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Canada

Business

Services for entrepreneurs

Standards Guide

Canada Business Visual Identity



Government
of Canada

Gouvernement
du Canada

Canada

Canada Business

Services for entrepreneurs

Standards Guide

Canada Business
Visual Identity

Government
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du Canada

Canada

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Introduction

Canada Business

About Canada Business

Canada Business is a national point of service and the first place entrepreneurs go for government information, advice and support to help build their business.

Canada Business offers business people access to a wide range of federal, provincial and territorial government services across Canada. Professional business information agents help clients learn about services, rules and regulations, forms, sources of financing, interest groups and much more.

The Canada Business Network provides practical access to information, services and advice — all you have to do is click, call or visit the centre nearest you.

Click
CanadaBusiness.ca

Call
1 888 576-4444

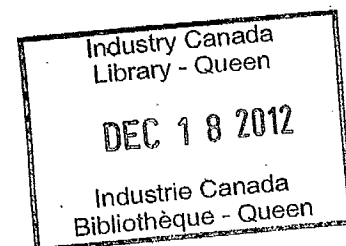
Visit
Canada Business Network

The purpose of Canada Business's marketing initiatives is to encourage entrepreneurs to take advantage of its services.

Canada Business offers Canadian entrepreneurs a number of interactive tools, such as the Business Start-up Assistant, Interactive Business Planner and various online small business workshops.

Contact us

If you have questions about this guide or the Canada Business visual identity, send an email to cbisc@ic.gc.ca.



1 – Purpose of this guide

This guide provides impartial instructions for and explanations of the use of the various components of the Canada Business visual identity, as well as related identity elements.

By using this practical guide and following the visual identity standards, you will enhance the effectiveness of your communications tools. More importantly, you will help make Canada Business's government image more coherent.

These standards promote the quality, uniformity and clarity of the messages and images that are part of communications tools put out under the Canada Business name, yet are flexible enough to meet a wide variety of needs. This identity has been created to reflect the following qualities:

Ease of use

Timeliness

Credibility

Dynamism

Excellence

Relevance

These standards have been drawn up for those who produce communications tools promoting Canada Business services:

- Canada Business service centres and the Canada Business National Secretariat
- other Canada Business stakeholders
- graphic design firms.

Legal status of Canada Business

"Canada Business" is an Official Mark of the Government of Canada.

2 – Banner: Federal identity



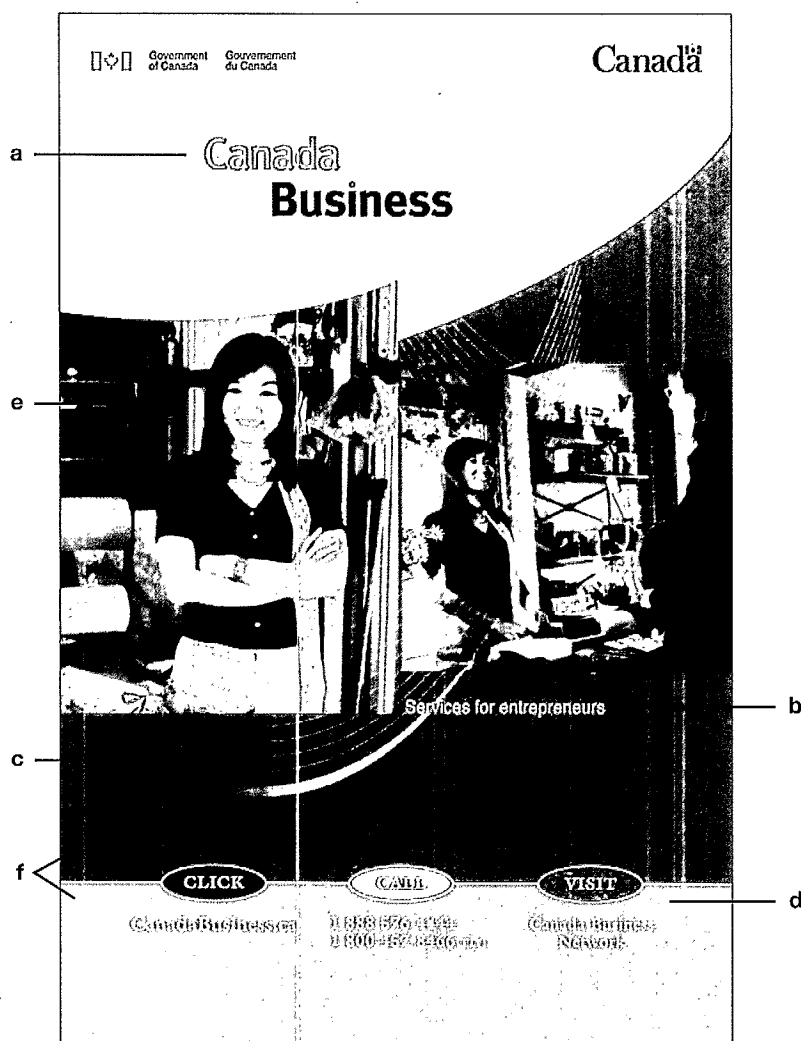
Government
of Canada

Gouvernement
du Canada

Canada

The symbols of the Federal Identity Program must appear prominently on all Canada Business products. The Canada wordmark tells the public that Canada Business is a Government of Canada organization serving all Canadians — entrepreneurs, in particular. The Government of Canada signature accompanies the Canada wordmark in the vast majority of cases. For the graphic standards governing Federal Identity Program symbols, visit www.tbs-sct.gc.ca/fip-pcim/man_pdfs_e.asp.

3 – Components of the Canada Business visual identity



The example above is for illustration purposes and is only one possible choice of layout and photos.

Overall visual identity

This section covers the overall visual identity and each of its components. The graphic to the left illustrates the complete application of the identity on a product, in this case, a poster.

The Canada Business visual identity is made up of six components:

- a) Canada Business identifier
- b) Slogan
- c) Curves
- d) Call to action (click, call, visit)
- e) Photos
- f) Main and complementary colour blocks

a) Canada Business identifier

Canada
Business

Canada
Business

Canada Business

Entreprises
Canada

Entreprises
Canada

Entreprises Canada

Canada Entreprises
Business Canada

Entreprises Canada
Canada Business

CanadaBusiness.ca
1 888 576-4444

EntreprisesCanada.ca
1 888 576-4444

Use and language

There are unilingual and bilingual versions of the identifier (French first and English first). As you will see in the examples at left, the words may be positioned in a number of ways. The use of the identifier is very flexible, and its position can vary from tool to tool.

The Canada Business identifier has been designed to respect the requirements of the Federal Identity Program. For this reason, the size and position of the words in the identifier will vary from one tool to the next, as dictated by the dimensions and format of the tool. For example, tools oriented on the horizontal axis must feature a one-line version of the identifier.

Canada
Business

The "x" value is proportional to the height of the letter "C" in "Canada".

Canada

Canada Entreprises
Business Canada

4 mm min. Canada
Business

4 mm min. Canada Entreprises
Business Canada

Meta Bold (FontFont™)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Clear space

To maintain legibility, the area immediately around the identifier must be left free. The clear space must be at least equivalent to the height of the letter "C" in "Canada".

Type size

The size of the identifier depends on the format of the document. The following are general guidelines.

