

Build Canada

Brand Analysis
Palette, Type, & Motifs

Winter 2025

Palette 1: Linen

Linen

#F6ECE3 HSL: 28, 51, 93

oklch: 0.9485, 0.0162, 64.67

Linen

Extremely warm. 28th hue degree makes this an **orange**, the desaturation and lightness push towards yellow.

Solar connection.

Sun warmed, not *sunny*.

Sun dried, not baked.

Key Words

Mature

Sophisticated

Serious

Worldly

Palette 2: Charcoal

Charcoal

#272727 HSL: 0, 0, 15

oklch: 0.2727, 0, 0

Charcoal

Purely neutral.

Mildly darker than the standard offblack.

Bold. **Cool in contrast.** Strong & industrial.
Technological. This is not a natural colour.

It is a medium by man, making marks for the future.

Key Words

Strong

Urban

Serious

Palette 3: Auburn

Auburn

#932F2F HSL: 0, 52, 38

oklch: 0.4549, 0.1348, 24.21

Auburn

A sophisticated, desaturated, dark red.

Clearly, points at the **Canadian** origin - **Autumnal maple**.

Restrained where Canada's flag is exuberant.

Desaturation → Dust/decay → **age** → wisdom & taste.

A colour for the adults in the room.

Key Words

Mature

Worldly

Canadian

Strong

Type 1

Söhne Kraftig - Headlines

Söhne is a font system from Klimtype via Kris Sowersby, 2019.

A neo-grotesque mixing Aksidenz-Grotesk with Standard Medium, the grotesque used on the NYC Subway signage system.

"Kraftig" is the name of the specimen at weight 500.

Modern but analog. **Cutting edge**, but connected to ancient threads.

Financier Text - Body

A british derived post-bodoni system from Kimtype built explicitly for use by **The Financial Times**.

Based on the Solus & Joanna families, but adapted for use across finance, arts, science, & sport for digital and print mediums.

A specimen from an alternative history where art-deco wasn't so darned artistic.

Type 2

Founder's Grotesk Mono - Micro

A grotesque mono, again from Klimtype.

Based on Millar & Richards Grotesque, H.W. Caslon's Doric, and Helvetica's Halbfett. Attempts to take from the best of the 20th century into a geometric, flexible system for the 21st.

Specifically the monospaced variant, which gives a modern & techy edge to my read, at least. To others it may hark to typewriters, but it looks much more like retrofuturist terminals such as one might find in a Wayland Yutani mining outpost.

Motifs

Tight Grid

Padding over tracking

Huge, Square Buttons

“You seriously *can not* miss this.”

Construction Lines

Blueprints, drafts, design systems