



Canada Council
for the Arts

Conseil des arts
du Canada

Get to know us.

Canada Council for the Arts Brand Guidelines

Canada Council Brand Guidelines

This document describes our visual identity guidelines. Following the guidelines is essential in maintaining a consistent and professional public identity for the Canada Council for the Arts.

- 4 Mandate
- 5 Council Positioning
- 6 Personality attributes
- 7 Logo
- 13 Logo typeface
- 15 Colour palette
- 17 Incorrect use of logo

Mandate

The Canada Council for the Arts is a federal Crown corporation created by an Act of Parliament in 1957 “to foster and promote the study and enjoyment of, and the production of works in, the arts.” The Council offers a broad range of grants and services to professional Canadian artists and arts organizations in music, theatre, writing and publishing, visual arts, dance, media arts and integrated arts. It seeks also to raise public awareness of the arts through its communications, research and arts promotion activities.

Positioning

A brand positioning statement serves as a point of departure for communications activities. It flows from an organization's mandate and strategic plan (in the case of the Council, the 2011-16 Strategic Plan, *Strengthening Connections*). The positioning statement is not meant to be used as a promotional slogan, but rather to inform and influence communications.

The Positioning statement is:

“Enriching the lives of Canadians by supporting a vital and diverse arts sector”

Personality Attributes

The personality attributes of the Canada Council reflect the values of the organization and the range and breadth of its activities. Some are well established, some are qualities to which we aspire as a public organization. The core personality attributes of vibrant, open and connected can be further defined as follows:

Vibrant

Forward-looking
Dynamic
Inspiring
Diverse
Innovative
Vital

Open

Responsive
Fair
Collaborative
Accessible
Transparent
Inclusive
Clear in message
& purpose

Connected

Relevant
Experienced
Current
Trusted
Partner
Knowledgeable
Leadership
Continuity

These attributes are mostly used as a reference guide. Communications activities – whether advertising, website, speeches or public events – can be both planned and evaluated against these attributes.

Logo

Our logo should take pride of place in all our communications. It is the most visible representation of the organization, our people, and our brand to our various communities and stakeholders. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

So please treat it nicely!

Logo variations

The Canada Council logo is available in two bilingual formats: English first, left-aligned and French first, left-aligned. These are the only acceptable visual representations of our logo.



Canada Council
for the Arts

Conseil des arts
du Canada



Conseil des arts
du Canada

Canada Council
for the Arts

Background Colour Variations

The preferred colour for the Council logo is a two-colour version: black and the Council Blue. When colour or printing prohibits this, it may be used in all black or reversed out to white. The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.



Colour	Pantone	C	M	Y	K	R	G	B	HEX
Primary colour palette									
● Council Blue	2925 U	70%	30%	0	0	0	154	221	009ADD
● Black	Black U	0	13	49	98	38	38	38	262626

Acceptable colour backgrounds

Shown here are acceptable examples of the logo placed over backgrounds. The positive version of the logo works best on white or a light gray.



On a white background



On a light background



White on black background



White on dark coloured background

Clear space

To increase its visual impact, the logo must always be surrounded by a protective clear space. The X square establishes the minimum allowable clear space. This allows the logo to accentuate its design attributes and isolates it from competing graphic elements.

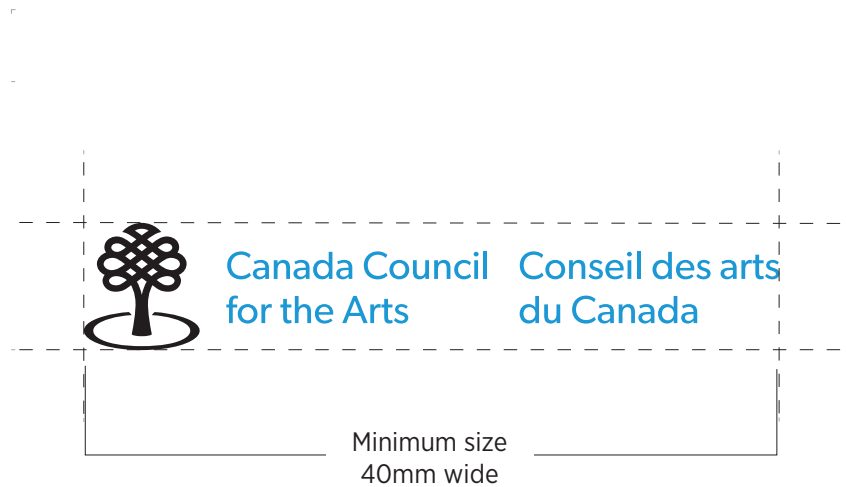


This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Size

Print

To ensure the legibility of the logo in print applications, a minimum size has been established. It should never be less than **40mm wide**.



Web

To ensure the legibility of the logo in digital applications, a minimum size has been established. It is determined by the width of the symbol, which should never be less than **200 pixels wide**.

Actual minimum size: 40 mm wide (print)



Logo typeface

Our logo uses the Gibson typeface. It is a humanist sans serif typeface that is clean crisp and provides excellent legibility. It was designed by Canadian type designer Rod McDonald to honour John Gibson (1928-2011), one of the original founders of the Society of Graphic Designers of Canada (GDC).

Canada Type donates all the revenues from its sale to the GDC to be allocated to a variety of programs that improve the creative arts and elevate design education in Canada.

Corporate typeface:

It is recommended Arial be used for everyday use.

House font:

Gotham Narrow is the official house font for corporate material designed by Creative Services.

Logo typeface



Canada Council
for the Arts

Conseil des arts
du Canada

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Colour palette

The corporate color palette reflects an open, vibrant and connected Canada Council. Our primary corporate colour is Council Blue.

The Council primary corporate palette includes the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

	Colour	Pantone	C	M	Y	K	R	G	B	HEX
Primary colour palette										
●	Council Blue	2925	70%	30%	0	0	0	154	221	009ADD
●	Black	Black U	0	0	0	100	38	38	38	262626
○	White	—	0	0	0	0	255	255	255	FFFFFF
○	Off White	Cool Gray 1	0	0	13	62	244	244	244	F4F4F4
●	Neutral Gray	PMS 427	0	0	0	11	208	211	214	D0D3D6
●	Gray	Cool Gray 7	0	0	0	37	182	183	182	B7B6B7
●	Silver	PMS 877 U	0	0	0	40	182	183	182	B7B6B7
●	Red	PMS 032	0	90	86	0	247	61	68	F73D4E
●	Stratosphere	PMS 290 U	25	2	2	0	169	210	236	A9D2EC
●	Azurite	PMS 2945	100	45	0	14	23	55	94	17375E
Supporting colour palette										
●	Bonsai Green	7481 u	60	0	55	0	60	171	77	3CAB4D
●	Canary Yellow	7404 u	0	9	79	0	249	210	12	F9D20C
●	Cork	7502 u	0	8	35	10	181	148	95	B5945F

Supporting colours: When combining colours together in a creative combination, use dynamic and neutral colours, but not all dynamic or all neutral.

Incorrect use of our logo

Do not alter the Canada Council logo in any way! Never attempt to create the logo yourself. To ensure correct, consistent reproduction, always use the approved electronic artwork

DONT'S

1. Do not skew or stretch the logo
2. Do not change the colour of the logo
3. Do not use the Council tree symbol on its own with the intention to use it as Council's logo
4. Do not change the disposition of words
5. Do not alter the size relationship between the logo and the tagline.
6. Do not change the typeface of our logo
7. Do not apply any effects to the logo
8. Do not place the logo on a busy background
9. Do not use the logo in one language
10. Do not separate or reposition components of the logo.