Dimensions are calculated in relation to the letter "C" in "Canada".

Leaflet or small brochure
Minimum size: **4 mm**

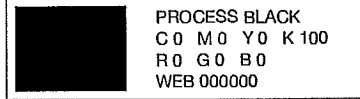
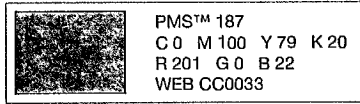
8.5" x 11" publication (21.59 cm x 27.94 cm)
Minimum size: **8 mm**

82" x 39" banner (208 cm x 99 cm)
Minimum size: **5 cm**

156" x 82" booth (396 cm x 208 cm)
Minimum size: **10 cm**

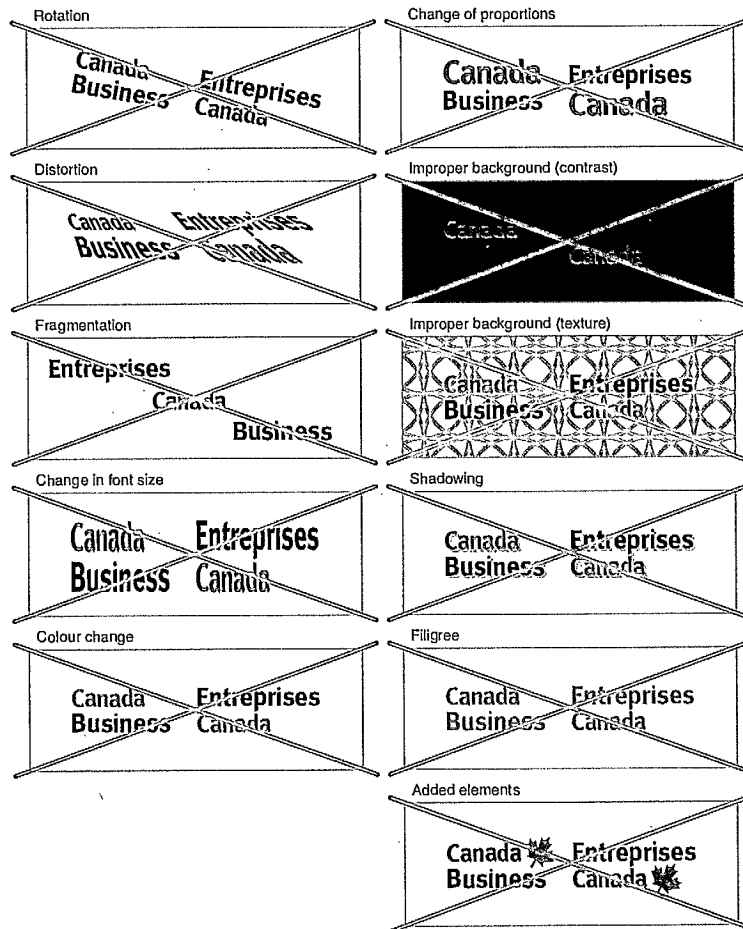
Typeface

The font used is Meta Bold (FontFont™, Mac or PC). It is important to use the official electronic versions available at hercules.cbasc.org (username: cbasc; password: business) or on the disk of Canada Business graphic materials in .eps, .tif, .bmp or .jpg format. Only .eps format can be enlarged to any size. It is the format graphic artists use most often.



Colours

On colour tools, the word “Canada” appears in red and the word “Business” in black. On black-and-white tools, both words print in black or, when reversed, white.



Examples of improper use (uniformity)

To standardize the use of the corporate identity, the following guidelines apply.

- For the Canada Business identifier to be effective, it must always be used diligently and consistently.
- Do not attempt to recreate the identifier. Use the electronic models available.

These basic rules apply to all components of the visual identity.

b) Slogan

Use and language

Unilingual English slogan

Services for entrepreneurs

Services for
entrepreneurs

Services for
entrepreneurs

Services for
entrepreneurs

Unilingual French slogan

Services aux entrepreneurs

Services aux
entrepreneurs

Services aux
entrepreneurs

Services aux
entrepreneurs

Bilingual slogan (English first)

Services for entrepreneurs
Services aux entrepreneurs

Services for entrepreneurs
Services aux entrepreneurs

Services for entrepreneurs
Services aux entrepreneurs

Services for
entrepreneurs

Services aux
entrepreneurs

Services for
entrepreneurs

Services aux
entrepreneurs

Services for
entrepreneurs

Services aux
entrepreneurs

Bilingual slogan (French first)

Services aux entrepreneurs
Services for entrepreneurs

Services aux entrepreneurs
Services for entrepreneurs

Services aux entrepreneurs
Services for entrepreneurs

Services aux
entrepreneurs

Services for
entrepreneurs

Services aux
entrepreneurs

Services for
entrepreneurs

Services aux
entrepreneurs

Services for
entrepreneurs

y ≥ 2 mm **Canada**
Business

The "y" value must be half the height of the letter "C" in the word "Canada".

y **Canada**

y Services for entrepreneurs

y Services for entrepreneurs
Services aux entrepreneurs

Helvetica Medium (Adobe™)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
WEB 000000

Services for entrepreneurs

Services for entrepreneurs
Services aux entrepreneurs

Services for entrepreneurs

Services for entrepreneurs
Services aux entrepreneurs

Type size

The slogan size varies according to the format of the document and must always be directly proportional to the size of the identifier (see section 3a). The height of the slogan must be 50 percent that of the letter "C" in the word "Canada".

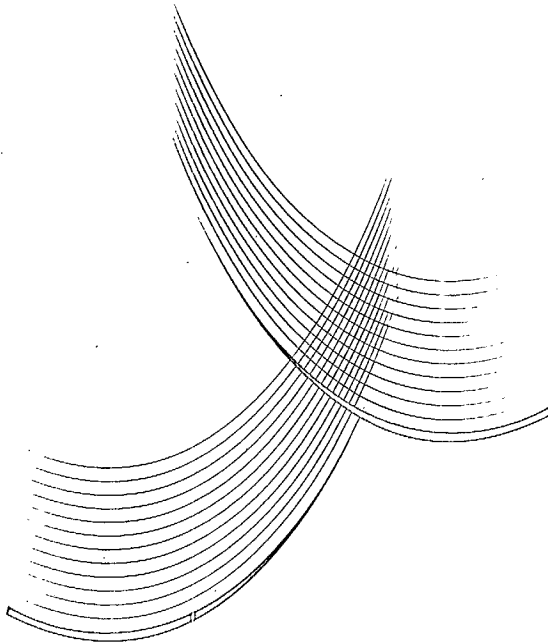
Typeface

The font used is Helvetica Medium (Adobe™, Mac or PC).

Colours

The slogan must be printed only in black and white.

c) Curves



Canada Business offers a wide range of government services and an abundance of information to entrepreneurs and helps direct them to the services and tools they need.

Symbolism

The curves represent the smooth flow of information throughout the Canada Business Network.

The two main intersecting curves represent the merging of the two primary services: Canada Business service centres and BusinessGateway.ca.

The segments intersect and unite to create a single and larger entity and network.

