



Logo Style Guide



Introduction This Style Guide is a reference tool providing standards for usage of the Canusa-CPS Logo. Because the logo is the fundamental element of all Canusa-CPS Corporate Identification, these standards have been established in order to ensure that the Canusa-CPS trademark remains consistent in its appearance and effectiveness wherever and however it is displayed.

Because these corporate logo guidelines have been applied when constructing the divisional logos, this Style Guide serves as a reference point for each individual identity. The divisional logos have been designed in accordance with the ShawCor Logo Standards in order to achieve a consistent look and positive visual association. Please refer to the contents here in all applications of the logo.

While this document contains guidance for most basic applications of the Canusa-CPS Logo, it cannot anticipate all possible usages. Any uses of the Canusa-CPS Logo not directly addressed here – or which cause any usage questions to arise that are not answered here – will require corporate approval. Any logo or corporate identity issues not covered in this Style Guide must be referred to:

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Logo Usage

The illustration below shows the correct relationships among the elements of the Canusa-CPS Logo. These elements, their relative sizes, and their placement relative to each other must not be altered



One- & Two-Colour Usage

The distinctive use of colour helps to increase the impact of Canusa-CPS corporate identity. The Canusa-CPS Logo is designed to be most effective in the two-colour format denoted here. Although the two-colour version of the logo is preferred, a one-colour version has been designed for use in one-colour media and in order to accommodate possible budgetary restrictions. **Black is the only approved one-colour option.**

Spot Colour

- Canusa-CPS Gold
(PANTONE® 872 C and PANTONE® 872 U)
- Canusa-CPS Black
(or PANTONE® Black C and PANTONE® Black U)

Process Colour

- Canusa-CPS Gold
(C=0, M=16, Y=65, K=24)
- Canusa-CPS Black
(C=00, M=00, Y=00, K=100)

Web Colour

- Canusa-CPS Gold
(Hexadecimal = CC9900 and R=204, G=153, B=0)
- Canusa-CPS Black
(Hexadecimal = 000000 and R=0, G=0, B=0)

One Colour Logo



Two Colour Logo



Minimum Size & Clearance Area

To ensure legibility of the Canusa-CPS Logo, it must not be displayed in a size smaller than 1.5 inches (3.81 centimetres) in width, as shown in the illustration below. "Clearance Area" is defined as the minimum distance allowed between the logo and any other element (graphic, type or edge of page). This helps ensure legibility, enhances recognition and prevents obstruction of the logo. The Clearance Area around the Canusa-CPS Logo on all four sides must never be less than the full height of the letter "N" in "Canusa-CPS".



Reverse Treatment

The Canusa-CPS Logo can be reproduced in white on a black or dark-gray background. This is called a "reverse". **Corporate approval is required prior to using a reversed Canusa-CPS Logo.** In order to maintain sufficient contrast between the logo and its background, do not place the reversed logo on a background that is lighter than 50 percent in tonal value. For the same reason, do not place the normal, non-reversed version of the logo on a background that is darker than 40 percent in tonal value. Avoid complex or textured backgrounds that might compete for attention with the logo or that might reduce its legibility. If the Canusa-CPS Logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and gives sufficient contrast.





CANUSA-CPS

A SHAWCOR COMPANY

Stationery Style Guide



Introduction This Style Guide is a reference tool providing standards for Canusa-CPS's Corporate Stationery. The Canusa-CPS Corporate Stationery is an integral part of the corporate communication. The components of the stationery system will create a lasting impression as they are utilized for internal and external correspondence.

The design guidelines in this document have been established in order to ensure consistency within the overall identity system. The success of the Canusa-CPS Corporate Identity depends upon the adherence to these standards in reproduction.

Because these corporate stationery guidelines have been applied when constructing the divisional stationery, this Style Guide serves as a reference point for each individual identity. The divisional stationery systems have been designed in accordance with the ShawCor Stationery Standards in order to achieve a consistent look and positive association. Please refer to the contents here in all applications of the stationery.

