brand guidelines

visual elements

CANADA RESEARCH CHAIRS PROGRAM AND THE FEDERAL IDENTITY PROGRAM

The Canada Research Chairs Program identity works in conjunction with the Federal Identity Program, and should still follow the Government of Canada identity guidelines.
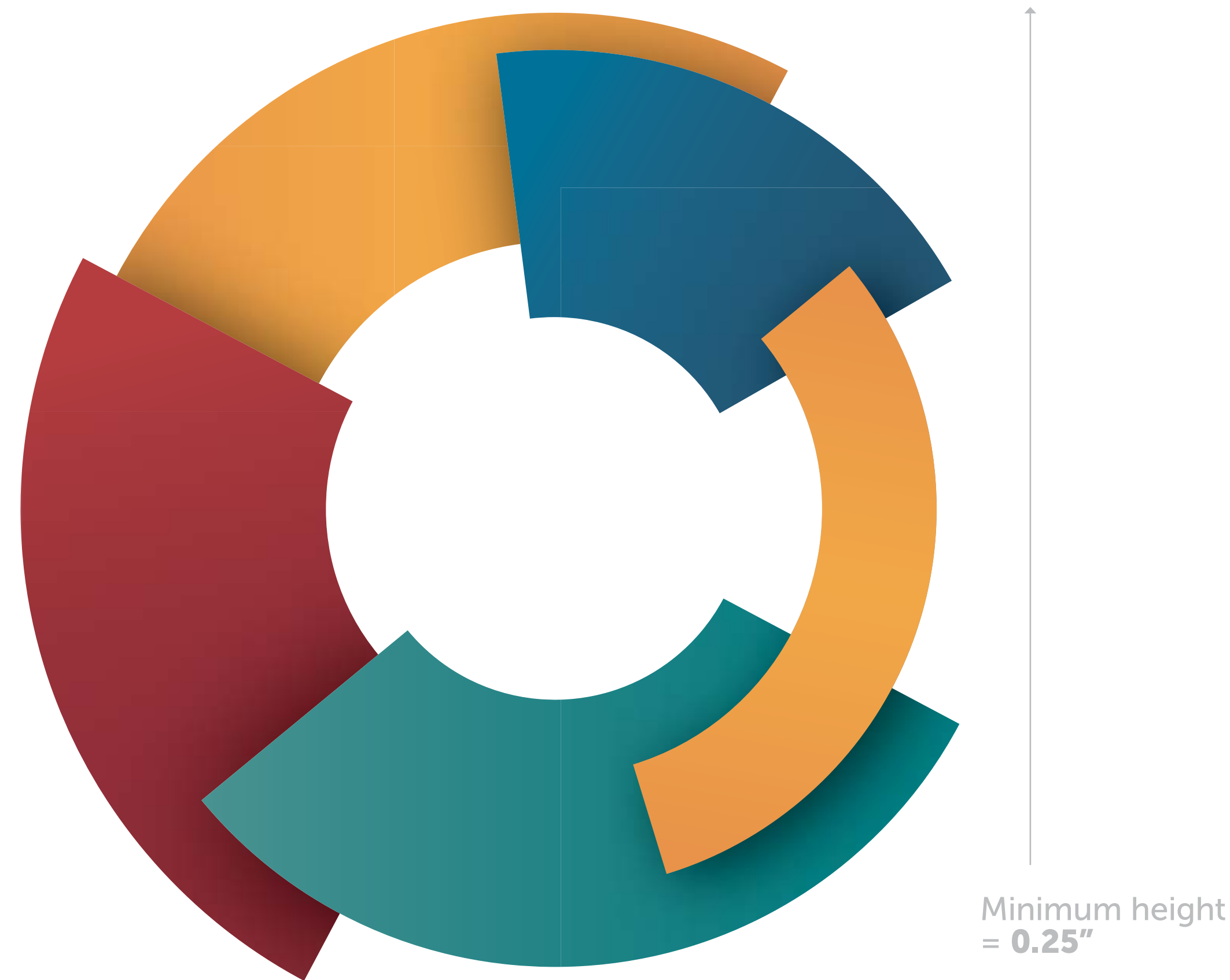
MAIN IDENTITY

