



BRAND IDENTITY ELEMENTS
BASIC LOGO GUIDLINES

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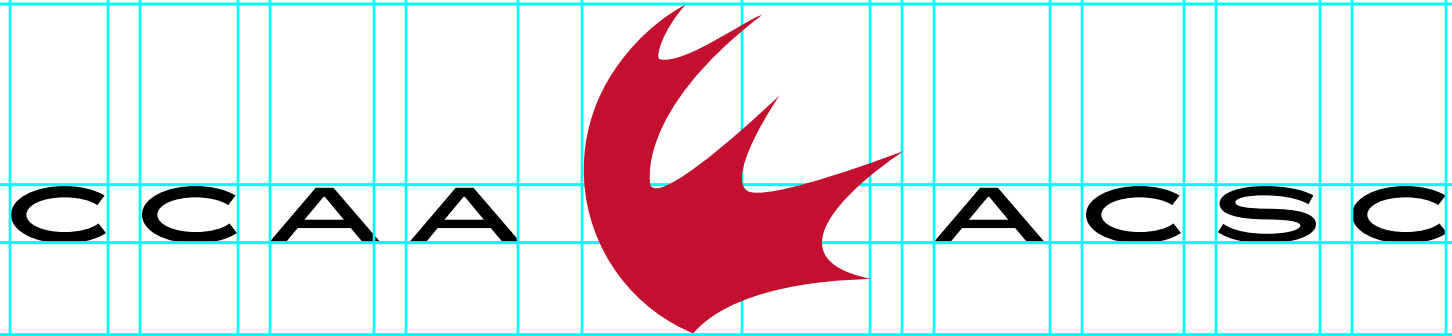
INTRODUCTION



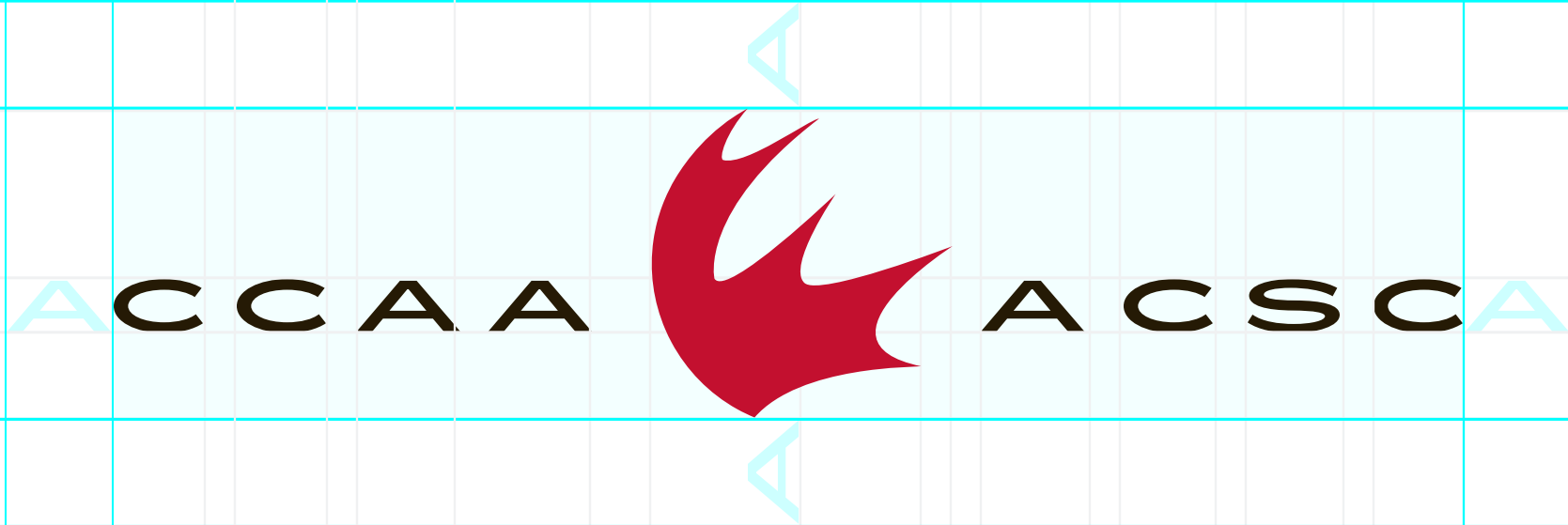
A crucial component of the new brand identity, the new CCAA - ACSC logo will be used to identify the organization in each of its visible touchpoints and become one of the most valuable assets of the overall visual identity program.

