

Culture.ca Visual Identity
Standards Manual



How To Use This Manual

This manual describes the standards everyone must follow when preparing all visual communication which includes the Culture.ca brand.

It is unrealistic to anticipate all possible uses and applications of the visual identity. These standards allow room for creativity in design, while maintaining overall consistency. When producing items that are not specifically described in this manual, use the information in this document as a basis from which to work. If you are unsure how to interpret these standards, contact us at: e-mail info@culture.ca ; Toll-free: 1-866-705-7484; TTY: 1-866-705-7485.

The manual contemplates both on-screen applications and print applications, as well as gaining permission to use the artwork and instructions on how to get electronic artwork files.

General Standards

You can create approved graphic designs and illustrations that incorporate the identifier. However, you cannot alter the identifier (or the tagline).

So that consistent application of the identity is maintained, you can only use the items in the manner directed in this manual.

You may position within your artwork the electronic versions of the identifier which are supplied with this manual, but you cannot modify these files.

When the Culture.ca identifier appears as part of any Government of Canada publication, it must be used in conformity with Treasury Board's Federal Identity Program Requirements. (For more information, see: www.tbs-sct.gc.ca/fip-pcim/man_e.asp).



Typography

The lettering that make up the identifier and tagline cannot be retyped: you must use the standard electronic artwork files, thus maintaining the use of typefaces, spacing of lettering, and relative sizing.

The identifier is based on the Culture typeface. The typeface used in the taglines is FF Meta.

Consider using these typeface families where appropriate elsewhere in Culture.ca products, in order to support the overall typographic theme.



Licenses to use the Culture typeface are available at no charge, from:

<http://www.culture.ca/canada/promotions-promotions-e.jsp>

Culture typeface (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Licenses to use the FF Meta typeface are available from many type suppliers around the world; type 'FF Meta font download' into any Web search engine to find font providers online.

FF Meta typeface (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Colours

The official colours of the Culture.ca identity are Culture Grey and Canada Flag Red.

The Culture.ca identifier can be presented using two colours or using one colour. Whenever feasible, choose one of the approved two-colour versions, instead of a one-colour version.

Here is how these colours are rendered in various industry-standard colour systems:



RGB colours (for all on-screen applications)



Culture Grey: 666666



Flag Red: FF0000

Spot colours

If Pantone 424 is not available, use 65% of black ink instead.



Culture Grey: Pantone 424



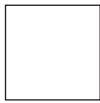
Flag Red: Pantone 185

CMYK colours (for process colour applications)



Culture Grey

=



0% cyan

+



0% magenta

+



0% yellow

+



65% black



Flag Red

=



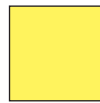
0% cyan

+



91% magenta

+



76% yellow

+



0% black

Background Colour

Which colour versions you should use is influenced by the darkness of the background colour. For these standards, background colours are grouped into three categories: light, medium, and dark.

On Light Backgrounds

(equivalent to 0 through 30% grey)

On light or white background, use two-colour version, in Culture Grey and Flag Red, whenever possible.



On Medium Backgrounds (including Flag Red)

(equivalent to 31% through 80% grey)

On medium backgrounds (including Flag Red), you must use a one-colour version in either black or reversed in white.



On Dark Backgrounds

(equivalent to 81% to 100% grey)

On dark or black backgrounds, use your choice of the one-colour version in white or the two-colour version in Culture Grey and Flag Red.



One-colour Versions

When Flag Red cannot be rendered with the inks available, present the identifier in one colour only.

When black ink is available and Flag Red ink is not, present the identifier in black on white (do not try to simulate the grey with tints of black).



If black ink is not available, present the identifier either in the darkest ink available or in white reversed out of the darkest ink available. For instance, if only dark blue and light pink inks are available, present the identifier in solid dark blue on white.



Orientation

While the horizontal orientation of the Culture.ca is more common, a vertical orientation with the C at the top and E at the bottom is equally valid.



Minimum Reproduction Size

On-screen versions without a tagline must be at least 75 pixels from C to E.

On-screen versions with a tagline must be at least 250 pixels from C to E.

Print versions without a tagline must be at least 20mm (0.75") from C to E.

Print versions with a tagline must be at least 30mm (1.2") from C to E.

Print version without tagline



Print version with tagline



Minimum Surrounding Space

There must be a minimum distance separating the Culture.ca identifier and tagline from other logos or identifiers, on all sides. The minimum distance is equal to two widths of the letter C in the Culture.ca identifier.