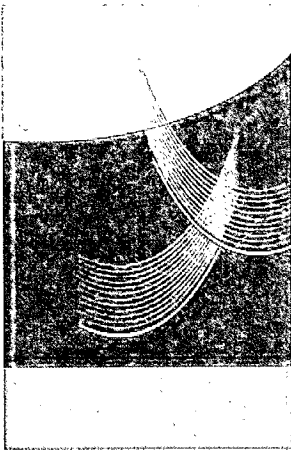
They also represent the distribution of information using new technology in a graceful upward movement.

The Network gives entrepreneurs access to Canada Business services.

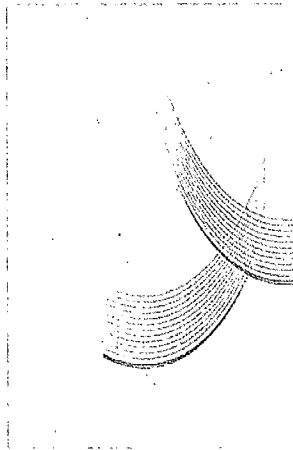
In addition, the curves provide a discreet reminder of the national and international time zones, since Canada Business's mission includes offering companies the resources they need to expand.



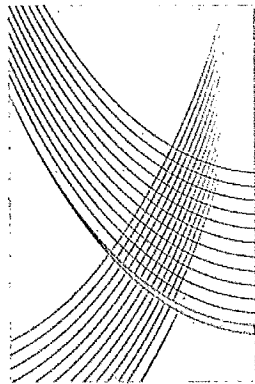
Curves with the full visual identity



Curves on colour block only



Curves in complementary colours only



Maximum cropping of the curves

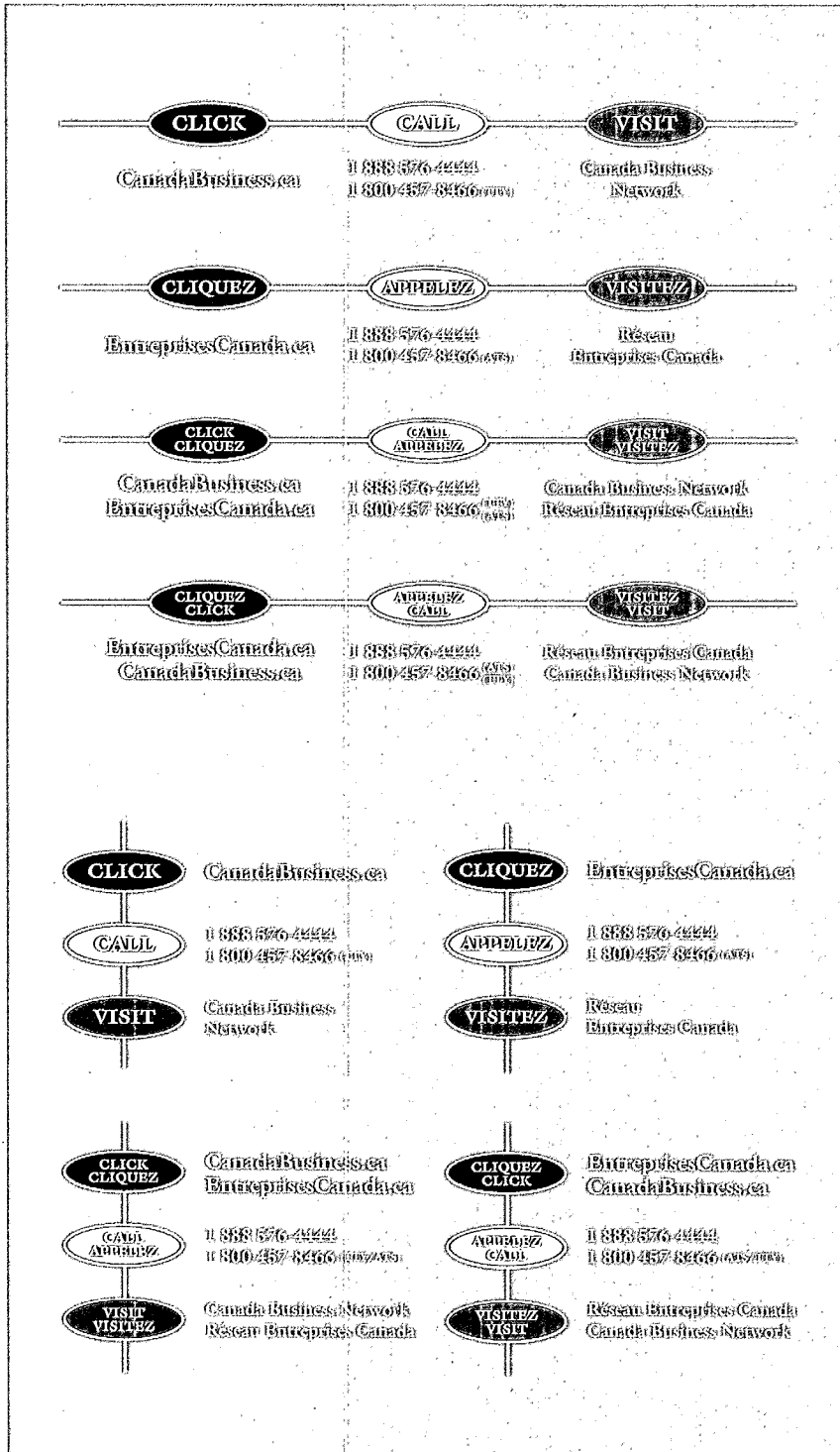
Use

The curves are an important part of the visual identity and are always featured on communications tools, but they must be applied in a very specific manner. The curves are most often an overlay on photos or colour blocks, but they may also be placed on solid colour blocks (.eps vector image). The position of the curves may vary, but they must always cross. Subtle, non-repetitive use is recommended.

Colours

The curves are generally printed in white, 30 percent opaque, but they may also use the primary or secondary colour palette on a white background (see page 18).

d) Call to action (click, call, visit)

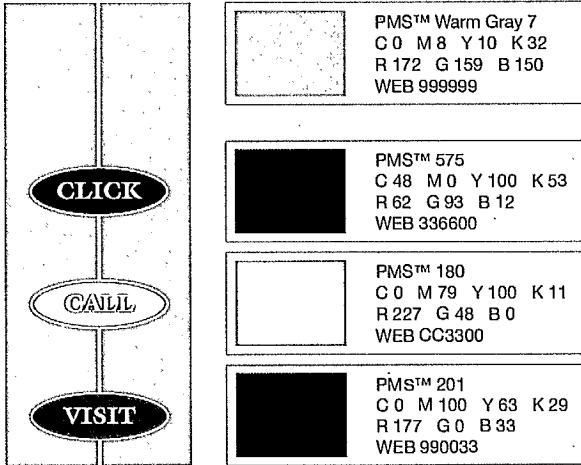


Use and positioning

The size of this component is based on legibility. The text under the ovals must be at least two millimetres high (seven points) on the smallest documents, such as brochures. As a general rule, the call to action must be as prominent as the Canada Business identifier.

The call to action must stand out to encourage readers to contact Canada Business. It may be displayed horizontally or, in rare cases, vertically.

The three words and the contact information beneath them form a strict whole. (They must be used in their original versions, as vector images).



Typeface and colours

The ovals and contact information are generally placed on the grey colour block. This positioning is flexible, except on posters and other large-format tools.