Any uses of the Canusa-CPS Logo not directly addressed here or which cause any usage questions to arise that are not answered here will require corporate approval. Any logo or corporate identity issues not covered in this Style Guide must be referred to:

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Letterhead & Second Sheet

All Canusa-CPS Letterhead and Second Sheets should match the illustration to the right. Personalization is not permitted on this letterhead. Second Sheets are on matching paper stock printed with the legal name and gold line only. These documents were designed with their functionality in mind. The Second Sheet is provided to allow sufficient room for lengthy contents.

Letterhead ①

Size: 8 1/2" x 11"

Print Process: Offset Lithography

Typesetting: Address Line is Futura 8.5 pt./auto

Logo: Visually Centered (Slightly Left of Numerical Center)

Colours: 2/0 Black & Canusa-CPS Gold (or PANTONE® 872 U)

Stock: Classic Linen, Recycled Natural White 70 lb. Text (Corporate) Classic Crest, Classic Natural White 70 lb. Text (Divisional)

Second Sheet ②

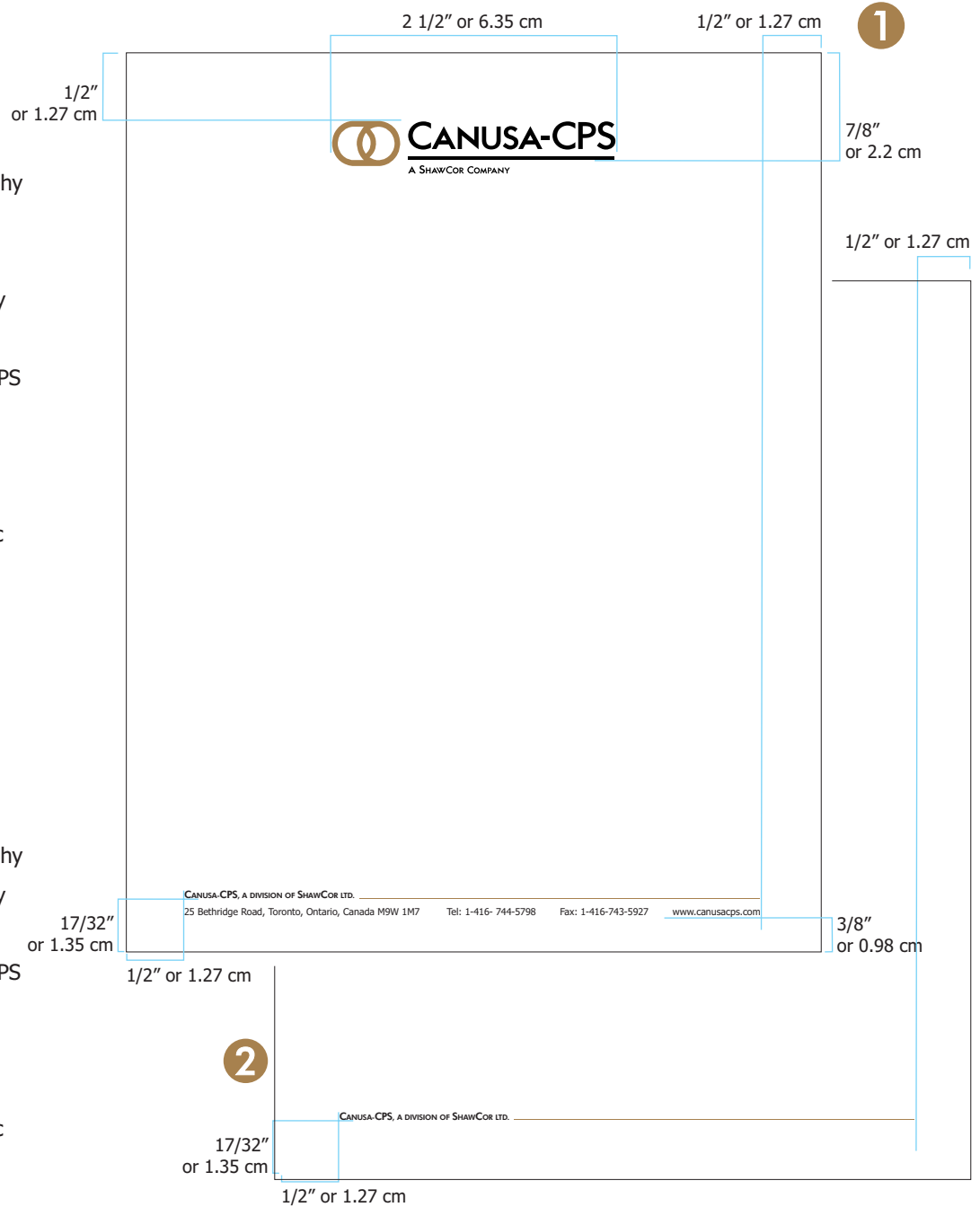
Size: 8 1/2" x 11"

