



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.

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## 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.



Colour	Pantone	C	M	Y	K	R	G	B	HEX
<b>Primary colour palette</b>									
● 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



On a light background



White on black 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**.



### 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.



# 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!@#\$%^&\*()

## Primary 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

Communications version (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 (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
<b>Primary colour palette</b>										
●	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
<b>Supporting colour palette</b>										
●	Goldenrod	461 u	7	7	44	0	250	214	123	FAD67B
●	Cork	7503 u	39	37	60	5	168	142	107	A88E6B

# Photography and artwork

Our photography should be authentic. Whenever possible, we use images of the arts from all disciplines and communities across Canada and internationally. We aim to show a breadth of diversity and inclusion that is representative of the artists and arts organizations that we fund as well as the communities that benefit from the arts.

There are four categories of photographic styles: arts, people, nature and abstract. When possible, arts, people and nature photography should be used before abstract imagery.

## Photography and artwork

When using photos, our recommended approach is to credit the photographer, artist or organization. For artwork, we recommend crediting the work and the artist. When placing a credit, run it horizontally in the bottom left or bottom right corner, either in black over a light area or reversed out over a dark area.

The Canada Council for the Arts believes strongly that artists, like professionals in other fields, should be paid for their work; as such, we pay CARFAC fees when we reproduce the work of artists in our various communications. Artwork should not be cropped unless permission is granted by the artist.

### Portrait



Brian Current, Photo credit: Bo Huang



Brian Current, Photo credit: Bo Huang

### Artwork



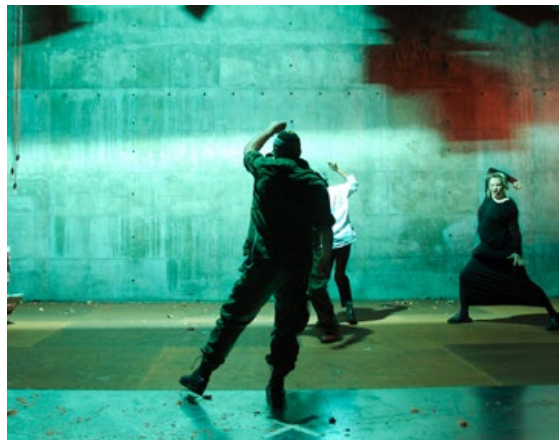
Stephen Andrews, Heaven, 2012, oil on canvas, 243.84 cm x 182.88 cm. Art Gallery of Ontario collection, Toronto, ON



Stephen Andrews, Heaven, 2012, oil on canvas, 243.84 cm x 182.88 cm. Art Gallery of Ontario collection, Toronto, ON

## The arts

The Canada Council encourages the representation of the arts from all disciplines and across all communities.



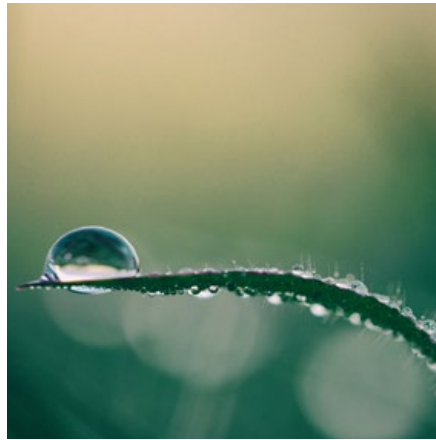
## People

Images of people should be in an editorial style that emphasizes moments. Black and white and colour images are both acceptable. The subject range should be diverse and inclusive.