The Canada Research Chairs Program main identity is a symbol of diversity in the chairs and their respective research domains. The overlapping pieces of the Identity represent the coming-together of a variety of parts that are dynamic and inclusive, and bring strength as a circular whole. It is the starting point for the Flexible Device as a memorable cue on proposals, marketing collateral, and promotional material.
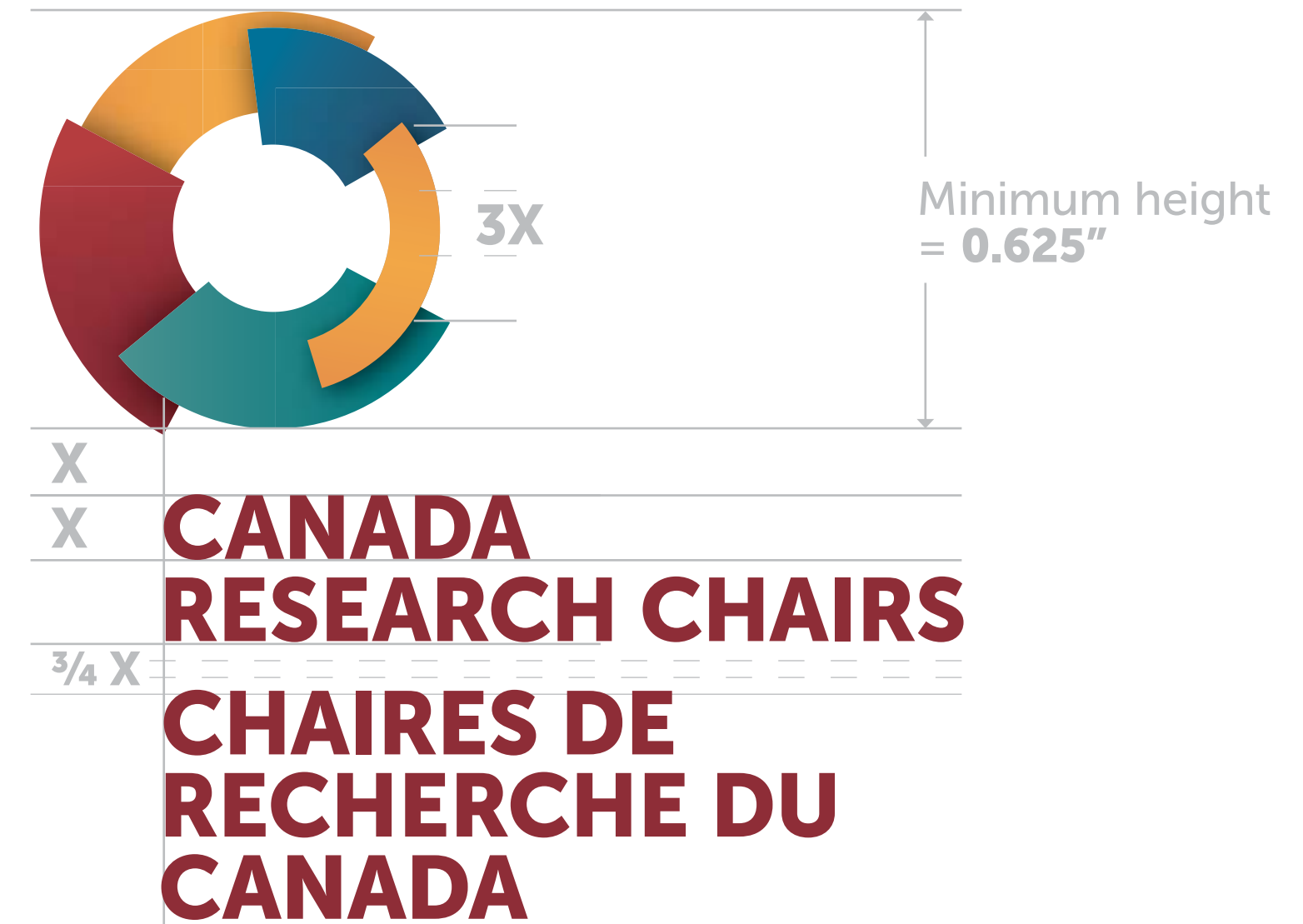
It can be used with, or without, the CRC wordmark and a Flexible Device.