ITC Galliard Black (Adobe™) is used for the text in the ovals and ITC Galliard Bold (Adobe™) for the text underneath.

ITC Galliard Black (Adobe™)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ITC Galliard Bold (Adobe™)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

e) Photos



Use

This bank of photographs is available for the use of Canada Business Network members when promoting the network as a whole or the services of an individual member. The photos are designed for print and online use. Network members are encouraged to use them whenever photos of small businesses are appropriate.

Efforts were made to build a bank of photos representing typical client businesses across Canada, and the faces shown are those of actual Canadian business owners. Guidelines for the use of photos are as follows.

The images convey the main message and are important to the recognition and promotion of Canada Business. In general, all external promotional tools should make extensive and prominent use of photos. However, photos are not mandatory on departmental tools such as business cards or in-house items.

A bank of photos illustrating various business sectors is available. The choice of photos must vary from tool to tool in order to balance the representation of men and women, age groups, sectors and nationalities. Do not clutter products by trying to cover all options in a single brochure. It is better to use a smaller number of larger photos to catch the eye.

Graphics

It is recommended to position photos in a box with one curve superimposed, but this is not mandatory. Two photos are placed side by side, the first illustrating the entrepreneur's pride and success and the second showing the person in action. Make sure the sector of business is very clear. The second photo is filtered into the background. To create this effect, fade the image out to 70 percent opaque.



Photo bank

The photo bank contains 21 uncalibrated RGB images (.jpg). They are not treated for transparency or saturation and must therefore be maximized for each type of print job or application.

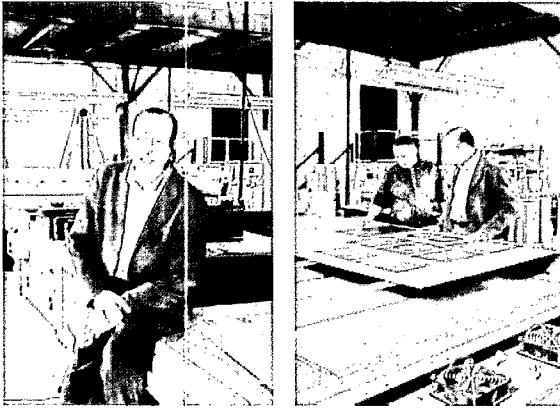


Photo bank (continued)

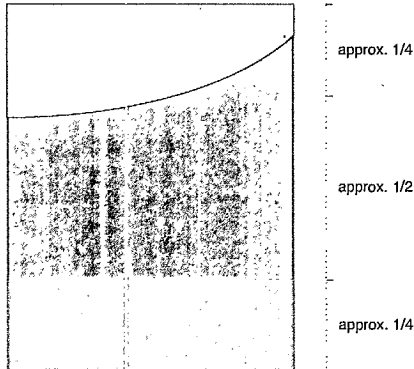




Photo bank (continued)



f) Main and complementary colour blocks



Three large colour blocks make up the background of the Canada Business visual identity.

The top colour block is white and cleanly opens up the visual. The red cuts through the centre, and the grey is positioned on the bottom with the call to action.

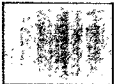

The recommended proportions are approximately one quarter white, one quarter grey and one half red. These proportions may vary depending on the size, especially for horizontal tools.

See page 20 for examples of the flexible use of the colour blocks. The most important thing is consistency of colour. To the left is the standard colour palette to be used for all communications tools. Colour also plays an important role in ensuring consistency among tools, so be sure to create the colours using the colour table.




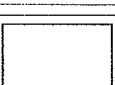

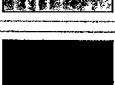
Complementary colour palette

This is the secondary colour palette. Secondary colours are available to differentiate certain documents, add life to the inside of publications or simply tie a series of promotional items together. These colours must not replace the primary colour palette under any circumstances.

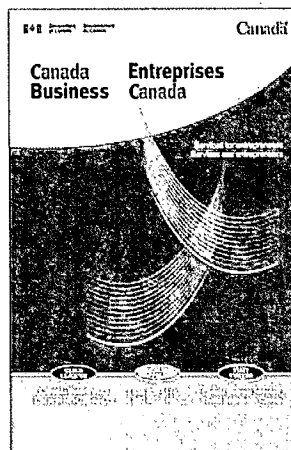
Main colours

	PMS™ 187 C 0 M 100 Y 79 K 20 R 201 G 0 B 22 WEB CC0033
	PMS™ Warm Gray 7 C 0 M 8 Y 10 K 32 R 172 G 159 B 150 WEB 999999

Complementary colours

	PMS™ 137 C 0 M 35 Y 90 K 0 R 255 G 166 B 22 WEB FF9900
	PMS™ 3125 C 83 M 0 Y 21 K 0 R 45 G 172 B 173 WEB 33FFCC
	PMS™ 153 C 0 M 46 Y 100 K 18 R 209 G 113 B 0 WEB CC6600
	PMS™ 362 C 70 M 0 Y 100 K 9 R 70 G 156 B 35 WEB 339933
	PMS™ 2726 C 79 M 66 Y 0 K 0 R 62 G 63 B 154 WEB 333399
	PMS™ 289 C 100 M 66 Y 0 K 58 R 4 G 23 B 63 WEB 000033

Combining components (a, b, c, d, e and f)



Now that you have a solid understanding of the various components of the visual identity, let us take a look at how they work together.

The Canada Business visual identity is designed for flexibility — that is, there are many suggestions but very few obligations. The message of the communications tools must be consistent, but the graphic approach should be sufficiently diverse to prevent monotony.

Basic rules

Text elements must read in the following order: identifier, slogan and call to action.

FIP symbols must always appear prominently and be used in accordance with the requirements of the Federal Identity Program.

The cover must include the red and white colour blocks, but grey may be used inside.

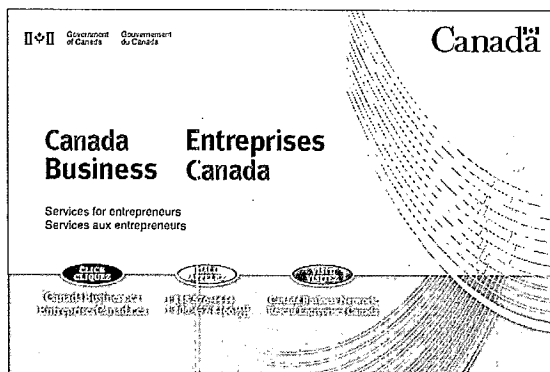
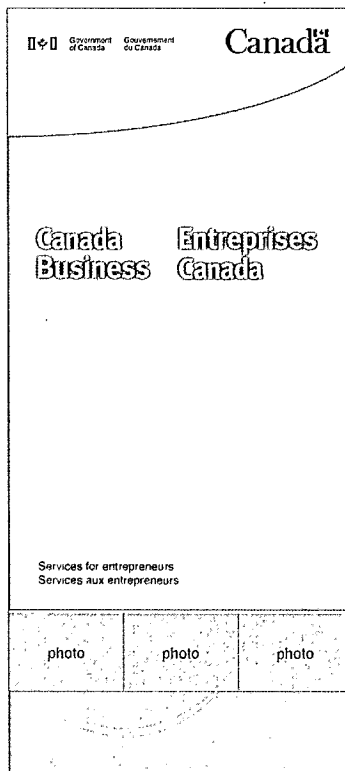
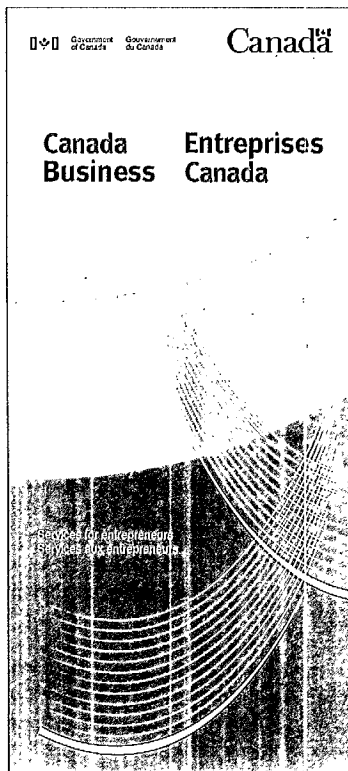
The curves must always be an overlay, but their position may vary. They may also be used as background graphics, such as inside a brochure.

