Canada Council
for the Arts

Conseil des arts
du Canada

Get to know us.

Visual Brand Guidelines

Introduction

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

Personality attributes

Our brand is more than a logo. It's an experience and a personality that communicates the essence of our values.

The brand personality attributes of the Canada Council for the Arts are open, vibrant and connected. We consider our products to be truly reflective of our brand if they meet these attributes, as expressed below:

Open

Responsive

Fair

Collaborative

Accessible

Transparent

Inclusive

Clear in message
& purpose

Vibrant

Forward-looking

Dynamic

Inspiring

Diverse

Innovative

Vital

Connected

Relevant

Experienced

Current

Trusted

Partner

Knowledgeable

Leadership

Continuity

Logo

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

Logo variations

The Canada Council logo is available in two bilingual formats: English first, left-aligned, and French first, left-aligned.

Canada Council for the Arts   Conseil des arts du Canada

Conseil des arts du Canada   Canada Council for the Arts

Logo colour variations

The preferred colour variant for our logo is a two-colour version: black and 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.

Canada Council for the Arts   Conseil des arts du Canada

Colour	Pantone	C	M	Y	K	R	G	B	HEX
Primary colour palette									
Council blue	299 u	78	29	0	0	0	154	221	009ADD
Black	Black u	60	40	40	100	17	17	17	111111

Acceptable logo colour backgrounds

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

On a white background

White on black background

On a light background

White on coloured background

Logo 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.

Logo 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.

Minimum size
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)

Incorrect use of the logo

Do not alter our logo in any way. Never attempt to create the logo yourself. To ensure correct, consistent reproduction, always use the approved electronic artwork. To learn how you can acknowledge the support of the Canada Council for the Arts or to download our logo, visit the Logos and Acknowledgement page on our website.

10 things not to do

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.
4. Do not change the disposition of words.
5. Do not alter the size relationship between the logo and the name.
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.

1   Canada Council for the Arts   Conseil des arts du Canada

2   Canada Council for the Arts   Conseil des arts du Canada

3

4   Canada Council for the Arts   Conseil des arts du Canada

5   Canada Council for the Arts   Conseil des arts du Canada

6   Canada Council for the Arts   Conseil des arts du Canada

7   Canada Council for the Arts   Conseil des arts du Canada

8   Canada Council for the Arts   Conseil des arts du Canada

9   Canada Council for the Arts

10   Canada Council for the Arts   Conseil des arts du Canada

Typography

Our typography helps set the friendly and clear tone of our communications. From the design of our various products to the format of our corporate documents, every detail plays an important role in establishing our voice. The standards that follow have been established to provide consistency while still allowing for flexibility.

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 the sale of the Gibson typeface to the GDC to be allocated to a variety of programs that improve the creative arts and elevate design education in Canada.

Gibson

Canada Council
for the Arts

Conseil des arts
du Canada

Aa

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

Print typeface

Our main typeface is Gotham Narrow. Specific weights of Gotham Narrow are used by Marketing Communications for different types of products and text, such as headlines, body copy and subheads.

Gotham Narrow Medium

Aa

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

Gotham Narrow Book

Aa

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

Gotham Narrow Light

Aa

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

Secondary typeface

Arial is our secondary typeface. Arial is only used when our primary typeface is unavailable, which includes PowerPoint presentations and documents created in Microsoft Word or Excel, like letters and memos.

Arial Regular

Aa

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

Arial Bold

Aa

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

Tag line

Our tag line is an expression of our brand promise and appears on all of our corporate collateral documents. Its use in our communications products is encouraged.

Tag line

Our tag line has two structures. Both are available in English and French versions. One set is for corporate use and appears on our stationery and related materials. The other one is for our communications and marketing initiatives.

To use our tag line, please contact us for permission.

Corporate version, English first (Council blue over black)

Bringing the arts to life
L'art au cœur de nos vies

Corporate version, French first (Council blue over black)

L'art au cœur de nos vies
Bringing the arts to life

Communications version (black)

BRINGING THE ARTS TO LIFE

L'ART AU CŒUR DE NOS VIES

Communications version (Council blue)

BRINGING THE ARTS TO LIFE

L'ART AU CŒUR DE NOS VIES

Colour overview

We chose to employ an accessible and vibrant colour palette for our brand communications. Colour contributes to the tone and manner of a layout, whether it's applied to graphics and typography or paired with photography.

Colour palettes

Our primary colour palette includes both vibrant 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	299 u	78	29	0	0	0	154	221	009ADD
Black	Black u	60	40	40	100	17	17	17	111111
White	—	0	0	0	0	255	255	255	FFFFFF
Cool gray 1	PMS 7544 u	42	30	24	0	219	223	232	DBDFE8
Cool gray 2	PMS 7543 u	33	22	18	0	243	245	251	F3F5FB
Warm gray 1	PMS 7541 u	12	6	7	0	242	243	244	F2F3F4
Warm gray 2	Cool Gray 1 u	14	11	12	0	246	246	246	F6F6F6
Dark gray 1	PMS7547	69	59	48	28	63	66	69	3F4245
Dark gray 2	PMS7546	63	49	41	12	87	91	97	575B61
Dark gray 3	PMS7544	42	30	24	0	115	121	132	737984
Blush	PMS 675 u	24	75	20	0	182	71	119	B64777
Stratosphere	PMS 2905 u	43	8	1	0	130	212	255	82D4FF
Bluewood	PMS 548 u	80	56	42	19	55	77	98	374D62
Azur	PMS 3005 u	90	49	0	0	32	116	177	2074B1
Supporting colour palette									
Goldenrod	461 u	7	7	44	0	250	214	123	FAD67B
Cork	7503 u	39	37	60	5	168	142	107	A88E6B

Logo and acknowledgements

If you've received a Canada Council for the Arts grant or prize, we want you to share the news. An acknowledgement of our support is a testament to the calibre of your work. It also helps us demonstrate the public value of the arts and arts funding.

For more information on acknowledgements and to access our online logo library, visit our website at:

canadacouncil.ca/brand

Questions?
Please contact:

Canada Council for the Arts

brand@canadacouncil.ca