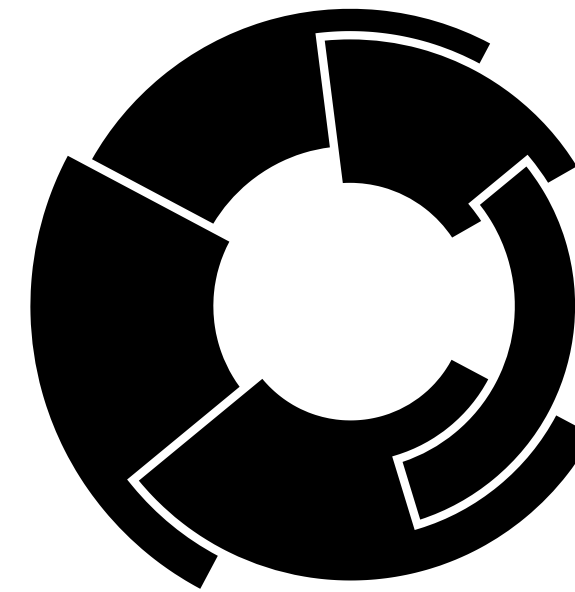The circular aspect of the Main Identity also echoes the CRC insignia.

Minimum height = **0.25"**

MAIN IDENTITY USAGE

To ensure maximum flexibility, while maintaining consistency, it is important to follow brand application rules.

3X

X

X

Minimum height = **0.625"**

¾ X

CANADA RESEARCH CHAIRS

CHAIRES DE RECHERCHE DU CANADA

3X

CANADA RESEARCH CHAIRS CHAIRES DE RECHERCHE DU CANADA

MAIN IDENTITY VARIATIONS

Full colour
primary usage
wherever full colour
is possible.

Monochrome
for use whenever
colour is not possible.

Outlined
for use in simple
applications like
pins, embossing
and embroidery.
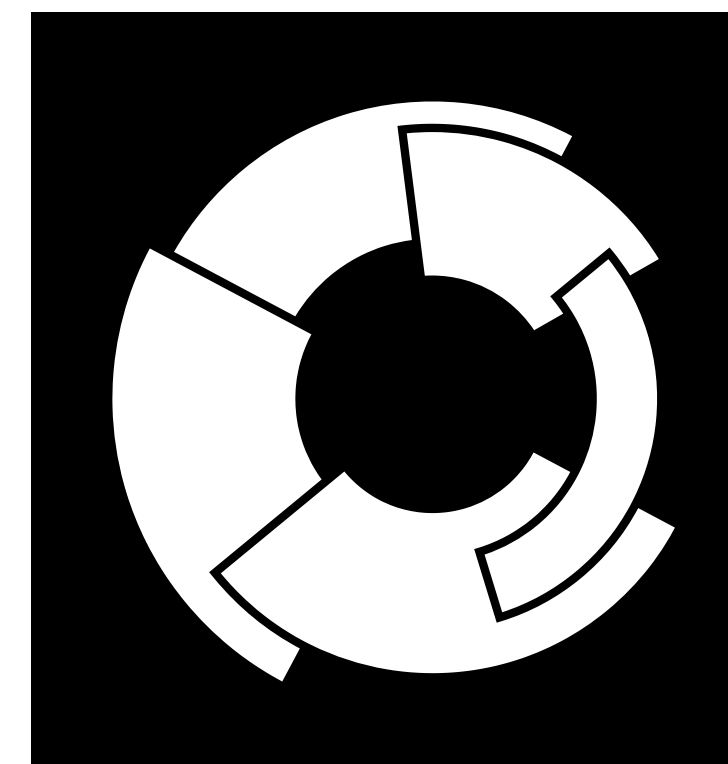
Outlined Reversed
for use in simple
applications like
pins, embossing
and embroidery.

IMPROPER USAGE

Do not
change the device's colours

Do not
add additional design elements

Do not
add drop shadows that do not match the look and feel

Do not
stretch, shrink or distort the device in any way

Do not
use background colours that have not been approved

Do not
use on busy backgrounds

Do not
use on low-contrast backgrounds

Do not
scale the device smaller than 0.25" / 16px high (favicon)

FLEXIBLE DEVICES

CRC Flexible Devices are created using this grid of concentric circles and intersecting axis.

Starting with the grid, custom device pieces can be created to suit the medium using a combination of approved gradients and photographs. To add dynamism and depth, drop-shadows can be used under each device piece, directed toward the centre of the device.

