



Brand Guidelines

Visual Rules and Usage Guidelines

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Introduction

Welcome to Canadian Neurodevelopmental Training Platform (CanNRT).

We're happy that
you're here.

These guidelines will help you reproduce the “CanNRT” brand with care, precision and consistency.

It incorporates the design features of our logo together with detailed information on colour, size, how to use the various elements that make up our brand, and much more.

Use this document purely as a reference and as a starting point for the “CanNRT” brand and ensure that these guidelines are followed at all times.

Please read these guidelines before starting any work that incorporates the “CanNRT” brand, its logo or visual style.

Importance of Branding

A brand is a beautiful thing.
Enormously powerful.
Enormously fragile.

Building a brand takes vision. It takes passion and sweat. And perhaps most importantly, it takes discipline.

The discipline to never waiver from your brand's DNA and what your message to the world will be.

It is impossible to overemphasize the importance of brand consistency.

We created these guidelines so the underlying principles of the "CanNRT" brand are not just in the hearts and minds of a few, but for everyone who comes into contact with it.

Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand. It's so simple: The more single-minded we are, the more powerful our brand will be.

Presentation

Our logo is one of the network's most valuable assets. It is available in four versions only.

NOTE

Our logos have been specially designed and must never be recreated or typeset in alternative fonts.

The logos must always be reproduced from the master artworks and must never be redrawn, altered, stretched or distorted in any way.



LOGO WITH BILINGUAL BASELINE

This version comprises three components:

- a. Icon : Cells icon in the shape of a C
- b. Acronym: CanNRT•FRN
- c. Baseline (bilingual) :
"Canadian Neurodevelopmental Research Training Platform" and "Plateforme canadienne de formation en recherche neurodéveloppementale"



LOGO WITH ACRONYM

This version comprises two components:

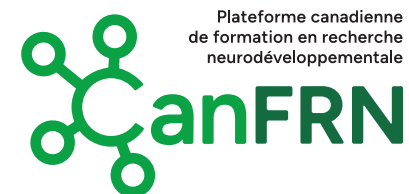
- a. Icon : Cells icon in the shape of a C
- b. Acronym: CanNRT•FRN



LOGO WITH ENGLISH BASELINE

This version comprises three components:

- a. Icon : Cells icon in the shape of a C
- b. Acronym: CanNRT
- c. Baseline (en) :
"Canadian Neurodevelopmental Research Training Platform"



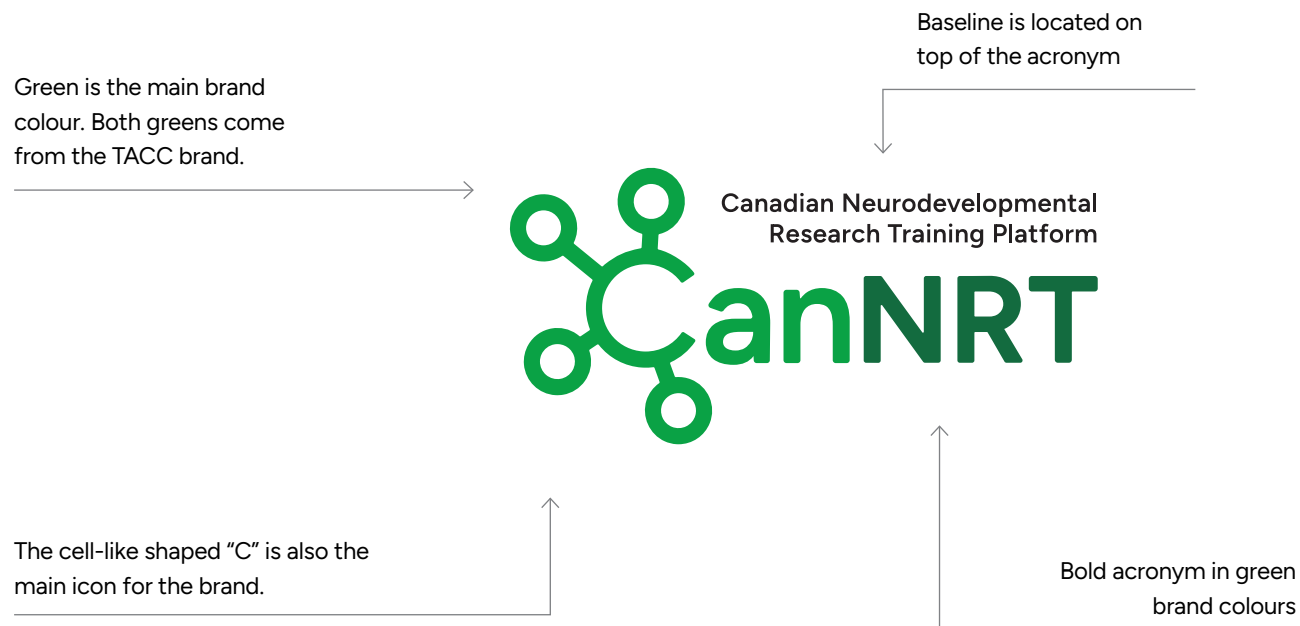
LOGO WITH FRENCH BASELINE

This version comprises three components:

- a. Icon : Cells icon in the shape of a C
- b. Acronym: CanFRN
- c. Baseline (fr) :
"Plateforme canadienne de formation en recherche neurodéveloppementale"

Logo features

Our logo was designed to reflect who we are. Please take a moment to familiarize yourself with its components.



Versions

MASTER LOGO WITH BILINGUAL BASELINE

The version of the “CanNRT” logo illustrated here is the master preferred version and it should be used whenever colour is available for all printed collateral and screen applications, when using the version with bilingual baseline of the logo.

The “CanNRT” logo has been specially drawn and spaced and must never be redrawn, resized or changed. The logo should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

In the event that the master version of the “CanNRT” logo is not legible, the following versions are available:

ALL BLACK

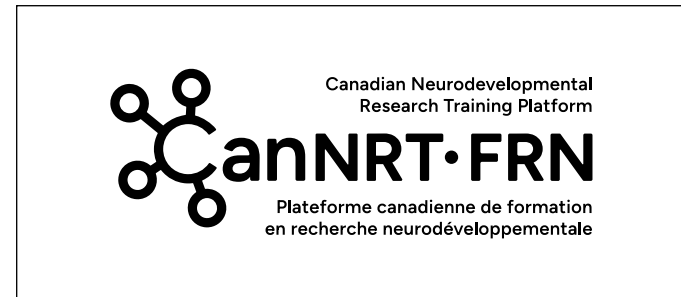
Alternatively, the logo can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

Use when the “All black” version is not available and the logo is used on a dark gray, black or colour.



MASTER COLOUR LOGO



ALL BLACK LOGO



NEGATIVE LOGO

Versions

MASTER LOGO WITH FRENCH BASELINE

The version of the “CanNRT” logo illustrated here is the master preferred version and it should be used whenever colour is available for all printed collateral and screen applications, when using the version with french baseline of the logo.

The “CanNRT” logo has been specially drawn and spaced and must never be redrawn, resized or changed. The logo should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

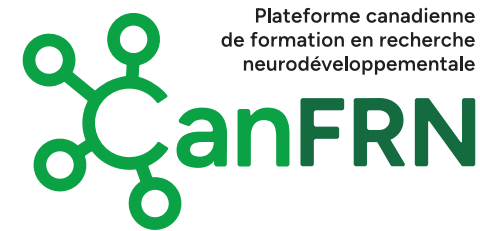
In the event that the master version of the “CanNRT” logo is not legible, the following versions are available:

ALL BLACK

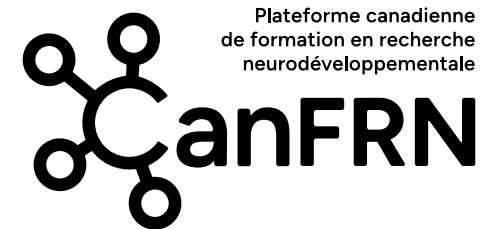
Alternatively, the logo can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

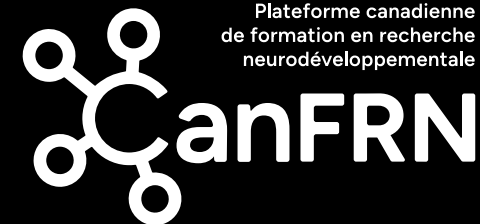
Use when the “All black” version is not available and the logo is used on a dark gray, black or colour.



MASTER COLOUR LOGO



ALL BLACK LOGO



NEGATIVE LOGO

Versions

MASTER LOGO WITH ENGLISH BASELINE

The version of the “CanNRT” logo illustrated here is the master preferred version and it should be used whenever colour is available for all printed collateral and screen applications, when using the version with english baseline of the logo.

The “CanNRT” logo has been specially drawn and spaced and must never be redrawn, resized or changed. The logo should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

In the event that the master version of the “CanNRT” logo is not legible, the following versions are available:

ALL BLACK

Alternatively, the logo can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

Use when the “All black” version is not available and the logo is used on a dark gray, black or colour.



