



Cadets Canada



General guidelines for logo use and design of all electronic or printed products which display the Cadets Canada logo.

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Introduction:

The Cadets Canada logo was developed to create a single, strong, recognizable image or “brand” for the Canadian Cadet Movement. While recognizing the values, traditions and individuality of the three Cadet elements (Sea, Army and Air Cadets), this logo was created to improve awareness among the Canadian public for the Cadet Program as a whole. This bilingual logo also highlights that it is the individual Cadet who is the focus of our collective efforts, regardless of the uniform he/she wears.

Please note that the logo is not intended to replace existing crests and heraldic devices used by organizations belonging to the Canadian Cadet Movement. It is meant to tie our communications together, so that the public understands the broad range of partners and activities of the cadet movement.

The logo was designed to represent the Canadian Cadet Movement: the Sea, Army and Air Cadets, the Cadet Instructors Cadre, Department of National Defence, the Navy League of Canada, the Army Cadet League of Canada and the Air Cadet League of Canada and the other partners and sponsors that contribute to the Cadet Program. It should be used on any products or publications that will be seen by audiences outside the cadet movement. Consistent application of the Cadets Canada logo, and a “corporate” look and feel to products designed to communicate about Cadets will contribute to making Cadets Canada a recognizable “brand.”

The purpose of this document is to ensure consistent treatment of the Cadets Canada logo and to establish broad parameters for consistency in design of electronic and printed products. Some guidelines are intended to provide information for design professionals, and electronic templates are provided for a number of frequently requested products such as announcements, newsletters and certificates.

Standards for Use:

- The Cadets Canada logo guidelines are provided with the aim that the logo be presented **consistently, professionally and legibly**.
- The Cadets Canada logo may be used by any Corps, Squadron, or Headquarters, with the request that samples of materials produced be provided to the Director Cadets communications manager. **The logo should be present on any material produced by or for Cadets in Canada.**
- **Preferred positioning** for the Cadets Canada logo is on the top right corner of the page, poster, brochure or other product.
- The **size** of the Cadets Canada logo will vary according to the product being produced, to achieve balance in the design. The Cadets Canada logo should not be used at a size smaller than 30 mm in width, to ensure that it remains legible. The logo may be used at a smaller size for promotional materials such as pens, badges, etc.
- On **tri-elemental** communications material (e.g., sea, land and air) only the Cadets Canada logo is to appear as a Cadet identifier. On **single elemental** pieces (e.g., sea) the Cadets Canada logo is to be smaller than the appropriate Cadet crest being used.
- When used in conjunction with **the Federal Identity Program (FIP) requirements and a Cadet crest**, the Cadets Canada logo should retain its top right placement, and be similar in size to the FIP and Canada wordmark. The Cadet crest (sea, land, air, etc) may be larger than these elements. The Cadets Canada logo should never smaller than 30 mm in width (see *figure A and B*).
- When used in conjunction with **the Federal Identity Program requirements only**, the Cadets Canada logo should retain its top right positioning, and be the dominant logo in the layout, to identify Cadets (see *figure C and D*).