Adhering to this grid and these rules maintains consistency throughout the campaign and creates recognition, no matter the shape and size.

colour

COLOUR PALETTE

PRIMARY COLOUR PALETTE

There are four main colours in the primary colour palette. A dark and light option for each colour is to build gradients and offer options in design and for accessibility. Dark red is the CRC main identifying colour for accents in text. Blue is the CRC main gradient. The brand also relies on substantial use of white space to create a recognizable look that is clean, approachable and minimalist. Tap into this palette for elements such as charts, graphs and illustrations, or as background colours to break up large sections of content.

MONOCHROME COLOUR PALETTE

These colours should be used for text, or when colour can't be used.

	70%			60%	
DARK RED		**LIGHT RED**	**DARK BLUE**		**LIGHT BLUE**
CMYK	25 90 70 31	CMYK 12 86 71 19	CMYK	91 63 36 17	CMYK 90 48 25 4
RGB	142 45 55	RGB 181 61 63	RGB	35 85 115	RGB 0 113 152
HEX	#8E2D37	HEX #B53D3F	HEX	#235573	HEX #007198
PMS	202 C	PMS 703 C	PMS	7701 C	PMS 7705 C

	40%		60%		70%	
DARK YELLOW		**LIGHT YELLOW**	**DARK GREEN**		**LIGHT GREEN**	
CMYK	7 49 81 0	CMYK 3 39 82 0	CMYK	87 33 47 9	CMYK 73 26 43 3
RGB	232 147 73	RGB 242 166 71	RGB	0 126 129	RGB 73 147 145
HEX	#E89349	HEX #F2A647	HEX	#007E81	HEX #499391
PMS	157 C	PMS 1365 C	PMS	7717 C	PMS 7473 C

| **BLACK**	**CHARCOAL**	**GREY**	**WHITE**
CMYK 0 0 0 100	CMYK 0 0 0 75	CMYK 0 0 0 50	CMYK 0 0 0 0
RGB 0 0 0	RGB 100 100 100	RGB 150 150 150	RGB 255 255 255
HEX #000000	HEX #646464	HEX #969696	HEX #FFFFFF
PMS BLACK C	PMS BLACK 5 C	PMS COOL GREY 8 C	

COLOUR BALANCE

This is the proportion of colours that should be used in CRC designs.

When the 20th Anniversary version is featured, white will be the background colour, with red as the second-most prominent colour.

When a Flexible Device is used, either white or the blue gradient will be the background colour with a balance of the red gradient, yellow gradient and green gradient.

The Monochrome palette is used exclusively for text.
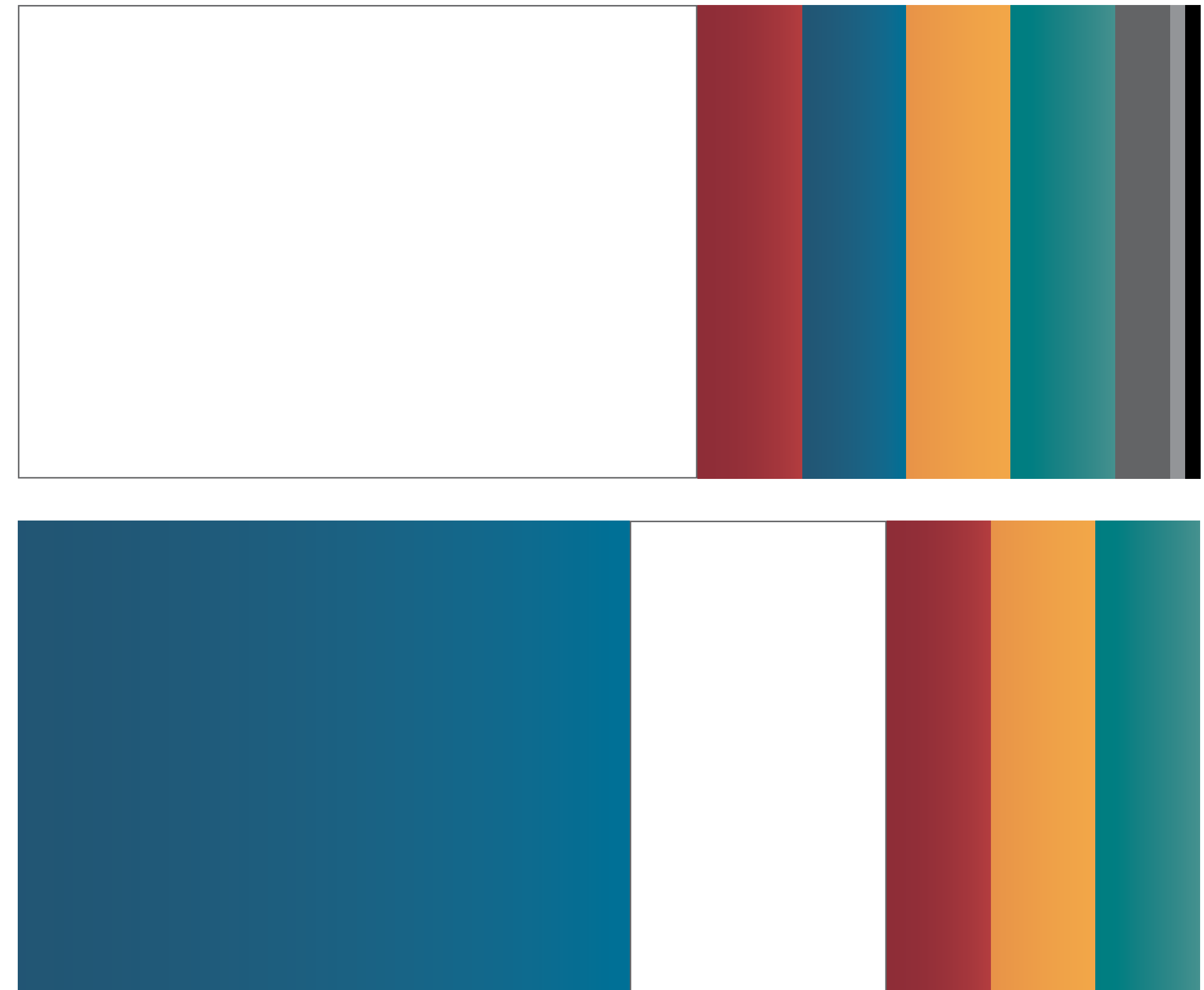
typography