This guide will be used to assist the organization's members and partners on the basic usage of the logo in the most common visual communication channels.

THE LOGO
Governing Grid



THE LOGO
Exclusion Zone



To maximise visual presence the identifier logo requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the width of one “A” taken from the logotype. It is important that this rule is observed and the exclusion zone is maintained. This will give the logo clarity, protection, and space.

This is not a guide. This is a minimum only.

COLOUR

PANTONE® 187 C



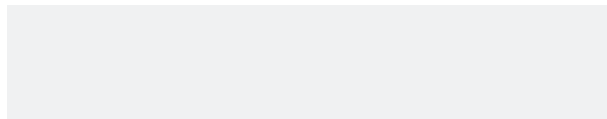
C.14 M.94 Y.88 K.4

PANTONE® BLACK



C.0 M.0 Y.0 K.100

PANTONE® COOL GRAY 1



C.0 M.0 Y.0 K.6

The core colour palette is shown above. A shade of gray has been suggested for watermarking purposes. Attention should be given to the use of correct colours. Minimal colour usage is often the most effective.

TYPOGRAPHY

Zeppelin Light

C C A A

Zeppelin Medium

C C A A

Zeppelin Light Bold

C C A A

Zeppelin Medium Bold

C C A A

Zeppelin College

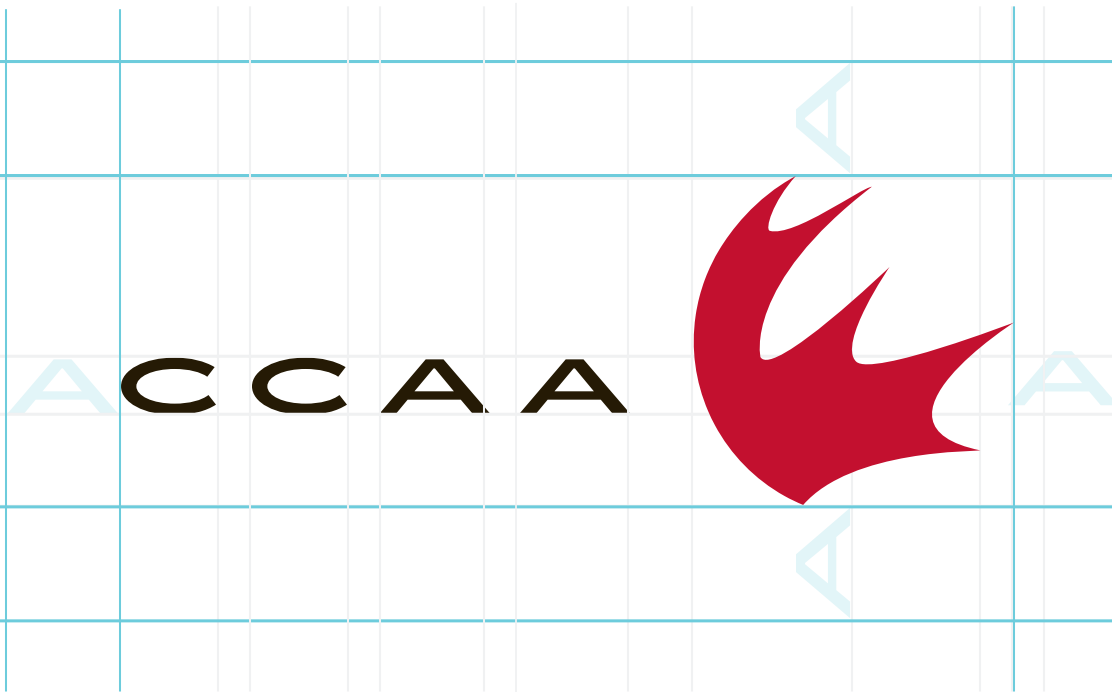
C C A A

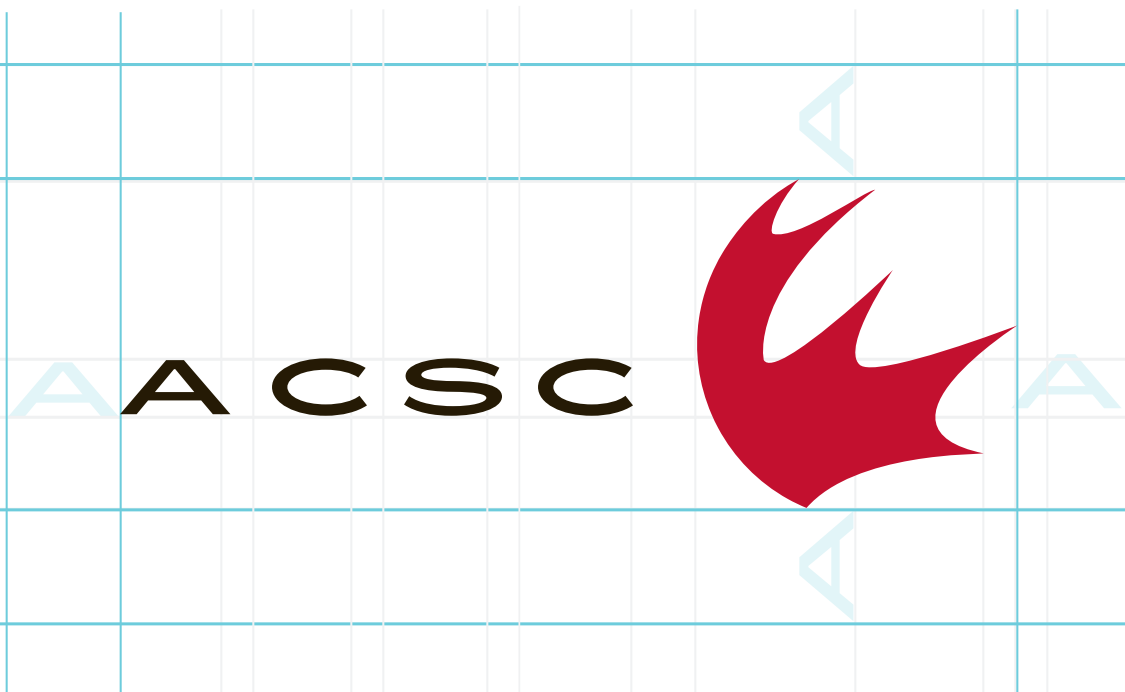
Zeppelin has been chosen as the typeface for the logo. It is available in various weights.

<http://new.myfonts.com/fonts/storm/zeppelin/>

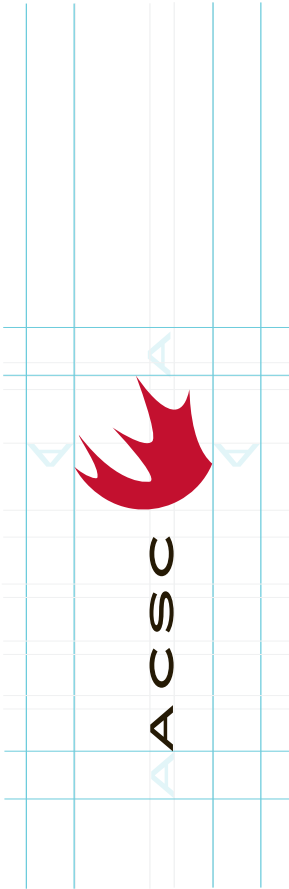
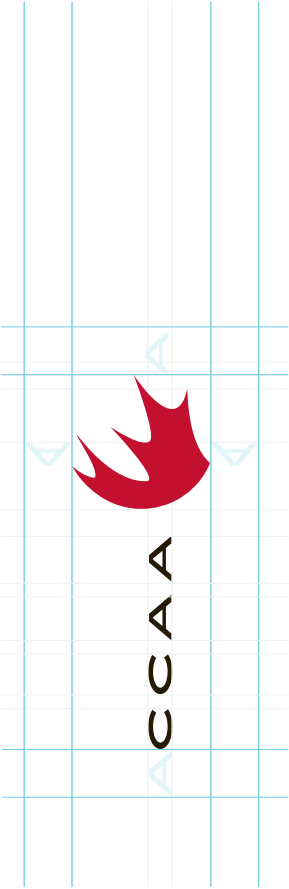
Designers: František Štorm
Publisher: Storm