## Nature

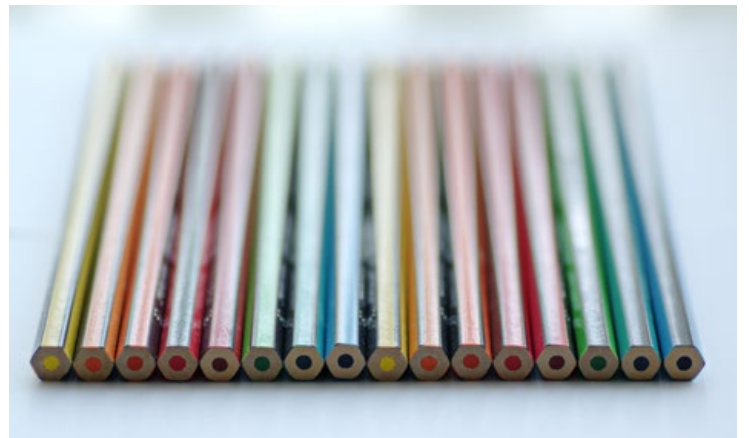
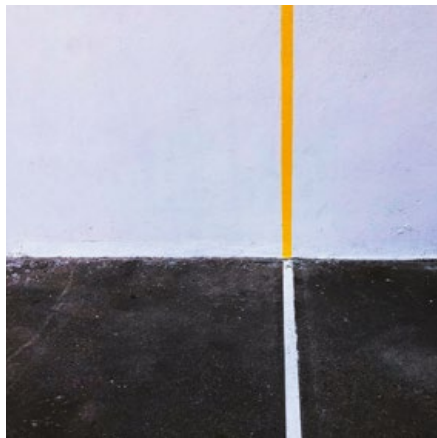
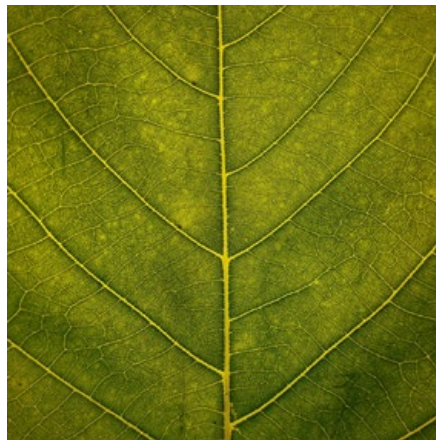
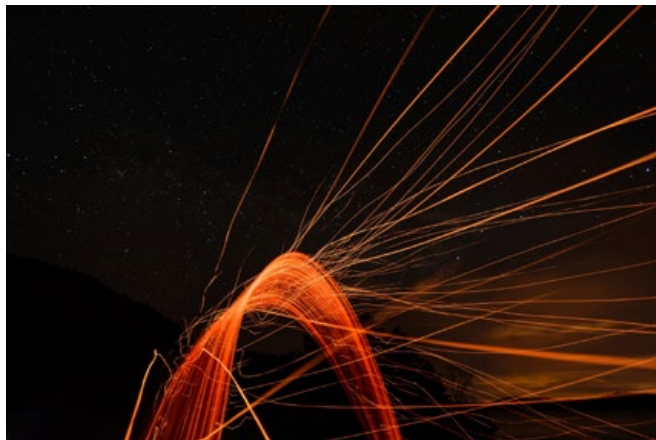
Nature images have a strong connection to the tree symbol in our logo. These images should focus on close-up details instead of landscapes in order to avoid geographically identifiable locations.





## Abstract

Abstract and conceptual visuals can be used to communicate an idea, activity or call to action. Images that represent diversity and creativity are encouraged.



## Corporate

The images below are examples of the preferred style for photos of staff or executive photography. Images should be shot against a white or neutral gray background. Poses are relaxed and friendly and natural facial expressions are encouraged.