The photos must be positioned near the identifier or inside a small publication, such as a brochure. There should preferably be two photos on a cover.

The identifier must always be clearly visible.

The slogan must be positioned near the photos or the identifier.

Materials may be either unilingual (English or French) or bilingual (with either English first or French first as appropriate), as needed.



Creativity versus uniformity

These visual examples are intended to help you create attractive tools that will be readily associated with Canada Business. The components are flexible but also ensure uniformity. Tools are linked together to create a uniform family of products.

Government of Canada / Gouvernement du Canada Canada

Canada Business

Services for entrepreneurs / Services aux entrepreneurs

CLICK CanadaBusiness.ca
1-888-576-4444 / 1-800-457-8316 (toll-free)

CALL 1-888-576-4444 / 1-800-457-8316 (toll-free)

VISIT CanadaBusinessNetwork.com

Government of Canada / Gouvernement du Canada Canada

Canada Business / Entreprises Canada

Services for entrepreneurs / Services aux entrepreneurs

CLICK / CLIQUEZ
CanadaBusiness.ca / EntreprisesCanada.ca

CALL / APPELEZ
1-888-576-4444 / 1-800-457-8316 (toll-free)

VISIT / VISITEZ
CanadaBusinessNetwork.com / RéseauEntreprisesCanada.com

Creativity versus uniformity (continued)

Government of Canada / Gouvernement du Canada Canada

Canada Business / Entreprises Canada

Services for entrepreneurs / Services aux entrepreneurs

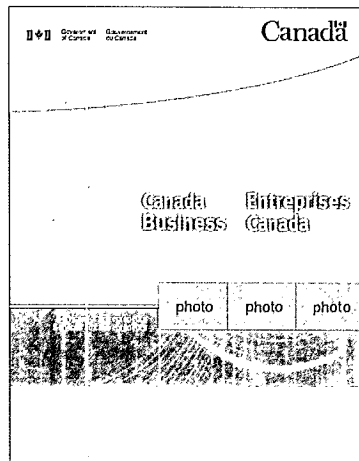
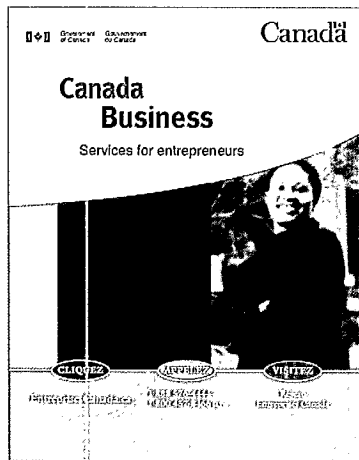
CLICK / CLIQUEZ CanadaBusiness.ca / EntreprisesCanada.ca
1-888-576-4444 / 1-800-457-8316 (toll-free)

CALL / APPELEZ 1-888-576-4444 / 1-800-457-8316 (toll-free)

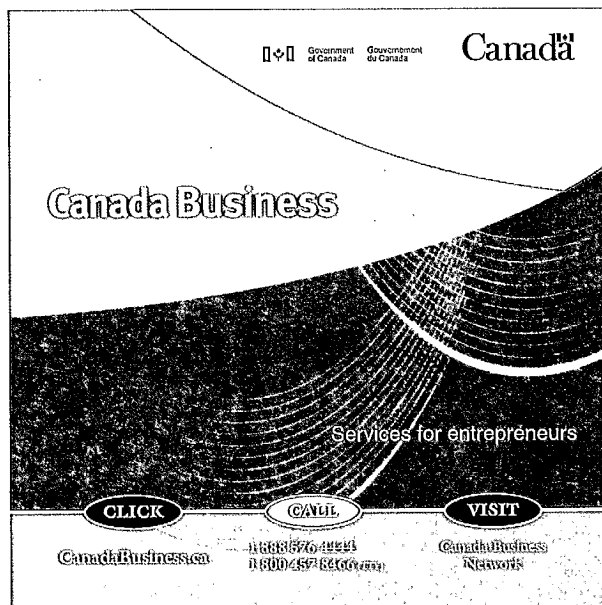
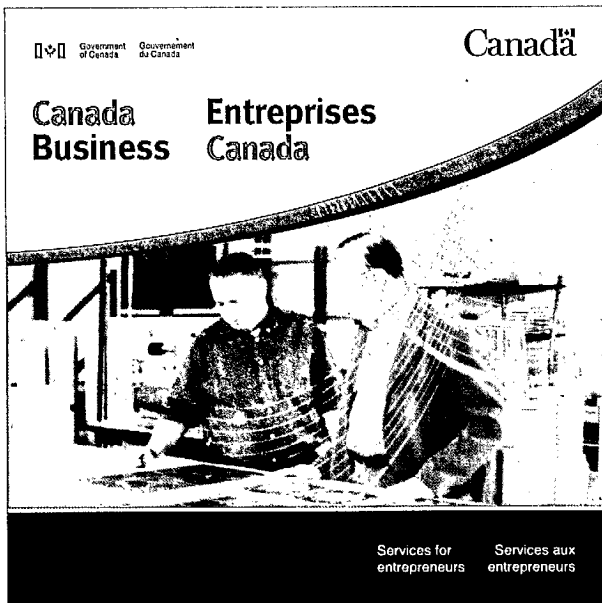
VISIT / VISITEZ CanadaBusinessNetwork.com / RéseauEntreprisesCanada.com