MASTER COLOUR LOGO



ALL BLACK LOGO



NEGATIVE LOGO

Versions

MASTER LOGO WITH ACRONYM

The version of the “CanNRT” logo illustrated here is the master preferred version and it should be used whenever colour is available for all printed collateral and screen applications, when using the version with acronym of the logo.

The “CanNRT” logo has been specially drawn and spaced and must never be redrawn, resized or changed. The logo should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

In the event that the master version of the “CanNRT” logo is not legible, the following versions are available:

ALL BLACK

Alternatively, the logo can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

Use when the “All black” version is not available and the logo is used on a dark gray, black or colour.



MASTER COLOUR LOGO



ALL BLACK LOGO



NEGATIVE LOGO

Logo icon

MASTER ICON

The version of the “CanNRT” icon illustrated here is the master preferred version and it should be used whenever colour is available for all printed collateral and screen applications, when using the logo icon.

The “CanNRT” logo icon has been specially drawn and spaced and must never be redrawn, resized or changed. The icon should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

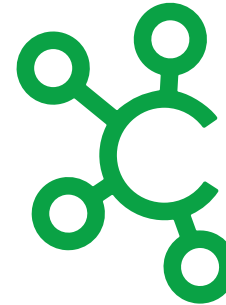
In the event that the master version of the “CanNRT” icon is not legible, the following versions are available:

ALL BLACK

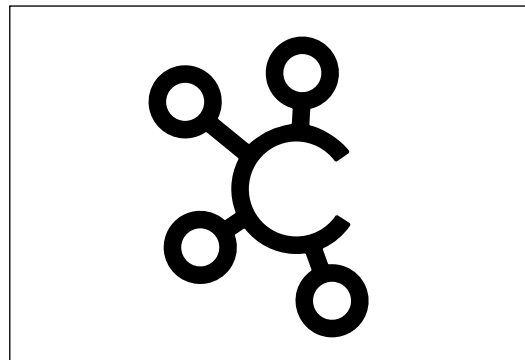
Alternatively, the icon can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

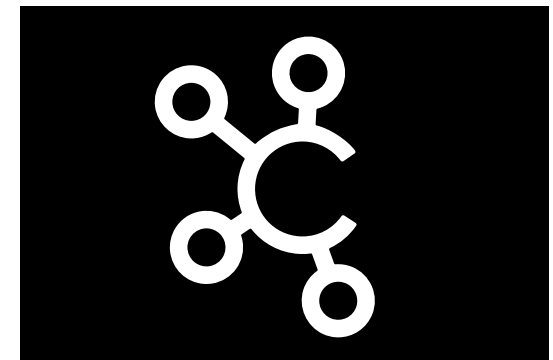
Use when the “All black” version is not available and the logo is used on a dark gray, black or colour.



MASTER COLOUR ICON



ALL BLACK ICON



NEGATIVE ICON

Clear Space

The “CanNRT” logos (all versions) must appear in a prominent position on all applications.

A clear space or safe area for the logo has been set to avoid confusion and to ensure it is always clearly visible and not crowded by other elements on the page.

Whenever possible the clear space should be increased. It must never be decreased and NO other elements should be positioned within this space.

LOGO WITH BASELINE OR ACRONYM

A clear space around the logo **equal to the height of the lowercase ‘a’** of the acronym should be incorporated into all artworks for print and digital media, as illustrated in this page.



LOGO WITH BASELINE



LOGO WITH ACRONYM

Minimum Size

If necessary and especially where the application demands, use judgment about the minimum size.

In processes such as silk screening, embossing or litho printing, the minimum size may need to be larger.

There is no preset maximum size for the “CanNRT” logos (all versions), however the minimum size of it should not be less than:

LOGO WITH ONE LANGUAGE BASELINE

0.69 in or 50 pixels in height

LOGO WITH BILINGUAL BASELINE

0.6 in or 43 pixels in height

LOGO WITH ACRONYM

0.26 in or 19 pixels in height

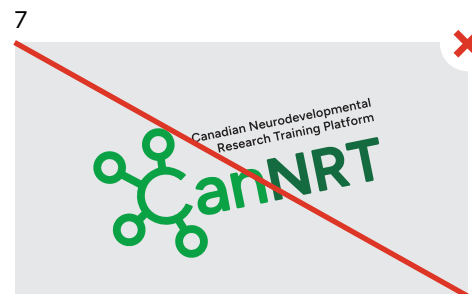
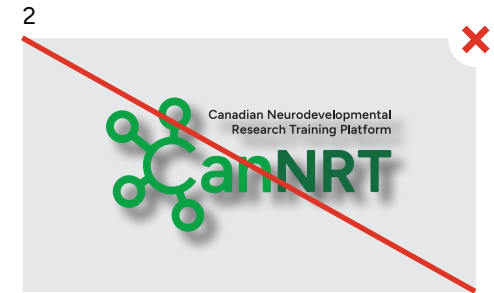
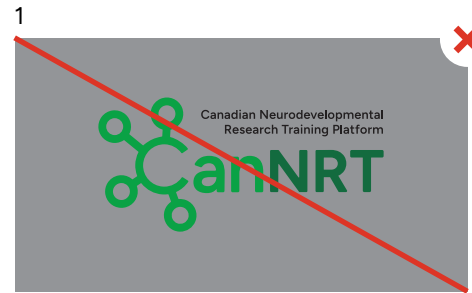
Logo height is measured from the top to the bottom of the logo, as shown here.



