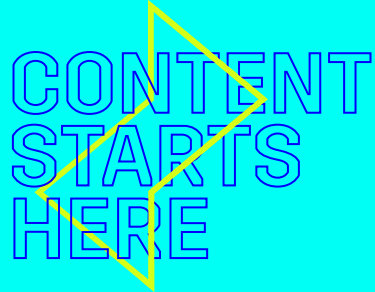


# EVERY STORY STARTS WITH A SPARK

## Logo Guidelines 1.0

February 2021



Hi, and welcome to the Canada Media Fund Logo Guidelines. It's where you'll find all the details about our spark logo. Used correctly, this manual will help establish and maintain important design parameters that will ensure the Canada Media Fund brand is presented with the same quality and integrity each time it appears.

This guide aims to outline how the logo should be handled in various formats and applications. In scenarios for which there is no precedent in this guide, please follow the basic principles illustrated in this document, or contact us directly for further advice.

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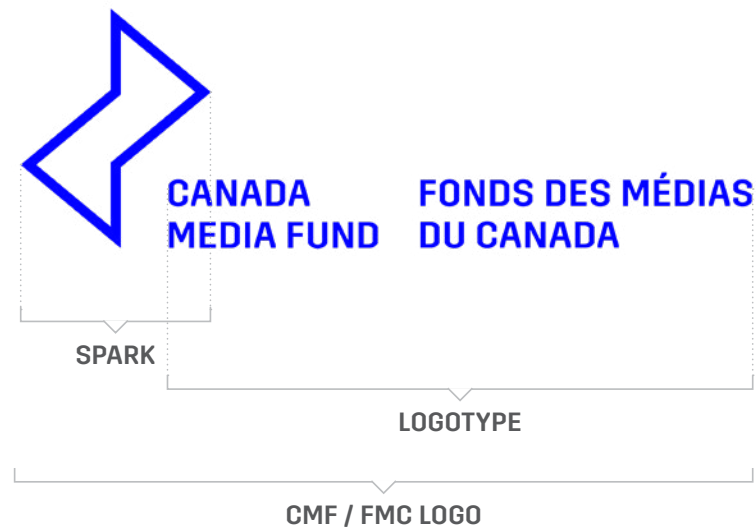
# 1. Corporate Logo



## 1.0 STRUCTURE

The Spark is the graphic element that represents the CMF brand.

The logotype is the name of the organization, presented in a specific typeface and style. As an integral part of the logo, it must always appear in conjunction with the Spark. Do not recreate the CMF logotype by typing the words.



# 1. Corporate Logo



## 1.1 CMF/FMC CORPORATE LOGO VERSIONS

We have created a number of logo versions available for use upon request. When selecting a logo for use please ensure the correct logo version is being used for a specific application. For digital formats use RGB versions, for print applications use Pantone (PMS) version, for process or digital printing use the CMYK versions.

### ENGLISH / ENGLISH-LED BILINGUAL

### FRENCH / FRENCH-LED BILINGUAL

SINGLE  
LANGUAGE



BILINGUAL  
HORIZONTAL



BILINGUAL  
STACKED



## 2. Logo Selection

### 2.0 LOGO FOR CREDIT ON CMF-FUNDED PRODUCTION OR PROJECT

Every applicant receiving funding from the CMF for a production or project must provide the CMF with credit (please see your agreement for more details). Credit usage corresponds to the language of the production or project. To know which credit to use, please consult the table below.

English or French-led bilingual versions of the logo should be used in diverse or Indigenous-language projects, where the Indigenous language adaptation of the logo doesn't exist.

#### ENGLISH / ENGLISH-LED BILINGUAL

For use in English-language productions or projects

#### FRENCH / FRENCH-LED BILINGUAL

For use in French-language productions or projects

SINGLE  
LANGUAGE



BILINGUAL  
HORIZONTAL



BILINGUAL  
STACKED



## 2. Logo Selection



### 2.1 LOGO FOR PARTNERSHIPS

The CMF receives credit when supporting industry partnerships within Canada and internationally. The English/French or French/English bilingual horizontal or stacked version of the logo should be used.

#### ENGLISH / ENGLISH-LED BILINGUAL

For use in English-language productions or projects

#### FRENCH / FRENCH-LED BILINGUAL

For use in French-language productions or projects

BILINGUAL  
HORIZONTAL



BILINGUAL  
STACKED



# 3. Usage Guidelines

## 3.0 CLEARSPEACE

Regardless of what logo version is used, a minimum safe area has been created so that no other elements may encroach upon it. The clear space is 1.5 times the Capital Height in the logo.