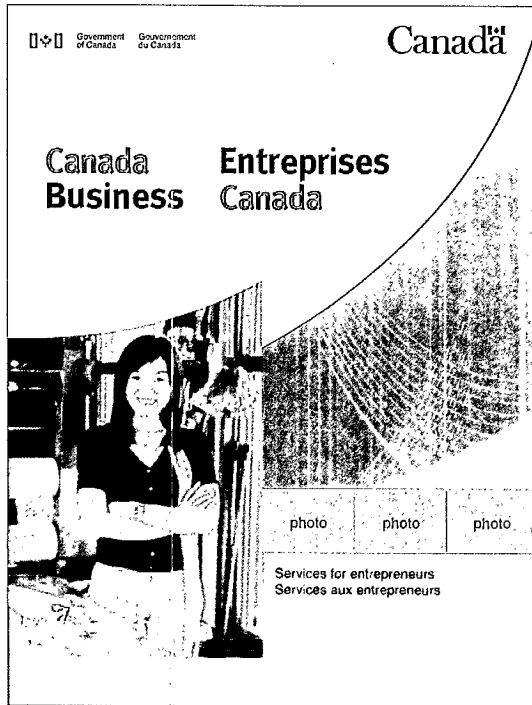
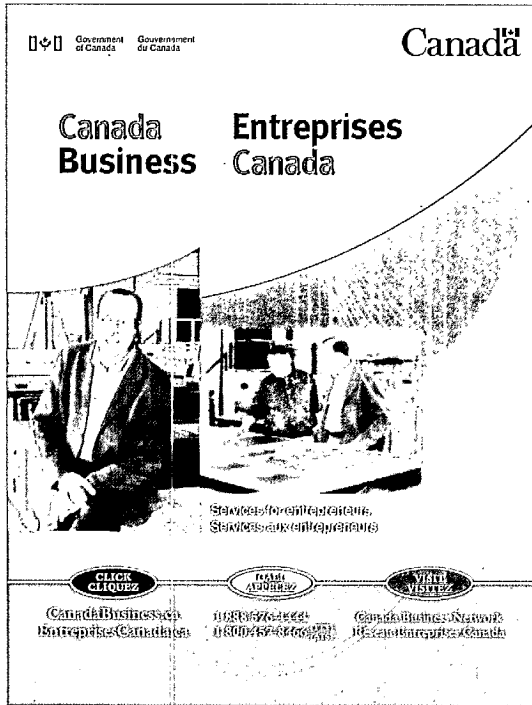
photo photo

Creativity versus uniformity (continued)



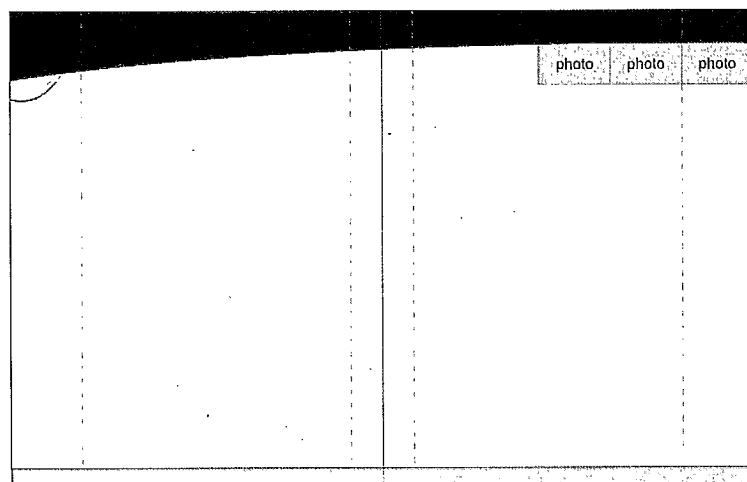
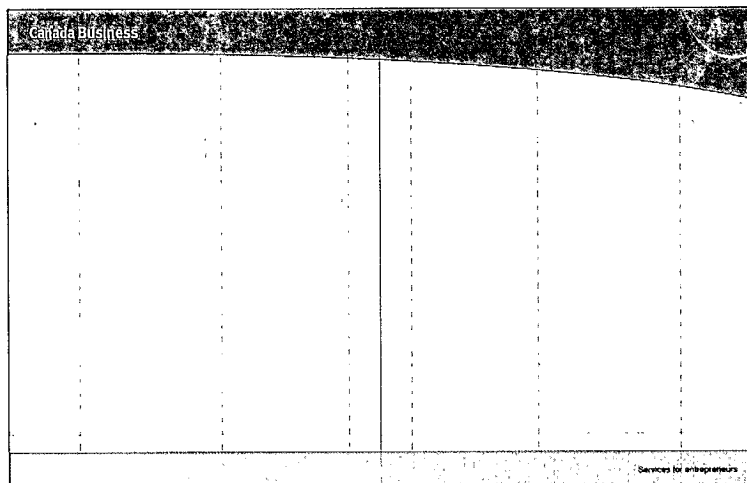
Creativity versus uniformity (continued)





Creativity versus uniformity (continued)

Publications



The examples to the left are a general guide for the inside grids of publications. You must also follow the guidelines below.

Typeface

The following fonts are used for covers and layouts.

Titles and subtitles

Helvetica (Adobe™)

Helvetica Neue Bold Condensed

Body copy

ITC Galliard (Adobe™)

Galliard

Galliard Italic

Galliard Bold

Galliard Bold Italic

Galliard Black

Galliard Black Italic

Galliard Ultra

Galliard Ultra Italic

or

Minion (Adobe™)

(Minion provides greater typographical flexibility.)

Minion

Minion Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

Minion Black

Minion Condensed

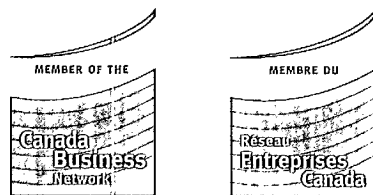
Minion Condensed Italic

Minion Bold Condensed

Minion Bold Condensed Italic

When these fonts are not available, use Times New Roman.

4 – Canada Business Network identifier



MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

MEMBRE DU Réseau
Entreprises Canada

MEMBER OF THE
Canada Business Network

MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

MEMBER OF THE
Canada Business Network

MEMBRE DU Réseau
Entreprises Canada

Use

The identifier serves as a seal representing Canada Business Network accreditation. It tells users that the member in question is an accredited member of the Network and is a reliable source of information.

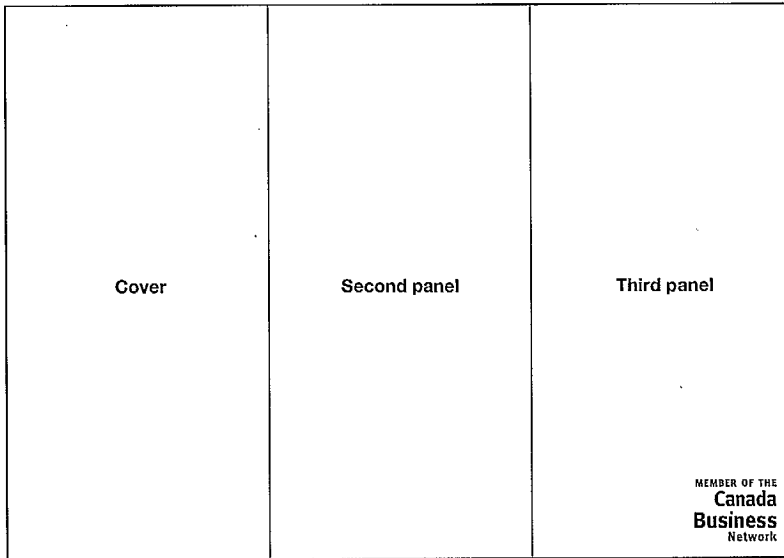
A graphic version of the identifier has been developed for large print tools. Guidelines for its online use will be published in a separate web standards guide. For further information, contact hudon.larry@ic.gc.ca.

A text version has been developed for small print materials. A number of layout models are available to accommodate various sizes.