TYPOGRAPHY

CRC's primary typeface is **Museo Sans** (sans-serif).
It's a clean font for print and performs exceptionally
well digitally. It has a comfortable balance of
weights, and is widely available as a free,
open-source type option from Adobe Fonts.

The weights available are 100 (Light),
300 (Regular), 500 (Medium), 700 (Bold),
and 900 (Black).

To ensure consistency for all communications,
please download, or activate the fonts, by following
this link:

fonts.adobe.com/fonts/museo-sans

MUSEO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )-_=+

Aa
MUSEO SANS 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-_=+

Aa
MUSEO SANS 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-_=+

Aa
MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-_=+

Aa
MUSEO SANS 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-_=+

Aa
MUSEO SANS 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-_=+

HEADER STYLING

These are the standard header styles that should be used across all applications. By applying the approved type scale, font weights and colours, we can ensure consistency across all formats and executions.

H1 (4 em)
MUSEO SANS 900
(DARK RED)

THIS IS A FIRST LEVEL HEADER

H2 (3 em)
MUSEO SANS 900
(CHARCOAL)
* Only for use with H1 to create a dynamic heading.

THIS IS A SECOND LEVEL HEADER

H3 (2 em)
MUSEO SANS 900
(DARK RED)

THIS IS A THIRD LEVEL HEADER LOREM IPSUM DOLOR

H4 (2 em)
MUSEO SANS 900
(DARK RED)

This is a fourth level header
Lorem ipsum dolor

H5 (1 em)
MUSEO SANS 700
(CHARCOAL)

THIS IS A FIFTH-LEVEL HEADER

P / BODY (1 em)
MUSEO SANS 300
(BLACK)

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pudis ut explatem faccusd aeptatiusame alit, cum veligendia doluptati audant pe optatur molorem quis denimi, voloreiciis el eos utat.