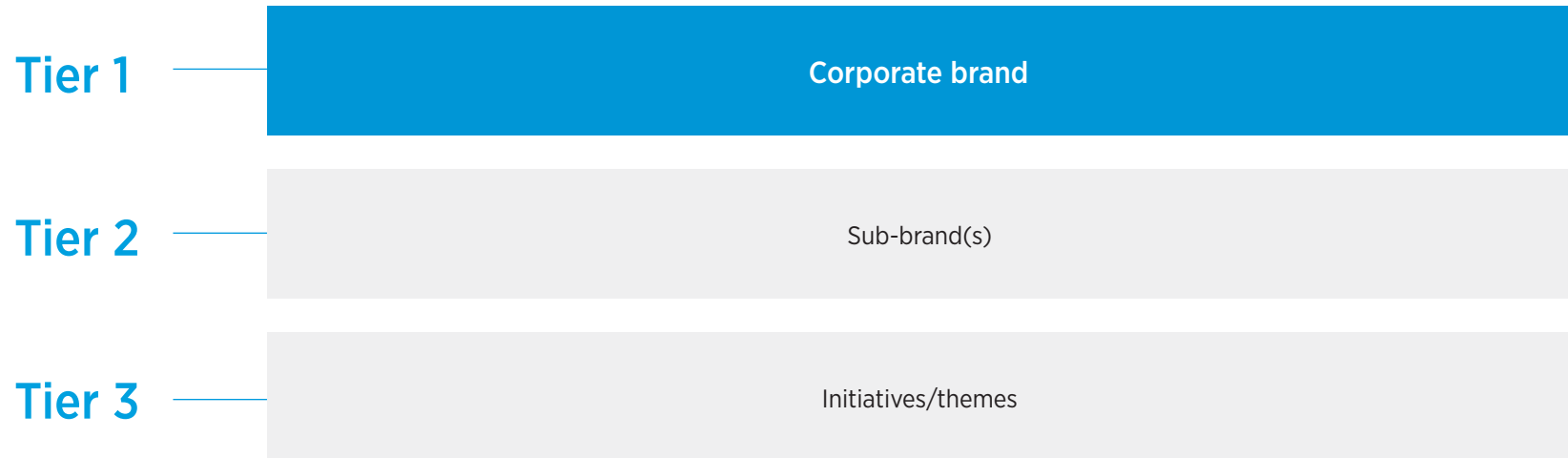


# Brand structure

We follow a branding structure that influences how brand elements are used and applied across a variety of communications products.

## Brand structure

Our brand structure is organized in tiers. Each tier implements specific graphic structures. Regardless of the tier, the Canada Council's identity should be bold and visible.



## Tier 1 – Corporate brand

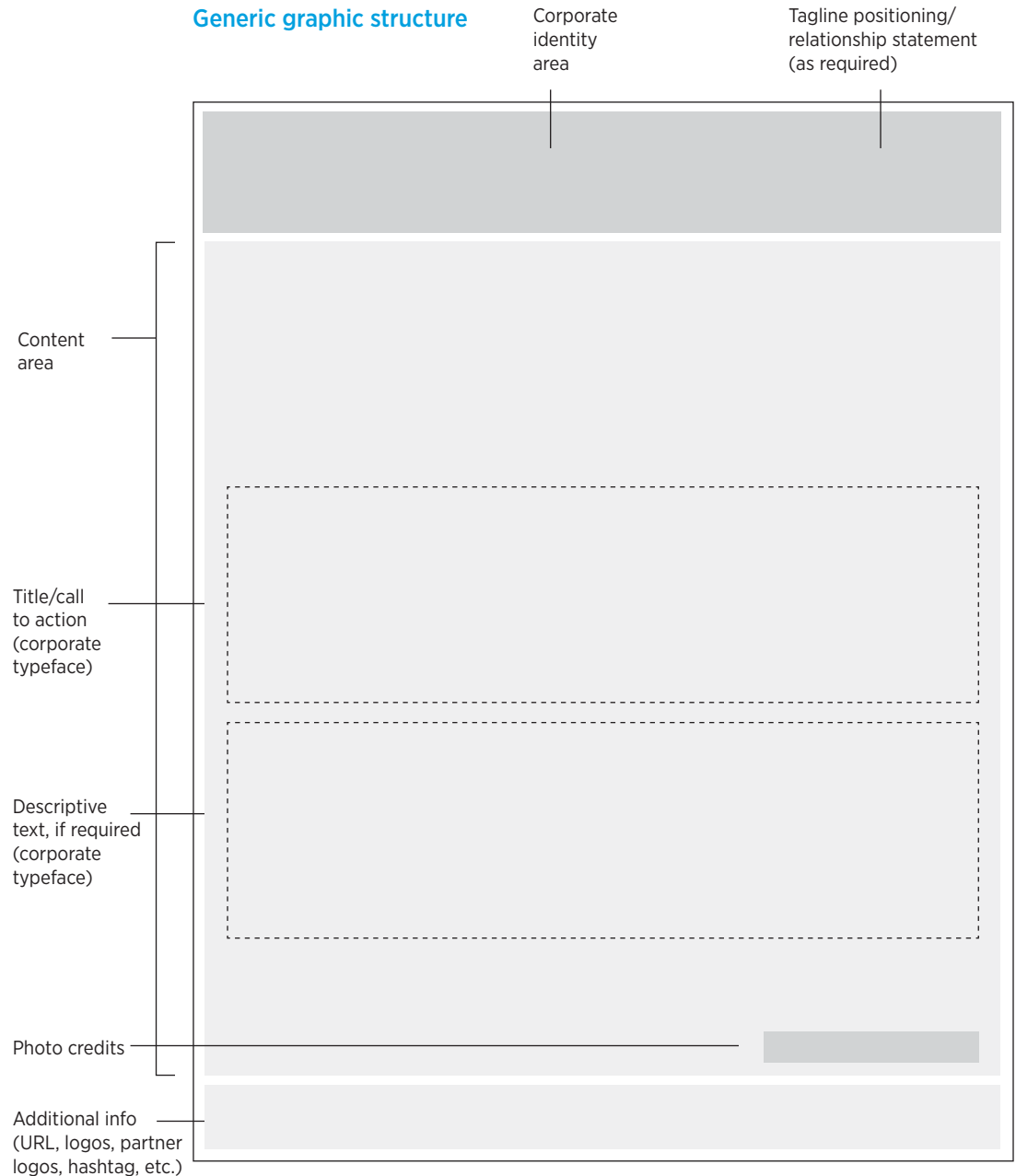
Tier 1 layouts are the foundation of our brand. They include all the key elements, like the logo, tagline, colours, typeface, photographic style and language tone.