Bilingual versions may be used only on bilingual tools. For publications in which English and French are printed back to back relative to each other, the respective unilingual versions must be used on each side.

The purpose of the Canada Business Network identifier is to visually link Canada Business service centres and other partners to the Canada Business initiative.

Print tools



Paul Cullington
Project Manager

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1101 Gregory street
Ottawa, Ontario F4R 3E3

**MEMBER OF THE
Canada
Business
Network**

The image shows a sample of a brochure titled 'Info entreprises'. It features a logo with a stylized 'X' and the text 'Info entreprises'. Below the logo, there are several columns of text, including sections for 'The information services', 'The Network services', 'Business services', 'Training and support', and 'Participation in documents'. At the bottom, there are logos for 'Canada Business Network' and 'Canada Business Service Centre'.

Canada Business Service Centre

**MEMBER OF THE
Canada
Business
Network**

Use and positioning

Brochures

For "back to back" bilingual brochures, the identifier should appear in the lower right corner of the last panel. For unilingual brochures, it should appear on the lower half of the back panel.

Business cards

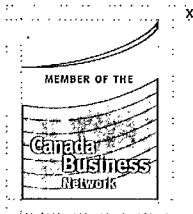
Given the small print area on business cards, it is preferable to use the text version of the identifier rather than the graphic version.

Newsletters

When a layout requires multiple identifiers next to the Network identifier, using the text version is recommended. The identifier is never placed before a department identifier or the Canada wordmark. It is often placed third or fourth, after the provincial or territorial identifier, or that of the organization that the communications tool is promoting.

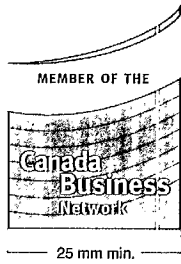
Signs

The identifier must appear in either the upper or lower right corner of the sign.



The "x" value is proportional to the height of the letter "C" in "Canada".

x
Canada



Meta Bold (FontFont™)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*0

Clear space

To maintain legibility, the area immediately around the identifier must be left free. The clear space must be at least equivalent to the height of the letter "C" in "Canada".

Type size

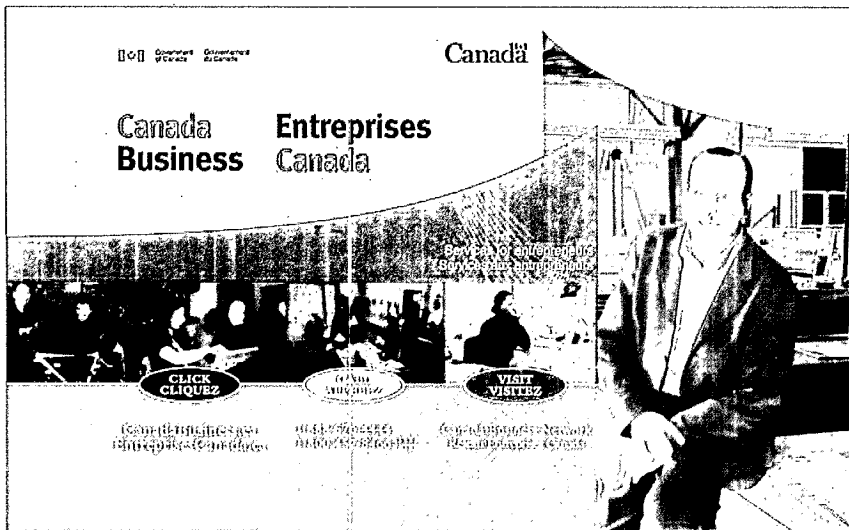
The graphic identifier must be a minimum of 25 mm wide. The text version must be at least 16 mm wide.

Typeface

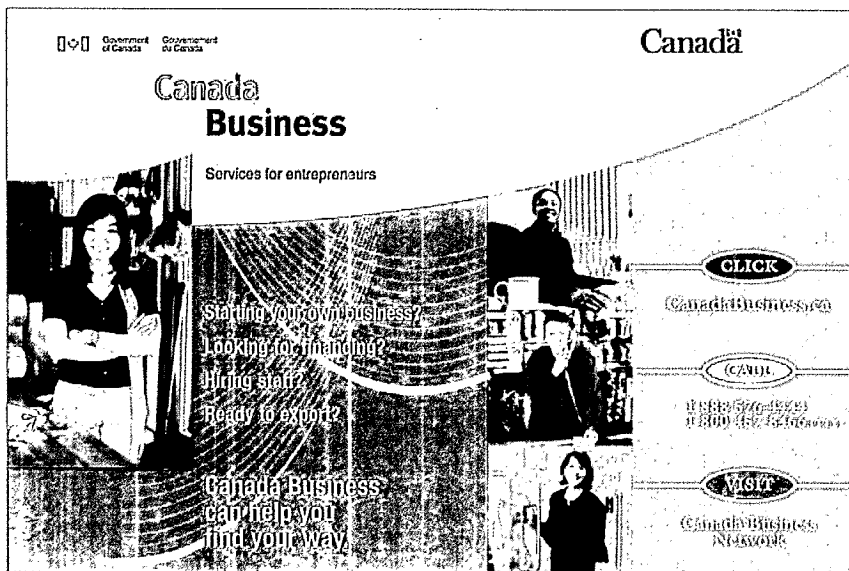
The font used is Meta Bold (FontFont™, Mac or PC). It is important to use the official electronic versions available at hercules.cbsc.org (Username: cbsc, Password: business) or on the disk of Canada Business graphic materials in .eps, .tif, .bmp or .jpg format. Only .eps format can be enlarged to any size. It is the format graphic artists use most often.

5 – Applications

Print tools



Four-panel booth — 149.25" x 90" (379.1 cm x 228.6 cm)



Postcard — 7.5" x 5" (19.1 cm x 12.7 cm)