photography

PHOTOGRAPHY

Photography is used in conjunction with the main brand gradients to represent diversity in research fields. Images, where possible, should reflect health, natural sciences and engineering and social sciences and humanities to represent the tri-agency nature of the program. People will not feature in photographs, except when demonstrating the research.
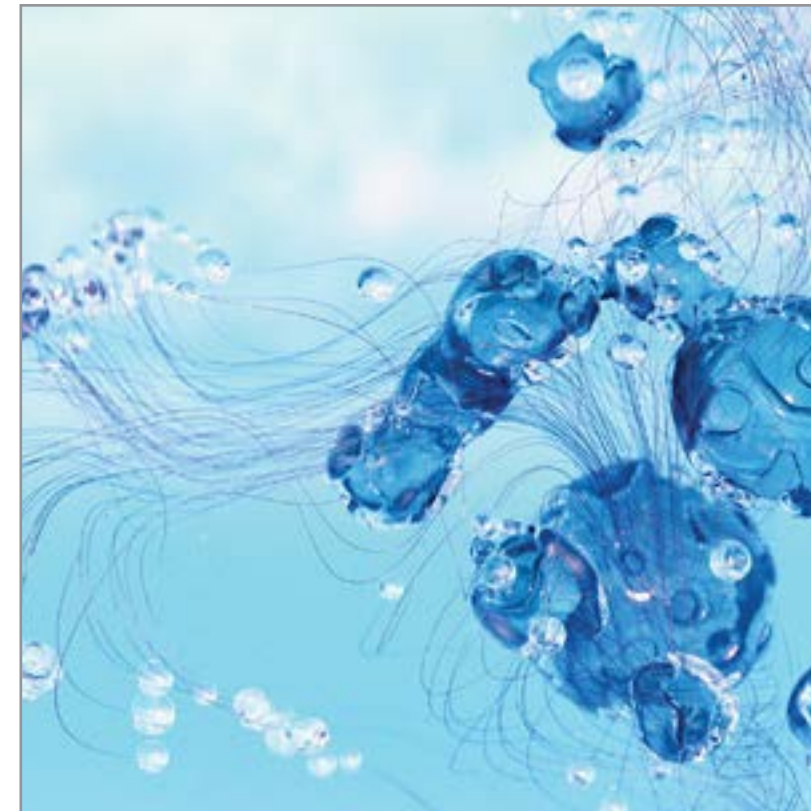
brand
expressions

FLEXIBLE DEVICE

Find some visual alignment between the points of the flexible device and the copy to give visual balance. The size and position of copy is also flexible to suit the medium. There are no hard and fast rules; the key is to find visual balance.

ALIGNED

VISUALLY BALANCED

X CANADA RESEARCH CHAIRS

X

VISUALLY BALANCED

ALIGNED   ALIGNED

STATIONERY

Canada Research Chairs branded stationery should be used for all corporate communications, to ensure a consistent look and feel.

The Flexible Device grid helps create a unique device that fits any media shape and size.

The CRC FIP should be positioned following Government of Canada identity guidelines.

DISPLAYS

The external face of the Canada Research Chairs must carry the brand forth, and show the name of the body more prominently.

The Flexible Device can only use the approved photographs with gradients. Never use photography only.

