

USE OF LOGO

Principal logo safe area

To ensure optimum readability and refined presentation, a safe area must be maintained at all times around the logo. No other graphic elements should be found within this field. The minimum area around the logo corresponds to two times the diameter of the centre circle counter-form of the symbol on each side of the logo. Keep a safe area equivalent to this measure on all four sides of the logo.

Note: For optimal appearance, whether in a square or circular configuration, the symbol is visually centered horizontally. Use the original file only.

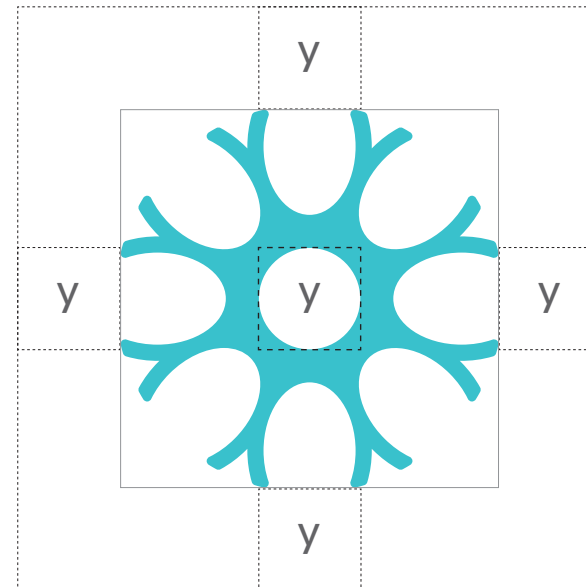


USE OF LOGO

Symbol safe area

To ensure readability of the symbol and refined presentation, a safe area must be maintained at all times around the symbol. No other graphic elements should be within this field. The minimum area around the symbol corresponds to the diameter of the centre circle counter-form of the symbol. Keep an area equivalent to this on each side.

Note: Whether in a square or circular configuration, the symbol is visually centered horizontally. Use the original file only.



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Minimum dimensions

The logo lockup must maintain a minimum size. The width of the logo must be at least 1.25 inches for horizontal versions, and 1 inch for vertical versions.



1.25 in

Horizontal version | Bilingual



1.25 in

Horizontal version | English



1.25 in

Horizontal version | French



1 in

Vertical version | Bilingual



1 in

Vertical version | English



1 in

Vertical version | French

USE OF LOGO

Consistency of shapes and proportions (dos and don'ts)

The use of additional or modified elements or colours is prohibited. Always follow the guidelines governing the use of the logo and use the logo master files.

Examples:



Use of the colour logo on a colour background



Change of logo's proportions



Change of proportions and relative positioning of symbol and name



Change of colour of a logo component



Change of proportions of a logo component



Positioning of colour logo against a busy, coloured background



Addition of an effect to the logo



Change of font