

# LOGO USAGE GUIDELINES



The logos of Earth Day Canada and Earth Day France are registered trademarks. The use of any of these [trademarks](#) for promotional or commercial communication purposes is strictly prohibited without the written permission of Earth Day Canada | Jour de la Terre Canada.



## **MESSAGE FROM THE PRESIDENT**

The Earth Day Canada logo is the symbol of our organization. It reflects our strength, vision, and values.

The purpose of this guide is to help you correctly use the Earth Day Canada logo for both print and web formats.

Proper use of the Earth Day Canada logo depends on everyone's commitment to use it according to some simple principles — and with pride. By following the rules in this guide, you will help to present a clear and consistent image of Earth Day Canada and to connect our logo with our environmental actions.

These guidelines provide you with the basic components of Earth Day Canada's visual identity. Please respect them carefully in order to maintain the integrity of our identity.

A handwritten signature in black ink, appearing to read 'P. Lussier'.

Pierre Lussier  
President

## VISUAL IDENTITY

The Earth Day Canada logo represents our visual identity. There are four versions of the Earth Day Canada logo. The “Earth Day.ca” version is for English usage in Canada. The “Jour de la Terre.ca” version is for use in francophone Canada (especially Quebec), the “Jour de la Terre .fr” version is for use in France, and the “Jour de la Terre .org” version for the francophonie. These elements are fixed. Proper use of the Earth Day Canada logo relies on the correct handling of these components to ensure that our logo is a strong and consistent representation of our visual identity.



Logo for Earth Day .CA. The text "EARTH DAY" is stacked vertically in a bold, sans-serif font. The word "EARTH" is in a darker blue, and "DAY" is in a lighter blue. Below "DAY" is ".CA" in a smaller, lighter blue font.



Logo for Jour de la Terre .CA. The text "JOUR DE LA TERRE" is stacked vertically in a bold, sans-serif font. The word "JOUR" is in a darker blue, "DE LA" is in a lighter blue, and "TERRE" is in a medium blue. Below "TERRE" is ".CA" in a smaller, lighter blue font.



Logo for Jour de la Terre .ORG. The text "JOUR DE LA TERRE" is stacked vertically in a bold, sans-serif font. The word "JOUR" is in a darker blue, "DE LA" is in a lighter blue, and "TERRE" is in a medium blue. Below "TERRE" is ".ORG" in a smaller, lighter blue font.



Logo for Jour de la Terre .FR. The text "JOUR DE LA TERRE" is stacked vertically in a bold, sans-serif font. The word "JOUR" is in a darker blue, "DE LA" is in a lighter blue, and "TERRE" is in a medium blue. Below "TERRE" is ".FR" in a smaller, lighter blue font.

## VISUAL IDENTITY AND COLOURS

Below you will find the requirements for the minimum logo size and the minimum free space required around the logo for both print and web use. Please strictly comply with these specifications. For special requests, please contact Earth Day Canada at the following email address: [communication@jourdelaterre.org](mailto:communication@jourdelaterre.org).

Colours play an important role in communicating our brand. The Earth Day Canada logo must never appear with colours other than those defined below.

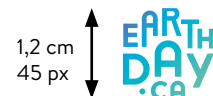
## MINIMUM FREE SPACE REQUIRED FOR PRINT AND WEB FORMATS

Do not overload the Earth Day Canada logo. The illustration on the right shows the empty space that should always surround the Earth Day Canada logo. Any other elements such as fonts, images, or the corner of the page must always be outside of this free space. The free space around the logo must be proportional to the size of the C.



## MINIMUM SIZE FOR PRINT AND WEB FORMATS

To ensure that the logo is clearly legible when printed, do not use the logo with a size less than 1.2 cm in height, or 45 pixels on the screen.



**GUIDELINES**

When reproducing the Earth Day Canada logo in a colour document, it must always appear in shades of blue and green based on coated or uncoated Pantone or as CMYK for a 4-colour print.

COLOUR	RGB	CMYC	PANTONE COATED	PANTONE UNCOATED
Blue	8 - 153 - 223 #0899df	C76 M24 Y0 K0	Pantone Coated 2925C	Pantone Uncoated 299U
Green	16 - 229 - 178 #10e5b2	C62 M0 Y44 K0	Pantone Coated 3385C	Pantone Uncoated 3385U

**FONT**

The typeface used in our communication tools is an essential part of our visual identity. Consistent use of fonts improves the recognition and effectiveness of our communications. For our communication and marketing tools, only one font family is used: **Brandon Text**.

Brandon Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Brandon Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Brandon Text Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## INCORRECT USAGE

Anyone using the Earth Day Canada logo must do so properly. To ensure the consistency of the visual identity, the logo must always be reproduced from the original electronic file. It must never be modified, redrawn, or rearranged in any way. The following are examples of incorrect usage of the logo.

Never stretch or change the proportions of the logo.



Never crop the logo.



Always use the correct colours.



Never use the logo vertically.



Never use drop-shadows.



Never frame the logo.



Never invert the colors in the logo.



Never change the font.



Never use the logo as a design pattern.



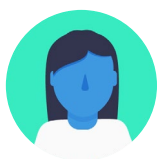
## DIFFERENT VERSIONS OF THE LOGO

Each logo is available in three versions (colour, black, white) and in two formats (as an image .PNG and as a vector file .EPS).

It is important to use the correct version of the Earth Day Canada logo when working with graphic designers or printers in order to produce communication materials such as pamphlets, invitations, newsletters, advertisements, or multimedia.

## CONTACT

If you have any questions about using the Earth Day Canada logo, or if you would like to have a document reviewed before printing, please contact:



**Earth Day Canada**

[communication@jourdelaterre.org](mailto:communication@jourdelaterre.org)

514 728-0116