Print Process: Offset Lithography

Logo: Visually Centered (Slightly Left of Numerical Center)

Colours: 2/0 Black & Canusa-CPS Gold (or PANTONE® 872 U)

Stock: Classic Linen, Recycled Natural White 70 lb. Text (Corporate) Classic Crest, Classic Natural White 70 lb. Text (Divisional)



No. 10 Envelope

All Canusa-CPS No. 10 Envelopes should match the illustration to the right. This Envelope has been designed to be laser printed with the elements remaining within the optical scanning read area for most postal services. The Canusa-CPS Corporate Logo and return address avoids the optical scanning read area but is large enough so legibility is not an issue.

No. 10 Envelope ③

Size: 9 1/2" x 4 1/8"

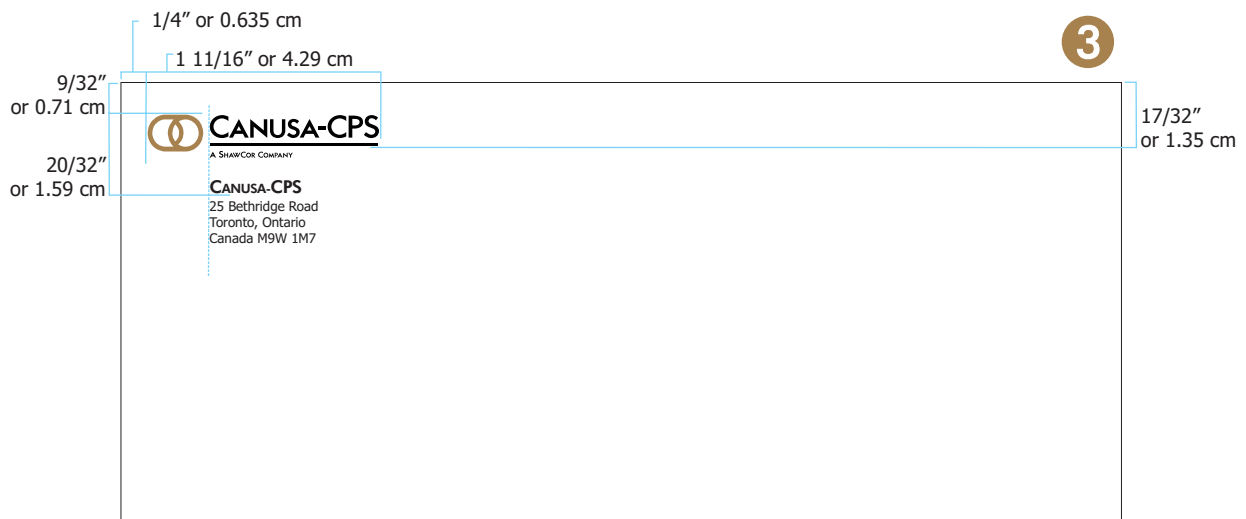
Print Process: Offset Lithography

Typesetting: Address Block is Futura 7 pt./8.75 pt.

Logo: Upper Left Corner

Colours: 2/0 Black & Canusa-CPS Gold (or PANTONE® 872 U)

Stock: Classic Linen, Recycled Natural White 70 lb. Text (Corporate)
Classic Crest, Classic Natural White 70 lb. Text (Divisional)



Label

All Canusa-CPS Labels should match the illustration on the back page of this guide. This Label can be utilized on oversized envelopes, packages or any other miscellaneous items for shipping. The Label clearly presents the Canusa-CPS Corporate Logo while providing sufficient room for the address and mailing information.