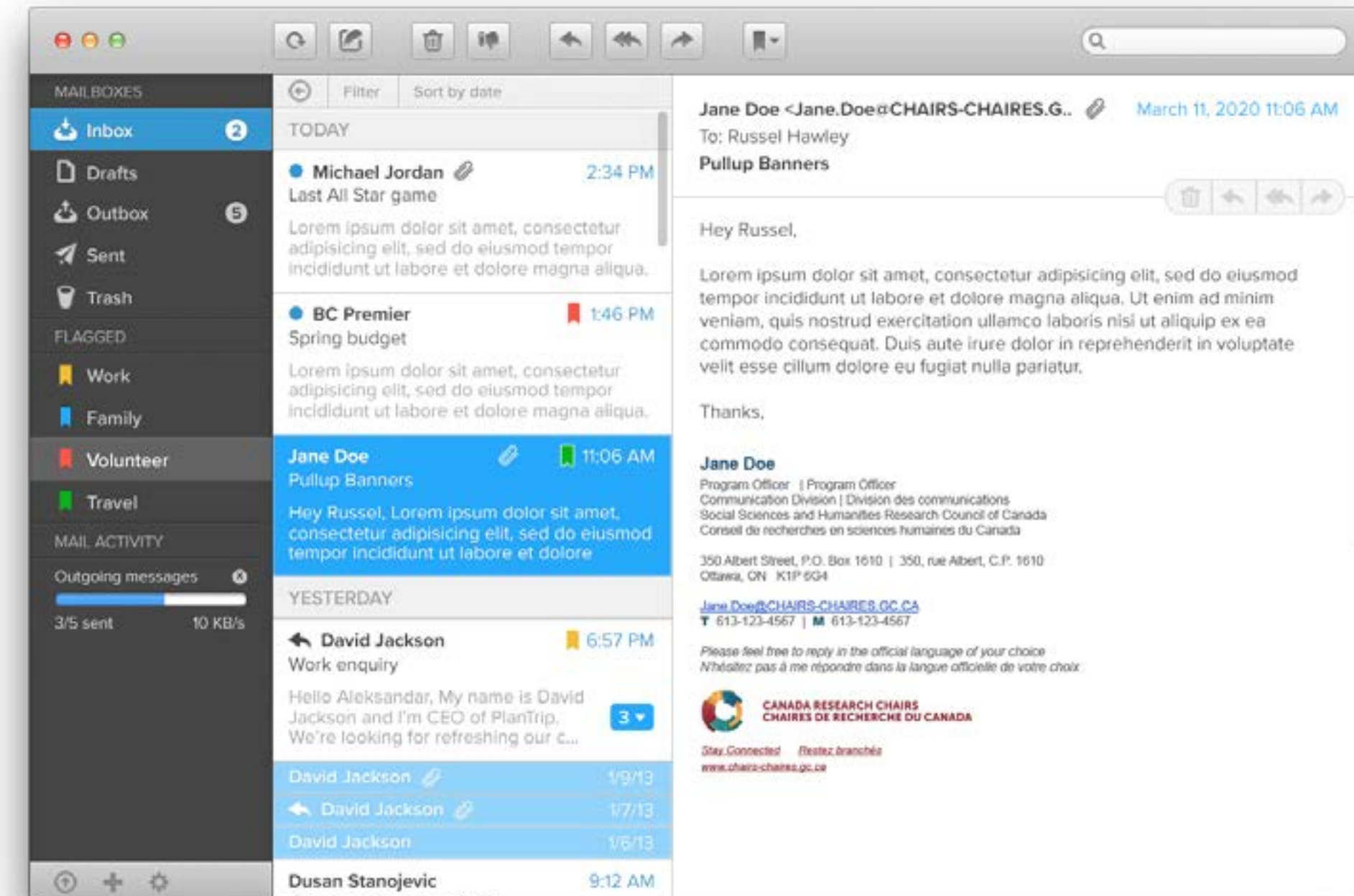If the 20th Anniversary version needs to appear on an otherwise coloured background, use a white arc.

The CRC FIP should be positioned following Government of Canada identity guidelines.

EMAIL SIGNATURES

Email signatures will adopt the colours from the [Colour Palette](#) where appropriate, and clearly show the [Main Identity](#) in both official languages.

SOCIAL MEDIA

Social media is the digital external face of the Canada Research Chairs, and as such, follows the same principles. Consistent branding, prominent name and in both official languages.

The Flexible Device allows the brand to adapt easily to any shape required.

WEBSITE

As with Social Media, the website is the external face of the Canada Research Chairs, showing consistent branding, and a prominent name. As the website is split into English and French, assets need to be unilingual in both official languages.

MERCHANDISE

The Canada Research Chairs brand can be represented on merchandise too. Options to use the a Flexible Device with copy or the Main Identity lockup alone.

20TH ANNIVERSARY IDENTITY

Usage

The year 2020 marks the CRCP's 20th anniversary. A special variation of the identity has been created that can be used in 2020 through to the end of 2021.

To ensure maximum flexibility, while maintaining consistency, it is important to follow brand application rules.

Minimum height = 0.5"

CANADA RESEARCH CHAIRS

CHAIRES DE RECHERCHE DU CANADA

CANADA RESEARCH CHAIRS
CHAIRES DE RECHERCHE DU CANADA

20TH ANNIVERSARY IDENTITY

Displays

The external face of the Canada Research Chairs must carry the brand forth, and show the name of the body more prominently.

The Flexible Device can only use the approved photographs with gradients. Never use photography only.

If the 20th Anniversary version needs to appear on an otherwise coloured background, use a white arc.

The CRC FIP should be positioned following Government of Canada identity guidelines.

