brand guidelines
This guide was developed by the Communications Division of the Social Sciences and Humanities Research Council on behalf of the Tri-Agency Institutional Programs Secretariat. For questions about this guide, please contact CRCcomms@sshrc-crsh.gc.ca.
visual elements
CANADA RESEARCH CHAIRS PROGRAM AND THE FEDERAL IDENTITY PROGRAM

The Canada Research Chairs Program identity works in conjunction with the Federal Identity Program, and should still follow the Government of Canada identity guidelines.
The Canada Research Chairs Program main identity is a symbol of diversity in the chairs and their respective research domains. The overlapping pieces of the Identity represent the coming-together of a variety of parts that are dynamic and inclusive, and bring strength as a circular whole. It is the starting point for the Flexible Device as a memorable cue on proposals, marketing collateral, and promotional material.

It can be used with, or without, the CRC wordmark and a Flexible Device.

The circular aspect of the Main Identity also echoes the CRC insignia.
MAIN IDENTITY USAGE

To ensure maximum flexibility, while maintaining consistency, it is important to follow brand application rules.
MAIN IDENTITY VARIATIONS

Full colour
primary usage wherever full colour is possible.

Monochrome
for use whenever colour is not possible.

Outlined
for use in simple applications like pins, embossing and embroidery.

Outlined Reversed
for use in simple applications like pins, embossing and embroidery.
IMPROPER USAGE

Do not change the device’s colours

Do not add additional design elements

Do not add drop shadows that do not match the look and feel

Do not stretch, shrink or distort the device in any way

Do not use background colours that have not been approved

Do not use on busy backgrounds

Do not use on low-contrast backgrounds

Do not scale the device smaller than 0.25” / 16px high (favicon)
FLEXIBLE DEVICES

CRC Flexible Devices are created using this grid of concentric circles and intersecting axis.

Starting with the grid, custom device pieces can be created to suit the medium using a combination of approved gradients and photographs. To add dynamism and depth, drop-shadows can be used under each device piece, directed toward the centre of the device.

Adhering to this grid and these rules maintains consistency throughout the campaign and creates recognition, no matter the shape and size.
colour
COLOUR PALETTE

PRIMARY COLOUR PALETTE

There are four main colours in the primary colour palette. A dark and light option for each colour is to build gradients and offer options in design and for accessibility. Dark red is the CRC main identifying colour for accents in text. Blue is the CRC main gradient. The brand also relies on substantial use of white space to create a recognizable look that is clean, approachable and minimalist. Tap into this palette for elements such as charts, graphs and illustrations, or as background colours to break up large sections of content.

MONOCHROME COLOUR PALETTE

These colours should be used for text, or when colour can’t be used.
COLOUR BALANCE

This is the proportion of colours that should be used in CRC designs.

When the 20th Anniversary version is featured, white will be the background colour, with red as the second-most prominent colour.

When a Flexible Device is used, either white or the blue gradient will be the background colour with a balance of the red gradient, yellow gradient and green gradient.

The Monochrome palette is used exclusively for text.
typography
CRC’s primary typeface is **Museo Sans** (sans-serif). It’s a clean font for print and performs exceptionally well digitally. It has a comfortable balance of weights, and is widely available as a free, open-source type option from Adobe Fonts.

The weights available are 100 (Light), 300 (Regular), 500 (Medium), 700 (Bold), and 900 (Black).

To ensure consistency for all communications, please download, or activate the fonts, by following this link:

[fonts.adobe.com/fonts/museo-sans](https://fonts.adobe.com/fonts/museo-sans)
HEADER STYLING

These are the standard header styles that should be used across all applications. By applying the approved type scale, font weights and colours, we can ensure consistency across all formats and executions.

H1 (4 em)
MUSEO SANS 900
(DARK RED)

H2 (3 em)
MUSEO SANS 900
(CHARCOAL)
* Only for use with H1 to create a dynamic heading

H3 (2 em)
MUSEO SANS 900
(DARK RED)

H4 (2 em)
MUSEO SANS 900
(DARK RED)

H5 (1 em)
MUSEO SANS 700
(CHARCOAL)

P / BODY (1 em)
MUSEO SANS 300
(BLACK)
photography
PHOTOGRAPHY

Photography is used in conjunction with the main brand gradients to represent diversity in research fields. Images, where possible, should reflect health, natural sciences and engineering and social sciences and humanities to represent the tri-agency nature of the program. People will not feature in photographs, except when demonstrating the research.
brand expressions
FLEXIBLE DEVICE

Find some visual alignment between the points of the flexible device and the copy to give visual balance. The size and position of copy is also flexible to suit the medium. There are no hard and fast rules; the key is to find visual balance.
STATIONERY

Canada Research Chairs branded stationery should be used for all corporate communications, to ensure a consistent look and feel.

The Flexible Device grid helps create a unique device that fits any media shape and size.

The CRC FIP should be positioned following Government of Canada identity guidelines.
DISPLAYS

The external face of the Canada Research Chairs must carry the brand forth, and show the name of the body more prominently.

The Flexible Device can only use the approved photographs with gradients. Never use photography only.

If the 20th Anniversary version needs to appear on an otherwise coloured background, use a white arc.

The CRC FIP should be positioned following Government of Canada identity guidelines.
EMAIL SIGNATURES

Email signatures will adopt the colours from the Colour Palette where appropriate, and clearly show the Main Identity in both official languages.
SOCIAL MEDIA

Social media is the digital external face of the Canada Research Chairs, and as such, follows the same principles. Consistent branding, prominent name and in both official languages.

The Flexible Device allows the brand to adapt easily to any shape required.
WEBSITE

As with Social Media, the website is the external face of the Canada Research Chairs, showing consistent branding, and a prominent name. As the website is split into English and French, assets need to be unilingual in both official languages.
MERCHANDISE

The Canada Research Chairs brand can be represented on merchandise too. Options to use the a Flexible Device with copy or the Main Identity lockup alone.
Usage

The year 2020 marks the CRCP's 20th anniversary. A special variation of the identity has been created that can be used in 2020 through to the end of 2021.

To ensure maximum flexibility, while maintaining consistency, it is important to follow brand application rules.
20th Anniversary Identity

Displays

The external face of the Canada Research Chairs must carry the brand forth, and show the name of the body more prominently.

The Flexible Device can only use the approved photographs with gradients. Never use photography only.

If the 20th Anniversary version needs to appear on an otherwise coloured background, use a white arc.

The CRC FIP should be positioned following Government of Canada identity guidelines.
20TH ANNIVERSARY
IDENTITY

Email Signatures

Email signatures will adopt the colours from the Colour Palette where appropriate, and clearly show the 20th Anniversary version in both official languages.
Social Media

Social media is the digital external face of the Canada Research Chairs, and as such, follows the same principles. Consistent branding, prominent name and in both official languages.

The Flexible Device allows the brand to adapt easily to any shape required.
20th Anniversary Identity

Website

As with Social Media, the website is the external face of the Canada Research Chairs, showing consistent branding, and a prominent name. As the website is split into English and French, assets need to be unilingual in both official languages.
20TH ANNIVERSARY IDENTITY

Merchandise

The Canada Research Chairs brand can be represented on merchandise too. Options to use the a Flexible Device with copy or the 20th Anniversary identity alone.
insignia
THE CANADA RESEARCH CHAIRS INSIGNIA

The CRC Insignia is reflected in the circular aspect of the Main Identity.