All prizes and programs must conform to this tier. It does not include special initiatives/themes.

The wireframe to the right is a generic structure that consists of all the typical graphic elements. Please note that some formats may not require all these elements, but those that are used should follow the guidelines listed in the previous pages.

### Required brand elements

Canada Council logo	<b>Yes</b>
Corporate colours	<b>Yes</b>
Corporate typeface	<b>Yes</b>
Photographic style	<b>Yes</b>
Tag line	<b>As required</b>
Relationship statement	<b>As required</b>
Language tone	<b>Yes</b>



## Tier 1 examples

The following examples illustrate how Tier 1 designs incorporate the various brand elements.

### Square example

Corporate identity anchor box

People imagery

Title/call to action (corporate typeface)

Descriptive text (corporate typeface)

Additional info (URL logos, partner logos, etc.)

Canada Council for the Arts / Conseil des arts du Canada

Lorem ipsum lemporibut

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec finibus nisl urna, id pellentesque dui laoreet sit amet. Nam quis pretium lacus, suscipit blandit sem. Donec sollicitudin, eros eget porta aliquet, sem ex ultrices mauris.

www.canadacouncil.ca

Lorem ipsum, Photo credit: Atum Rex

### Vertical example

Corporate identity anchor box

Tag line positioning (optional)

Content area

Art imagery

Title/call to action (corporate typeface)

Descriptive text (corporate typeface)

People imagery

Additional info (URL logos, partner logos, etc.)

Canada Council for the Arts / Conseil des arts du Canada

BRINGING THE ARTS TO LIFE

Lorem ipsum lemporibut

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec finibus nisl urna, id pellentesque dui laoreet sit amet. Nam quis pretium lacus, suscipit blandit sem.

www.canadacouncil.ca

Lorem ipsum, Photo credit: Atum Rex

## Tier 1 examples

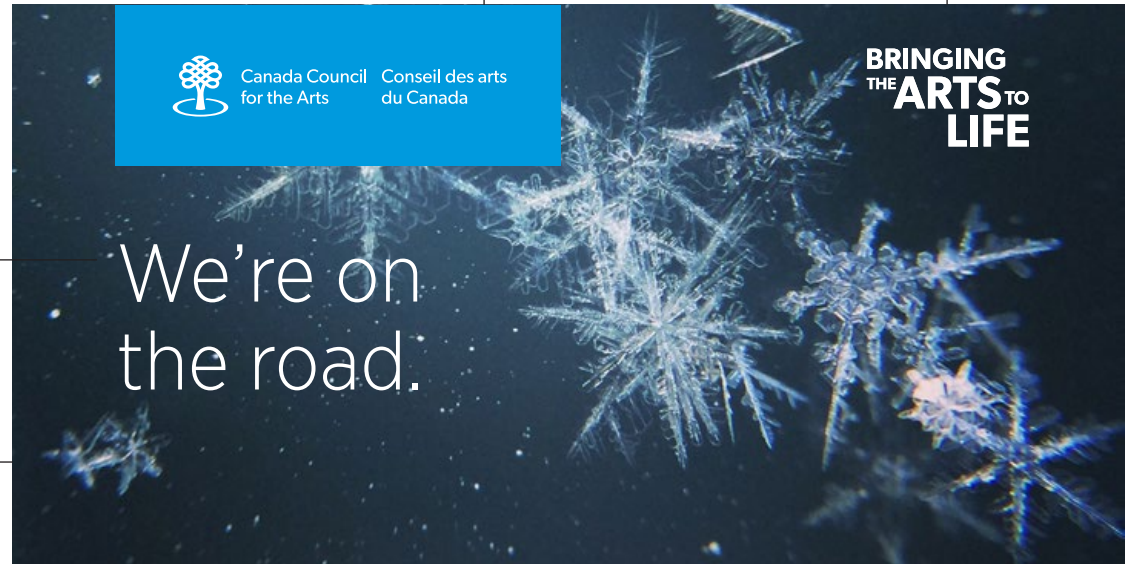
### Horizontal example

Corporate identity anchor box

Tag line positioning (optional)

Title/call to action (corporate typeface)