20TH ANNIVERSARY IDENTITY

Email Signatures

Email signatures will adopt the colours from the Colour Palette where appropriate, and clearly show the 20th Anniversary version in both official languages.
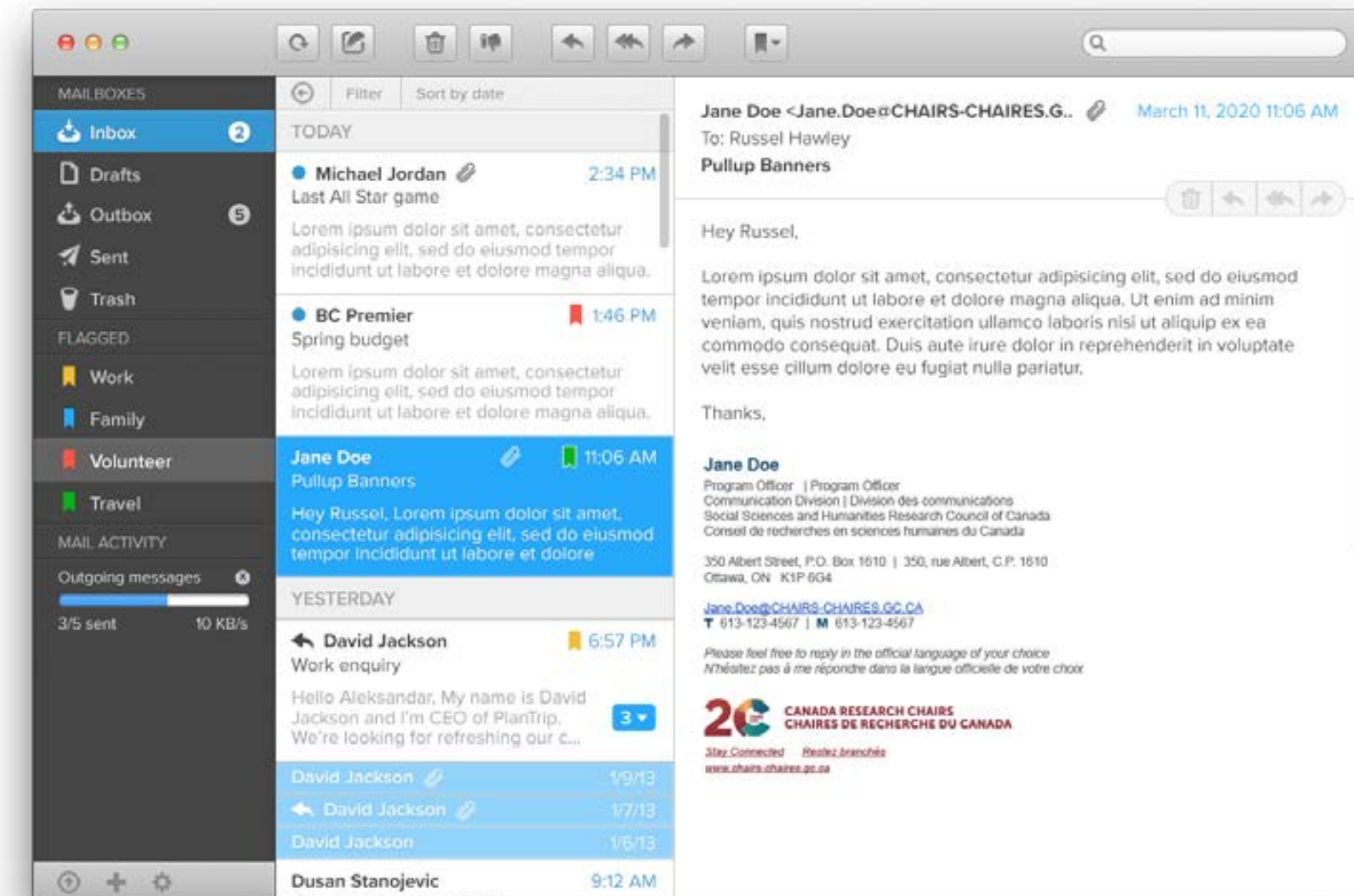
20TH ANNIVERSARY IDENTITY

Social Media

Social media is the digital external face of the Canada Research Chairs, and as such, follows the same principles. Consistent branding, prominent name and in both official languages.

The Flexible Device allows the brand to adapt easily to any shape required.

20TH ANNIVERSARY IDENTITY

Website

As with Social Media, the website is the external face of the Canada Research Chairs, showing consistent branding, and a prominent name. As the website is split into English and French, assets need to be unilingual in both official languages.

20ᵀᴴ ANNIVERSARY IDENTITY

Merchandise

The Canada Research Chairs brand can be represented on merchandise too. Options to use the a Flexible Device with copy or the 20th Anniversary identity alone.

insignia

THE CANADA RESEARCH CHAIRS INSIGNIA

The CRC Insignia is reflected in the circular aspect of the Main Identity.