Do and Don'ts

These guidelines apply equally to ALL versions of the logo.

- 1 Never place the logo on a background which decreases legibility
- 2 Do not add an effect to the logo
- 3 Never manipulate or distort the logo by stretching or compressing it
- 4 Never change or alter any of the logo colours unless mentioned in this document or when applying a printing effect (example: hot foil stamping)
- 5 Do not modify or replace an element of the logo
- 6 Never place an element in the clear space of the logo
- 7 Do not rotate the logo arbitrary
- 8 Correct version of the logo



Logo application

CanNRT and Azrieli Foundation logo

The version of “CanNRT” logo when accompanied with the Azrieli Foundation logo should always appear as illustrated here. It should be used whenever colour is available for all printed collateral and screen applications, when using this version.

The combined “CanNRT” and Azrieli Foundation logos have been specially drawn and spaced and must never be redrawn, resized or changed. They should not be adapted or positioned in any other way than as outlined in this document.

LIMITED USE

In the event that the colour version of “CanNRT” and Azrieli Foundation logos are not legible, the following versions are available:

ALL BLACK

Alternatively, the logos can be used in full black on collateral printed in black and white or grayscale.

NEGATIVE

Use when the “All black” version is not available and the logos are used on dark gray, black or colour.

To get more details about the CanNRT brand, please refer to the official brand guidelines.



COLOUR LOGO



ALL BLACK LOGO



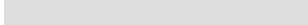



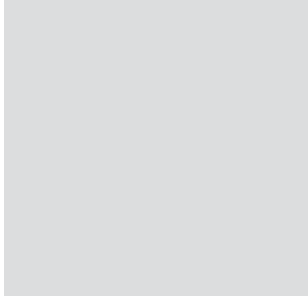



NEGATIVE LOGO

Colours

Our colours are what give us our identity.

These colours are used primarily within our logo, advertising, and collateral and should be specified whenever creating any form of communications, both online and offline, to ensure you're staying consistent with the "CanNRT" identity. For black and white or grayscale applications, the logo can be used in grayscale version as described in these guidelines.

			
R19	R10	R220	R255
G107	G162	G221	G255
B63	B69	B222	B255
CMYK 80 16 83 40	CMYK 80 0 100 10	CMYK 0 0 0 15	CMYK 0 0 0 0
HEX #136B3F	HEX #0AA245	HEX #DCDDDE	HEX #FFFFFF
PANTONE #349 CP	PANTONE #2252 C		
Primary colours		Secondary colours	
			

Colour Usage

To ensure a consistent and appropriate use of our core colours, a general set of guidelines for their usage is outlined as follows.

- 1 Be creative and tasteful with the use of the core colours.
- 2 Use care and attention when using combinations of colours. Don't allow any other colour to clash with the core colours.
- 3 Do not reproduce the logo in colours other than those specified in these guidelines.
- 4 No other colours are to be introduced to the core colour palette.
- 5 Solid colours first
Primarily, use the core colours as 100% solids.
- 6 Be mindful of the media you are printing on and the way the colours are reproduced.
- 7 Minimize the use of tints.
- 8 Avoid using colours within gradients.
- 9 Use white space.
Do not use one specific colour, use white space to compliment your designs.
- 10 Follow colour ratios when applying colour to your designs, online and offline.
- 11 Perform colour matching tests
When circumstances allow, it is advisable to always perform colour matching tests on the media being specified.
- 12 Always match Pantone® and process colours to the latest Pantone® Colour Standards guide.

Typography

Figtree (Google font)

« Figtree » typeface chosen for our externally produced communications.

For internal and online digital applications, our chosen system font is « Aptos ».

Download the free font here: <https://fonts.google.com/specimen/Figtree>



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figtree Bold or Extra Bold

Use to highlight important titles and headlines.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figtree Regular

Use for body texts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figtree Medium or Semi-bold

Use for negative body text. (white text on colour background)

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % / () { } [] = + - ? " ' : § €

Numerals and other characters

This book is ending, but we're just getting started.

Let's do great things together.