Red words on cover ink take Light red.

THE LOOK

The law as written, its everyday reading under it, the section tag, the date it was checked. One red rule along the foot.

PHOTOGRAPHY

Landscape at first or last light. No people, flags or government pictures. Words on cover ink.

VOICE

We, cited, readable, careful. Rules, never verdicts. Education, not advice.

ClearToEnter

cleartoenter.ca · hello@cleartoenter.ca

An independent educational resource built on official Canadian immigration law. Not affiliated with the Government of Canada.