

# A NEW DIRECTION FOR CANADA'S BANK NOTES

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## Innovation

The Bank of Canada prides itself on its innovative approach to bank note design.

The \$10 note featuring Viola Desmond is the first vertically oriented note issued by the Bank, differentiating it from the current polymer notes. The new direction also allows for a more prominent image of Viola Desmond, the first portrait subject to be nominated by Canadians, and the first Canadian woman to appear as the portrait subject on a regularly circulating bank note.

This \$10 note will be rolled out gradually, starting November 19, 2018, and will circulate alongside the other \$10 bank notes already in circulation.

The next \$5, \$20, \$50 and \$100 bank notes will also be vertical designs.

## A new way of issuing bank notes

Starting with the vertical \$10 bank note, the Bank will release a new note every few years rather than issue all five denominations within a short period.

This staggered approach will allow the Bank to integrate the latest security features each time a new note is issued, ensuring that Canadians can continue to use cash with confidence.



### Picture this...

The portrait subject for the next \$5 note will be chosen by Canadians through a public consultation.

The \$20 denomination will feature the reigning monarch. The \$50 and the \$100 notes will honour Sir John A. Macdonald, Canada's first Prime Minister, and Sir Wilfrid Laurier, our first francophone Prime Minister. Canadians will be invited to provide input, in keeping with the Bank's design principles.

# Design

The \$10 bank note, with depictions of Viola Desmond and the Canadian Museum for Human Rights, acknowledges the past and continuing efforts towards achieving rights and social justice for all Canadians.



## FRONT OF THE NOTE

- 1 Viola Desmond** · A successful black Nova Scotia businesswoman, she defiantly refused to leave a whites-only area of a movie theatre in 1946 and was subsequently jailed, convicted and fined. Her case was one of the first known legal challenges against racial segregation brought by a Black woman in Canada.
- 2 Archival map of Halifax** · The image is based on a 1951 map showing the North End of Halifax as it appeared when Viola Desmond lived and worked in the neighbourhood.

### LARGE TRANSPARENT WINDOW

National symbols of Canada are presented as metallic elements in and around the large transparent window.

- 3 Ceiling from the Library of Parliament** · Built between 1859 and 1876, the library is designed in the Gothic Revival style of architecture. Its vaulted dome ceiling is capped by arched windows that flood the library with natural light.
- 4 Canadian flag** · Canada's flag was officially adopted on February 15, 1965, a date we celebrate today as National Flag Day.
- 5 Coat of Arms of Canada** · The Coat of Arms is an official symbol of Canada.

## BACK OF THE NOTE

The back of the note carries Viola Desmond's story into the present, with images and symbols that represent Canada's ongoing pursuit of rights and freedoms.

- 6 Canadian Museum for Human Rights** · Opened in Winnipeg, Manitoba in 2014, this is the first museum in the world solely dedicated to the evolution, celebration and future of human rights.
- 7 Ramps from the museum** · Criss-crossing ramps connect the seven levels of the museum. They symbolize the history of human rights—a history full of setbacks and contradictions but characterized by strength and hope.
- 8 Eagle feather** · For many First Nations peoples in Canada, the eagle is believed to fly higher and see further than any other bird, and an eagle feather symbolizes ideals such as truth, power and freedom. It is intended to represent the ongoing journey towards recognizing rights and freedoms for Indigenous Peoples in Canada.
- 9 Excerpt from the *Canadian Charter of Rights and Freedoms*** · The Charter was entrenched in the Constitution of Canada in 1982, and guarantees the fundamental rights and freedoms of individuals in the highest law of the land.
- 10 Laurel leaf pattern** · The laurel leaf is an ancient symbol of justice. It appears in the grand entrance hall of the Supreme Court of Canada, the nation's final court of appeal and ultimate judicial defender of rights in the country.



# Security

The note has bold security features that are **easy to check and difficult to counterfeit**. Some are enhanced compared with those on the current polymer notes.

The same checking method applies to all polymer bank notes.

**Feel** the smooth, unique texture of the note. It is made from a single piece of polymer with some transparent areas.

**Look** for transparency in the large window.

**Look** at the detailed metallic images and symbols in and around the large window.

**Flip** the note to see the metallic elements inside the large window repeated in the same colours and detail on the other side.

**Feel** the raised ink in areas such as the portrait, the word “Canada” and the large number at the bottom.



**Look** at the pattern in the colour-shifting eagle feather on the back of the note.

**Remember, bank notes are only secure if you check them!**

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# CANADA

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## Accessibility

The \$10 bank note is supported by a suite of accessibility features to help blind and partially sighted Canadians determine the denomination with confidence.

### FAMILIAR FEATURES

- The distinct colour of the \$10 note continues to be purple.
- There is also a tactile feature made up of two six-dot symbols.

### ENHANCED CONTRAST

- The colour contrast of the large numeral has been enhanced.
- The large “10” is light on a dark background on the front of the note, and dark on a light background on the back of the note.



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La loi ne fait acception de personne  
et s'applique également à tous,

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