Taglines

Whenever Culture.ca is the main topic of a publication, you must include a tagline. At other times, the tagline is optional.

Language

There are both unilingual and bilingual versions of the tagline.

When using the bilingual version of the tagline, which language comes first is determined by the language of the publication.

In bilingual publications, which language comes first should match which language comes first in the text.



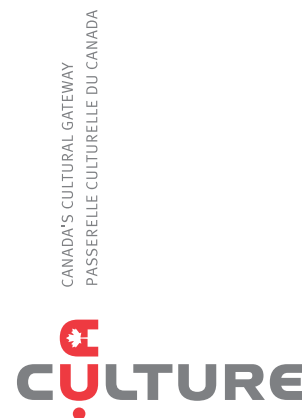
Colour

The tagline is always the same colour as the E in the identifier.



Position

If you wish to have the tagline close to the Culture.ca identifier (i.e., any part of the tagline is as close to the Culture.ca identifier as one length of the Culture.ca identifier), you can put the tagline in your choice of four allowed positions relative to the identifier. In these cases, the proportion of tagline size to identifier size must be preserved. Alternately, you can position the tagline anywhere you'd like elsewhere in the design, in which case you can also make the tagline any size you'd like.



Permission for Reproduction

The Culture.ca visual identifier and tag line, and all materials that are part of this manual (images, illustrations, designs, icons, and written materials) are copyrights, trademarks, trade dress and/or other intellectual properties owned, controlled or licensed by the Department of Canadian Heritage.

The Department of Canadian Heritage reserves all rights and interest in the Culture.ca name, identifier and tagline. The identifier may not be reproduced, modified or redistributed in any form, or by any means, without prior written consent from the Department.

All material which incorporates the Culture.ca visual identifier or tagline must be approved by the staff of Culture.ca at the Department of Canadian Heritage prior to release. The material released must be identical to the material approved.

For further information, please contact us at:

e-mail: info@culture.ca

Toll-free: 1-866-705-7484

TTY: 1-866-705-7485.

How to Get Electronic Artwork

The following electronic artwork files of the images described in this manual are available upon request at info@culture.ca; Toll-free: 1-866-705-7484; TTY: 1-866-705-7485.

Each file includes the tagline in the first standard position. (Should you require the tagline in one of the other accepted positions, you must reposition the tagline on your own.)

Bilingual tagline formats:

Encapsulated Postscript format (EPS with TIFF preview)

English Tagline	French Tagline	
CultureCaRedGrey-ef.eps	CultureCaRougeGris-fa.eps	Culture.ca identifier in Pantone red and grey
CultureCaCMYK-ef.eps	CultureCaCMYK-fa.eps	Culture.ca identifier in CMYK red and grey
CultureCaRGB-ef.eps	CultureCaRGB-fa.eps	Culture.ca identifier in RGB red and grey
CultureCaBlack-ef.eps	CultureCaNoir-fa.eps	Culture.ca identifier in black
CultureCaReverse-ef.eps	CultureCaReverse-fa.eps	Culture.ca identifier in white on black

JPEG format (approximately 100 mm from C to E)

English Tagline	French Tagline	
CultureCaRGB-ef.jpg	CultureCaRGB-fa.jpg	Culture.ca identifier in RGB red and grey

Unilingual tagline formats:

Encapsulated Postscript format (EPS with TIFF preview)

English Tagline	French Tagline	
CultureCaRedGrey-e.eps	CultureCaRougeGris-f.eps	Culture.ca identifier in Pantone red and grey
CultureCaCMYK-e.eps	CultureCaCMYK-f.eps	Culture.ca identifier in CMYK red and grey
CultureCaRGB-e.eps	CultureCaRGB-f.eps	Culture.ca identifier in RGB red and grey
CultureCaBlack-e.eps	CultureCaNoir-f.eps	Culture.ca identifier in black
CultureCaReverse-e.eps	CultureCaReverse-f.eps	Culture.ca identifier in white on black

JPEG format (approximately 100 mm from C to E)

English Tagline	French Tagline	
CultureCaRGB-e.jpg	CultureCaRGB-f.jpg	Culture.ca identifier in RGB red and grey

Please note that these JPEG files are provided for convenience only: since JPEG files are best optimized to their final size, we recommend that custom JPEG files be rendered from the appropriate EPS file.