Nature imagery



### Extreme horizontal example

Main message

Supportive imagery

Identity sign-off



# Tier 1 examples

## Extreme vertical example

Corporate identity anchor box

Art imagery

Title/call to action (corporate typeface)

Descriptive text (corporate typeface)

Nature imagery

Additional info (URL, logos, partner logos, etc.)

www.canadacouncil.ca

## Horizontal example

Corporate identity anchor box

Title/call to action (corporate typeface)

People imagery

Tag line positioning (optional)



# Tier 1 examples

## Horizontal example

Corporate identity

Canada Council for the Arts / Conseil des arts du Canada

Eligibility | Payments | Sign Up | Update your file | About the Program

### Public Lending Right

The Public Lending Right (PLR) program sends yearly payments to creators whose works are in Canada's public libraries. The PLR Commission oversees the program.

Over 17,000 creators

\$50 to \$3,000 payment range

\$10M received by creators

Abstract imagery

## Vertical example

Corporate Identity anchor box

Canada Council for the Arts / Conseil des arts du Canada

Content area

People imagery

Descriptive text (corporate typeface)

# The Killam Prize

Additional info (URL, logos, partner logos, etc.)

killamprogram.canadacouncil.ca

Lauréats KILLAM Laureates

Corporate Identity anchor box

## Tier 2 – Sub-brand(s)

Tier 2 is for sub-brands. The Art Bank is currently our only sub-brand. Tier 2 designs conform to all the principal guidelines of Tier 1, but also include a sub-brand logo, as shown below.



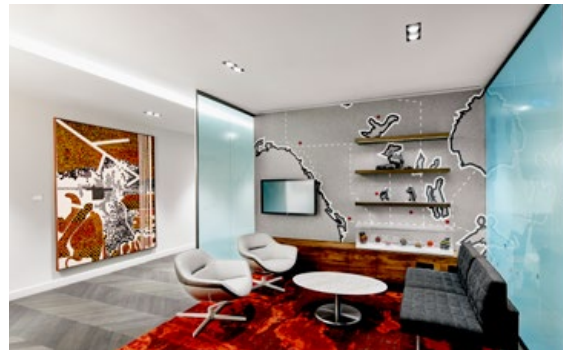
### Required brand elements

Corporate logo	<b>Sub-brand logo</b>
Corporate colours	<b>Yes</b>
Corporate typeface	<b>Yes</b>
Photographic style	<b>Recommended</b>
Tag line	<b>Sub-brand tag line</b>
Language tone	<b>Yes</b>

The Art Bank logo is an example of a sub-brand logo structure. It must include the Canada Council logo above the sub-brand name. The width of the sub-brand name must not surpass the width of the Council logo and it must use the corporate typeface and colours. Spacing between the Canada Council logo and sub-brand name is as shown above. The sub-brand logo otherwise complies to all the same rules that apply to Canada Council logos.

## Featuring artwork from the Art Bank collection

We recommend including the context of the physical environment when photographing and featuring Art Bank artwork. Images of artwork from the Art Bank can never be cropped. Images of Art Bank artworks may be subject to CARFAC fees dependent on the use and age of the artwork. Please consult the Art Bank for guidance at [artbank@canadacouncil.ca](mailto:artbank@canadacouncil.ca).



### Tier 3 – Initiatives/themes

Tier 3 is for the various initiatives that the Canada Council is involved in. Initiatives are special one-time or recurring activities that involve external partners. These activities are typically events, funding opportunities or conferences.

Tier 3 designs can stay within the Council brand guidelines (example 2) or can follow the guidelines of the initiative partner (example 1).

Additionally, visual themes or graphic styles can be developed for specific initiatives.

Tier 3 designs must include the Canada Council logo and have a relationship statement that clearly states the Council’s role in the initiative.

#### Required brand elements

Corporate logo	<b>Yes</b>
Corporate colours	<b>Council logo only</b>
Corporate typeface	<b>Recommended</b>
Photographic style	<b>No</b>
Relationship statement	<b>Yes</b>
Theme specific look and feel	<b>Yes</b>
Tag line	<b>As required</b>
Language tone	<b>Recommended</b>

Example 1

Corporate identity anchor box

Relationship statement

Content area with look and feel specific to the initiative

Title/call to action (corporate typeface)

Additional info (URL, logos, partner logos, etc.)

### Tier 3 – Initiatives/themes

#### Required brand elements

Corporate logo	Yes
Corporate colours	Yes
Corporate typeface	Yes
Photographic style	Yes
Relationship statement	Yes
Theme specific look and feel	Yes
Tag line	As required
Language tone	Yes

Example 2



# 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](http://canadacouncil.ca/brand)

