

BRUCE  
MAU  
DESIGN  
REDESIGNS  
CANADA

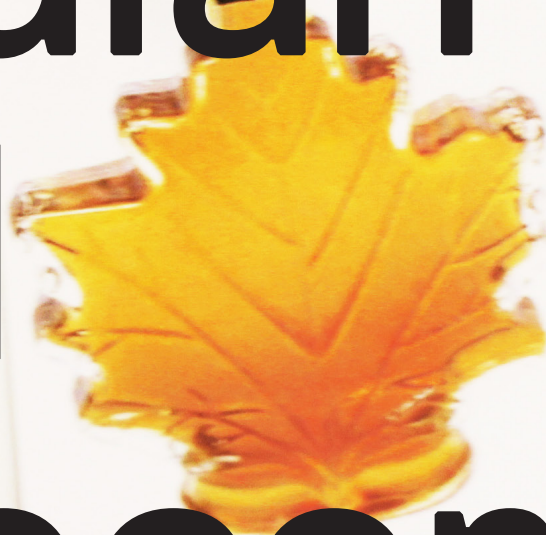
# THE ASSIGNMENT

# Redesign Canada.

# THE CHALLENGE



The  
Canadian  
Brand  
has become  
cliché.



BRUCE  
MAU  
DESIGN

# THE GOAL

BRUCE  
MAU  
DESIGN

Bring the  
Canadian  
Brand into  
the 21<sup>st</sup>  
century.

# 20th Century Canadian icons:

Syrup  
Beavers  
Lumber Jack  
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  
Oil Sands  
Charging for plastic bags  
Legalizing Gay Marriage  
Bike Culture  
Recycling/Composting  
Occupy  
Ryan Gossling  
Immigration Laws  
Condos  
Public Transportation  
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  
Sydney Crosby  
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

Resourceful

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 THE  
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

BRUCE  
MAU  
DESIGN







BRUCE  
MAU  
DESIGN



Know Canada  
Bumper Sticker





Know Canada  
Bus Sides

BRUCE  
MAU  
DESIGN





Know Canada  
Monument + Passport Stamp





Know Canada  
Airline

BRUCE  
MAU  
DESIGN





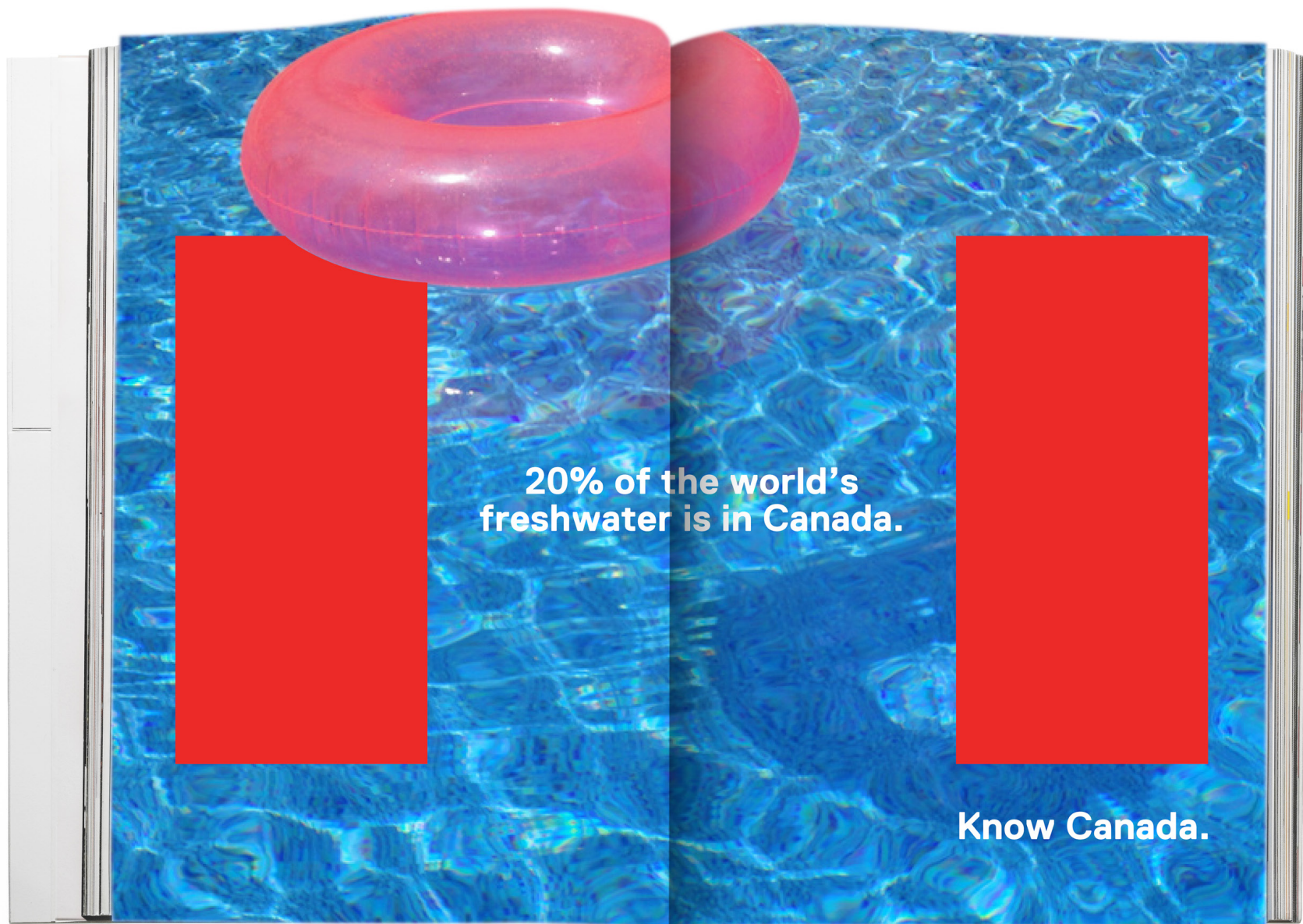
**Know Canada.**

Know Canada  
Press Podium

**BRUCE  
MAU  
DESIGN**







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

Know Canada.