Label 4

Size: 5" x 3" **Print Process:** Offset

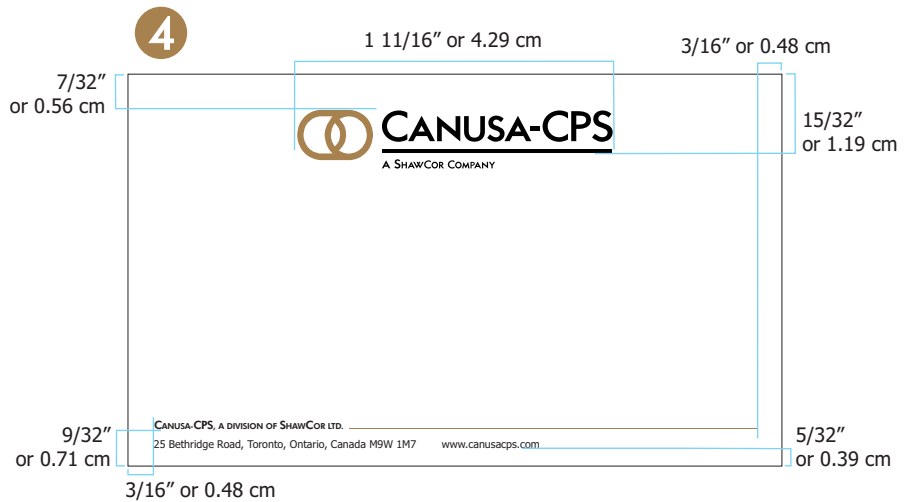
Lithography

Typesetting: Address Line is Futura 7 pt./8.75 pt.

Logo: Visually Centered (Slightly Left of Numerical Center)

Colours: 2/0 Black & Canusa-CPS Gold (or PANTONE® 872 U)

Stock: Classic Crest, Classic Natural White, Pressure Sensitive Label Stock



Business Card

All Canusa-CPS Business Cards should match the illustration on the back page of this guide. The Business Card has been designed to have a corporate look and to accompany both written and oral communication. The size and placement of the Canusa-CPS Corporate Logo and the individual contact information is flexible enough to accommodate large and small amounts of information based on the individual.

Business Card 5

Size: 3 1/2" x 2"

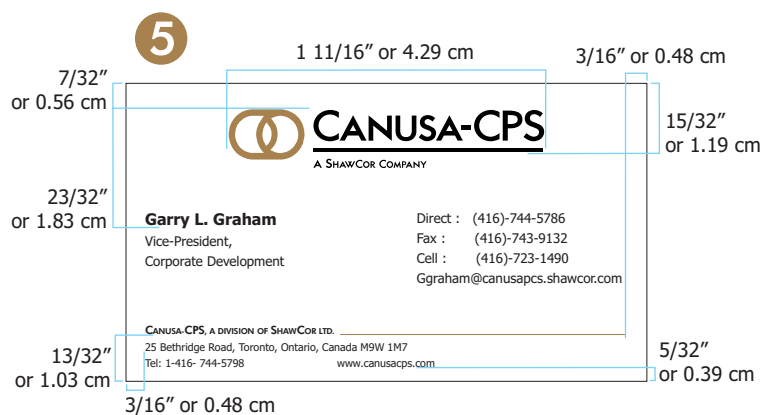
Print Process: Offset Lithography

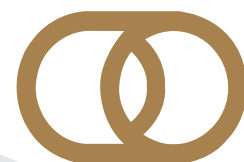
Typesetting: Name is Futura Bold 8.5 pt./9 pt., Address Line and Contact Information is Futura 7 pt./8.75 pt.

Logo: Visually Centered (Slightly Left of Numerical Center)

Colours: 2/0 Black & Canusa-CPS Gold (or PANTONE® 872 U)

Stock: Classic Linen, Recycled NaturalWhite 80 lb. Cover (Corporate)Classic Crest, Classic Natural White 80 lb. Cover (Divisional)





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