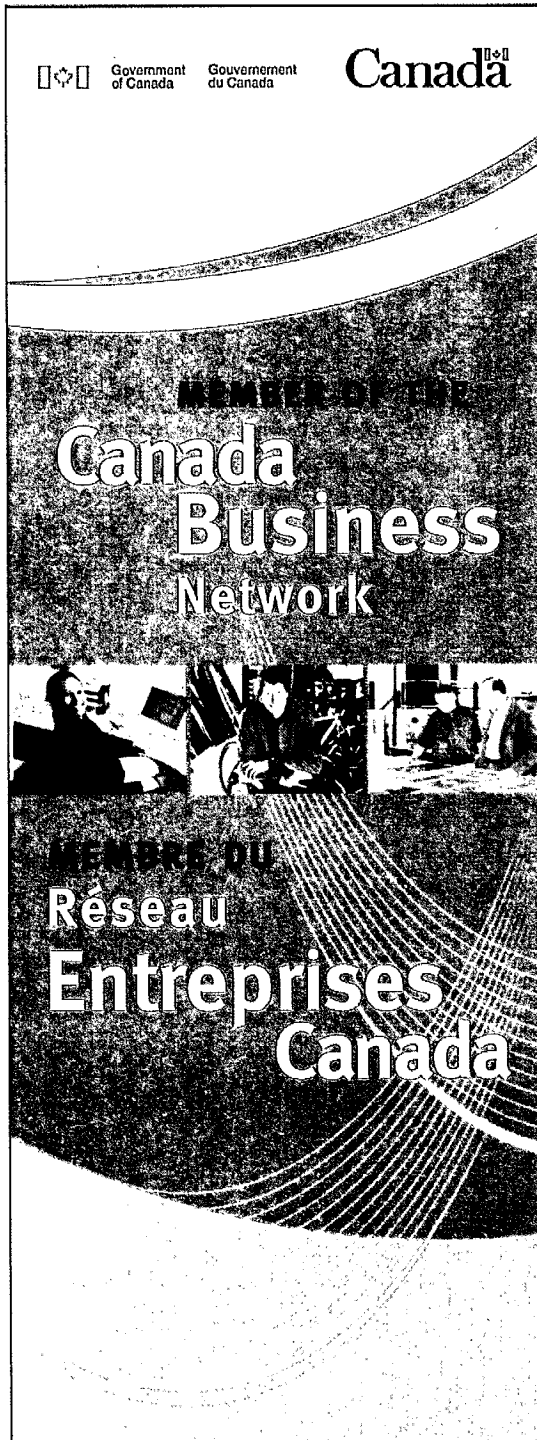
Common graphic applications

Four-panel booth

The booth has been designed for use at national events or when representing the Canada Business Network in its entirety. Canada Business service centres and other Canada Business stakeholders may also use it when they represent the entire Network.

Postcard

The postcard is available for distribution. For copies, send an email to cbsc@ic.gc.ca.

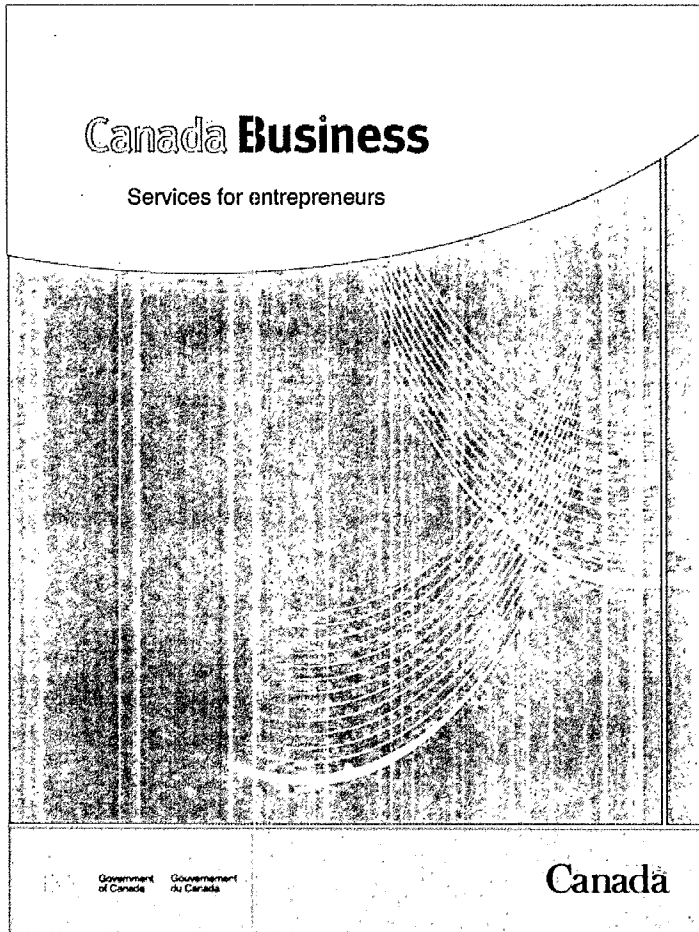


Parapost portable banner — 33.5" x 90.5" (85.09 cm x 229.87 cm)

Common graphic applications (continued)

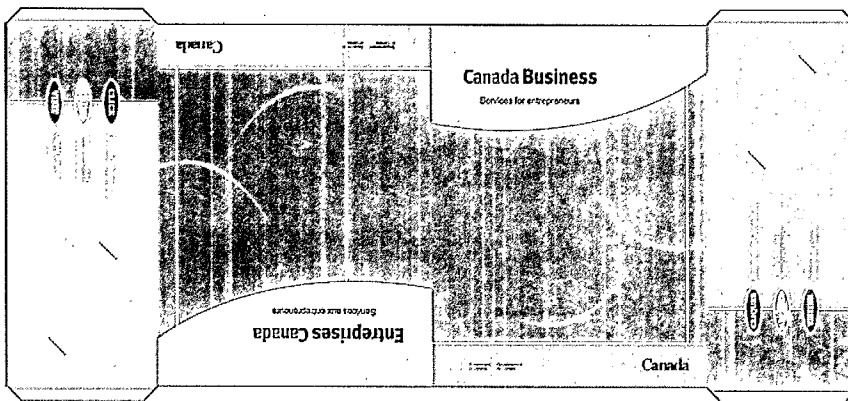
Parapost portable banner

The Parapost display booth was designed for Canada Business service centres to use in conjunction with their own booths to show that they belong to a national network. It is also intended for on-site displays at the service centres, especially during major events, to emphasize their ties to the Network.



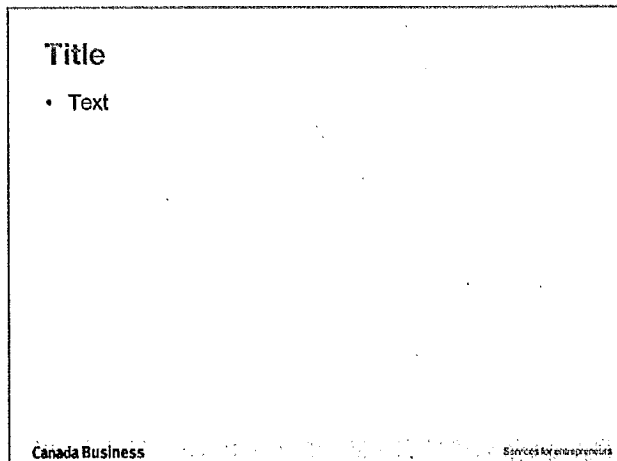
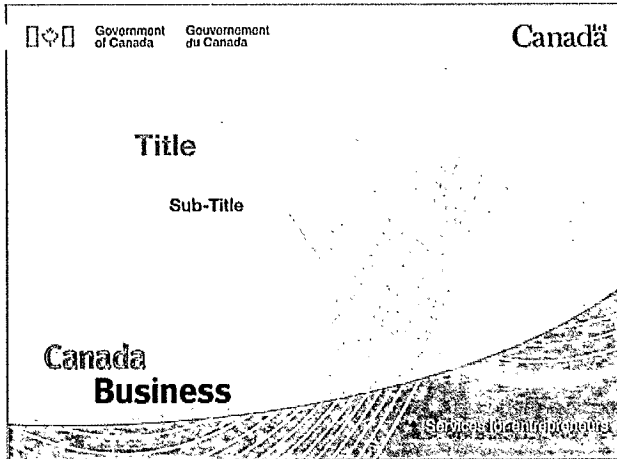
Common graphic applications
(continued)

Kit folder



Kit folder — 9" x 12" (22.86 cm x 30.48 cm)

Multimedia tools



PowerPoint presentation

Common graphic applications

PowerPoint presentations