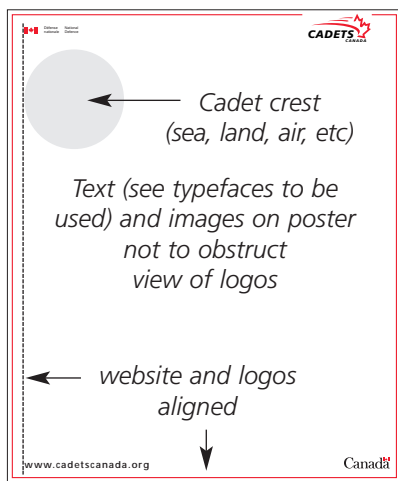


Figure A: standard layout for a poster



Figure C: standard layout for a poster

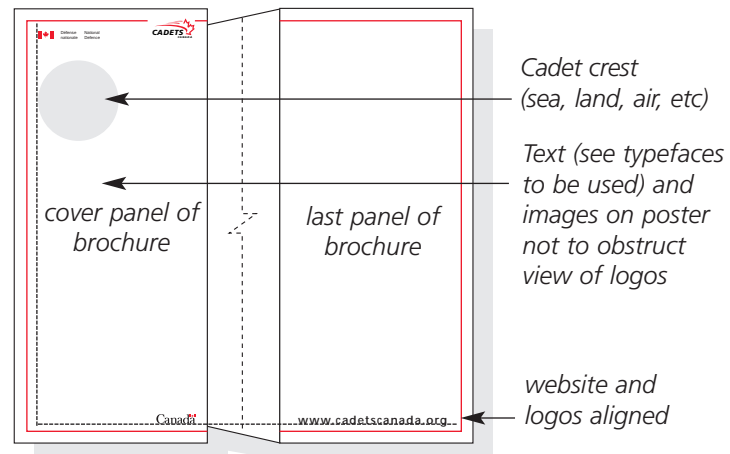


Figure B: standard layout for 3, 5, 7 panel brochure

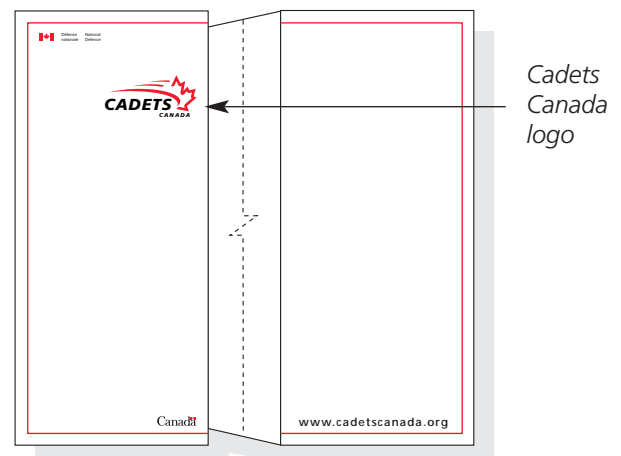


Figure D: standard layout for 3, 5, 7 panel brochure

- When producing printed pieces such as posters or brochures designed by a professional graphics company, **typefaces to be used** are the Fruitiger family for main body text and Times family for heads and sub-heads. If these typefaces are not available, Arial (to replace Fruitiger) and Times New Roman can be substituted.
- When the Cadets Canada logo is one of a number of logos (signifying an equal partnership in the product) placement in a bottom bar is acceptable, provided all other logos and crests are treated in a similar fashion. (see *figure E*) The logo should not be used as a decoration or background pattern which would trivialize or warp the imagery (see *figure F*).



Figure E

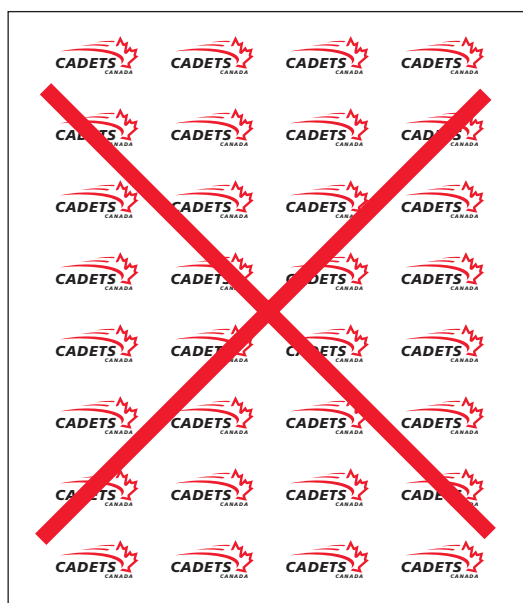


Figure F

- The Cadets Canada logo should be reproduced from electronic versions, rather than second or third-generation versions from previously printed materials. An electronic version can be downloaded from the Cadets Canada web-site (www.cadets.ca). If you have a special requirement, please contact the communications cell at Directorate Cadets.

Components:

There are three components to the Cadets Canada logo:

1. the word **CADETS**;
2. the word **CANADA**;
3. the stylized **maple leaf**

The component parts of the Cadets Canada logo may not be used as separate elements, nor may they be resized or repositioned in relationship to one another. You may not alter the letterspacing or kerning in either CADETS or CANADA. No text or graphics are to be added or removed from the logo (see *figure G*). Do not attempt to recreate the Cadets Canada logo, always use the original electronic version.

1. CADETS

- Typeface: Fruitiger Black Italic
- Point Size at minimum width: 15 pt
- Colour: 100% black

2. CANADA

- Typeface: Fruitiger Black Italic
- Point Size at minimum width: 6 pt
- Colour: 100% black

3. the stylized maple leaf

- Colour: PMS 485 (red)
- CYMK: 100% Magenta / 91% Yellow
- In one colour use, leaf prints at 100% black



Figure G

Colour:

Whenever possible, the Cadets Canada logo should be presented in its colour version, following the specifications outlined in the Components section.

A close but incorrect colour mix should not be used.

In **one-colour printing jobs**, the one colour version of the Cadets Canada logo should be used. The one-colour logo is currently configured to print in black (see figure H).

In **two-colour printing jobs** where the colours match those of the Cadets Canada logo (PMS 485 and Black), the two-colour version of the logo should be used (see figure I).

In **two-colour printing jobs** in which neither of the Cadets Canada logo colours is used, or where black is used with another colour, the one-colour version of the logo should be used. The Cadets Canada logo should print in the darker of the two colours (see figure J and K).

In **four-colour printing**, all colours should be matched in either PMS or CYMK.

When the Cadets Canada logo appears on a dark background it should be reversed out white (see figure L).

For **electronic applications** (e.g. Microsoft Word, PowerPoint, web sites) whether displayed on a screen or printed using a laser printer, the two-colour version of the Cadets Canada logo should be used.



Figure H



Figure I



Figure J



Figure K



Figure L

Templates:

Standard templates in Microsoft Word for producing printed pieces such as Newsletters, Certificates, News Releases, and Media Advisories are available for download at the Cadets Canada website (www.cadets.ca). Standard templates in PowerPoint for Presentations are also available for download at the Cadets Canada website.

Whitespace:

Sufficient whitespace should be left around the Cadets Canada logo to promote legibility. This whitespace should be at least equal to the height of the capital letters in the word CADETS (see figure M). For example, if the word CADETS is 10 mm in height, then the minimum whitespace around the Cadets Canada logo should be 10 mm.



Figure M

Artwork Supplied:

Copies of the Cadets Canada logo are available for download at the Cadets Canada website (www.cadets.ca) in electronic formats for PC or Macintosh. The logo should be reproduced from these electronic versions, rather than second or third-generation versions from previously printed materials. Other Cadet crests and appropriate logos are also available for download at the website. If you need an electronic version or have a special requirement, please contact the communications cell at Directorate Cadets