Know Canada.



Know Canada  
Campaign Extensions

# DESIGN STATEMENT:

Canada has an image problem in the US.

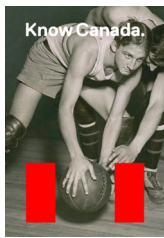
When Americans think of Canada, stale and often cliché ideas and imagery come to mind. Images like maple syrup, hockey, snow and lots of it. These images don't pay homage to the intellectual, creative and social contributions that Canada makes as a country on a global scale. These clichés do not accurately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



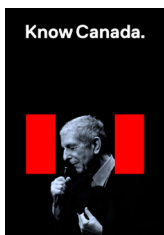
**Alexander Graham Bell,  
Inventor scientist who lived  
and worked in Canada**  
Image Author:  
Image Source:  
New York Public Library  
Digital Collection



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



**North Warning System,  
Radar Tower**  
Image Author: Watchers of the North  
Image Source:  
[watchersofthenorthblog.com](http://watchersofthenorthblog.com)



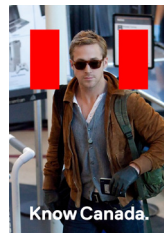
**Leonard Cohen,  
Canadian musician**  
Image Author: Rama  
Image Source:  
[http://en.wikipedia.org/wiki/  
File:Leonard\\_Cohen\\_2187-  
edited.jpg](http://en.wikipedia.org/wiki/File:Leonard_Cohen_2187-edited.jpg)



**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)



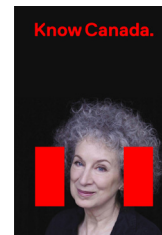
**Winnie the Pooh, Canadian  
bear & basis for character  
made famous by Disney**  
Image Source:  
[http://en.wikipedia.org/wiki/  
File:Harry\\_Colebourne\\_and\\_  
Winnie.jpg](http://en.wikipedia.org/wiki/File:Harry_Colebourne_and_Winnie.jpg)[File:Julie\\_Payette\\_  
CSA.jpg](http://en.wikipedia.org/wiki/File:Julie_Payette_CSA.jpg)



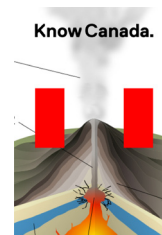
**Trivial Pursuit,  
Canadian invention**  
Image Author: Gaetan Lee  
(Flickr)  
Image Source:  
[http://www.flickr.com/pho-  
tos/gaetanlee/2374599598/  
in/photostream/](http://www.flickr.com/photos/gaetanlee/2374599598/in/photostream/)



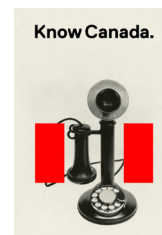
**David Suzuki,  
Canadian science broadcast-  
er & environmental activist**  
Image Author:  
Image Source:  
[http://www.moviespad.com/  
celebrity/images/49153/  
david-suzuki-young/](http://www.moviespad.com/celebrity/images/49153/david-suzuki-young/)



**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/>



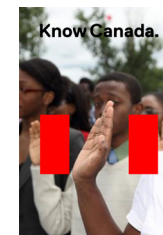
**Jenna Talackova  
(Miss Canada),  
First transgendered  
Miss Universe contestant**  
Image Author: Chris Young  
Image Source:  
Canadian Press



**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)



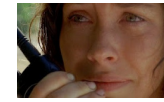
**Stephen Harper,  
Canadian prime minister**

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.hrmcanadaday.  
ca/viewImage.php?id=66](http://www.hrmcanadaday.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](http://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/)



**Percé Rock,  
Quebec**

Image Author: Claude  
Boucher  
Image Source:  
[http://en.wikipedia.org/wiki/  
Perc%C3%A9\\_Rockregion](http://en.wikipedia.org/wiki/Perc%C3%A9_Rockregion)



**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 of  
Canada



**The Walker,  
Canadian invention**

Image Author: Charles Miller  
Image Source:  
[cemillerphotography.pho-  
toshelter.com](http://cemillerphotography.photoshelter.com)



**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](http://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 of  
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 Madden,  
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 of  
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)



**Cesar,  
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)



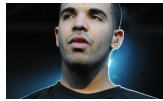
**Cindy Klassen,  
Canadian speed skater &  
Olympic medalist**

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 of Canada



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

Image Source:  
Library and archive of Canada



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

Image Source:  
Library and archive of Canada



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

Image Source:  
[www.getintravel.com](http://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-themovie.com](http://threeofakind-themovie.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](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 Boissinot  
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](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/sizes/l/in/photostream/>



**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](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/>

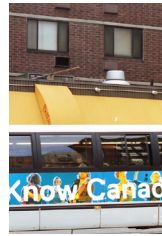


**Canada,  
has parliamentary government**

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/>



**Molson beer is Canadian**

Image Author:

Image Name: Cohen

From: Wikipedia Commons



**Vancouver Living Roof**

Video Author: Dave Budge

Video Source: <http://vimeo.com/5889280>



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

Song Source:

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

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