Unilingual Logo
English

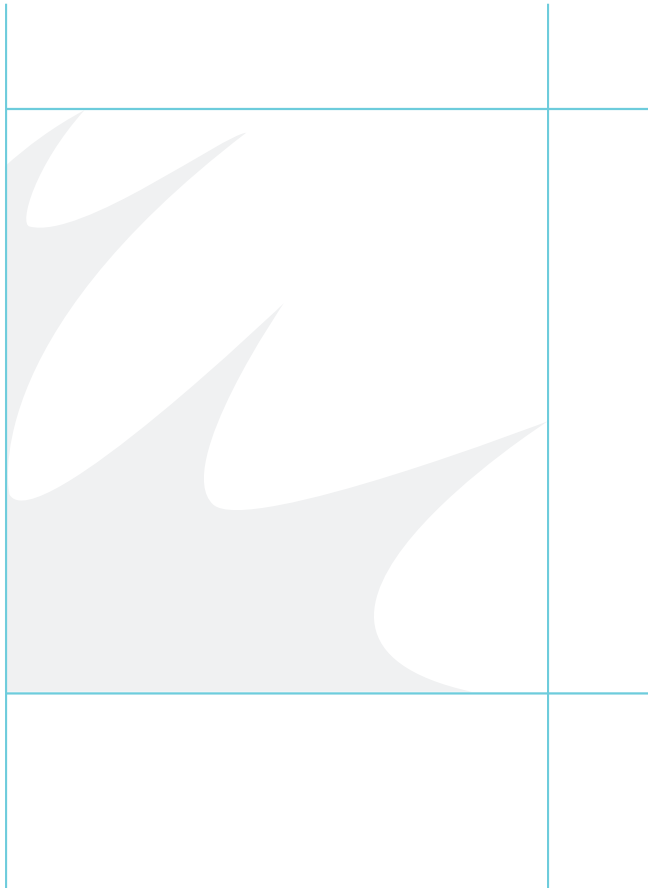




Logo Alternatives



Leaf Motif



The Leaf Motif can be used to add style to the brand identity in instances that require it, such cases as watermarking, overlays on imagery, banners, stationary, clothing and many other touchpoints.



Paper and Printing

When sourcing printers and paper stocks it is important to consider your environmental responsibility.

Professional printing

Choose paper that is 50–100% post-consumerwaste (PCW), from sustainable sources, elemental chlorine free (ECF), uncoated, or made by renewable energy sources like wind or solar power. Use non-toxic water-based vegetable or soy inks instead of petroleum-based inks. Look for a printer that uses renewable energy sources. Try waterless printing, which eliminates the dampening systems used in conventional printing. Digital printing, which avoids the film and chemicals in traditional printing processes, is another good alternative. Digital printing is also more economical for smaller quantities.

Conserve ink use by determining whether print projects need to be full colour. A two-colour or single colour design can be just as effective. You can also save paper by using standard press sheet sizes and synchronising the printing of projects that use the same paper stock. Evaluate if projects need to be printed. Could the information be promoted digitally?

Desktop printing

Staples/Business Depot provides a wide range of different paper sizes, shades and quality levels from budget 'own-brand' paper to more premium ranges. Their products range includes a number of environmentally friendly or recycled papers .



info@ccaa.ca