1.5 × CAP HEIGHT



1.5 × CAP HEIGHT



1.5 × CAP HEIGHT





# 3. Usage Guidelines

## 3.1 MINIMUM SIZES

In order for the the logos to read correctly we have established minimum sizes for optimal print reproduction.

Single-language and  
Bilingual Horizontal versions:  
**0.5" high in print**  
**80 px high in digital**



Bilingual Stacked versions:  
**0.875" high in print**  
**130 px high in digital**



# 3. Usage Guidelines

## 3.2

### LOGO VIOLATIONS

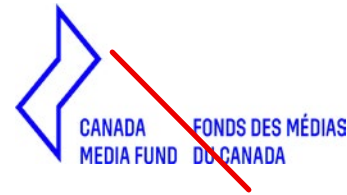
All versions of the CMF / FMC logo must not be adjusted, altered or redrawn in any way. Below are some common logo violations.



Do not alter the colour or tint of the logo



Do not remove elements from the logo



Do not alter or stretch the proportions of the logo



Do not alter the configuration of the logo elements



Do not use any other font



Do not add a drop shadow or other effects to the logo



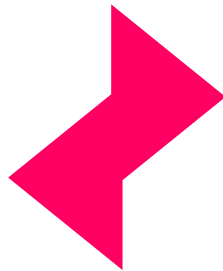
Do not change or add elements to the logo



Do not change the copy in the logo

## 4.0 COLOUR BREAKDOWNS

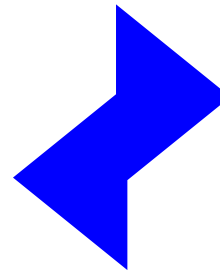
Please ensure you select the correct colour breakdown for the right application. Before taking anything to print please share this document with your printer and have discussions around colour intensity expectations. It is always recommended to attend presschecks in person and request colour samples to ensure quality control and consistencies are met.



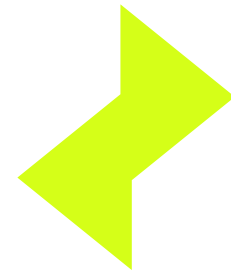
**PINK**  
PMS: 1925  
CMYK: 0 / 100 / 52 / 0  
RGB: 255 / 0 / 99  
HEX: #ff0063



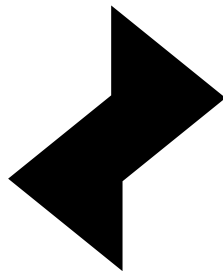
**TEAL**  
PMS: 2226  
CMYK: 60 / 0 / 16 / 0  
RGB: 0 / 255 / 244  
HEX: #00fff4



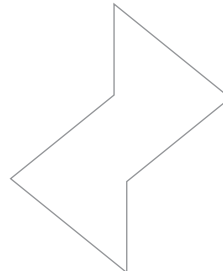
**BLUE**  
PMS: 2935  
CMYK: 100 / 43 / 0 / 6  
RGB: 0 / 0 / 255  
HEX: #0000ff



**GREEN**  
PMS: 389  
CMYK: 22 / 0 / 100 / 0  
RGB: 213 / 255 / 24  
HEX: #d5ff18



**BLACK**  
CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
HEX: #000000

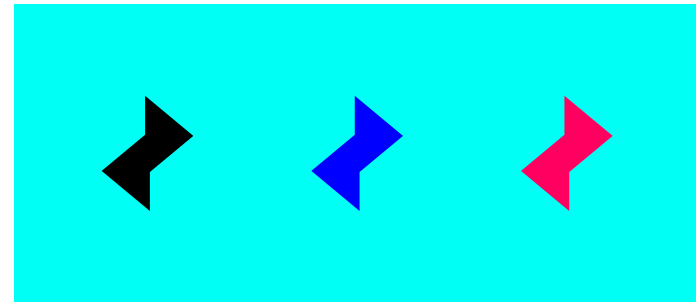
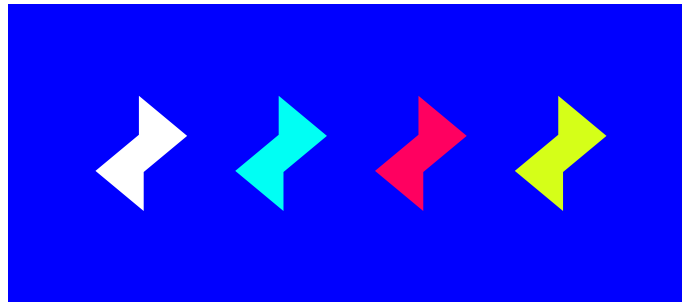
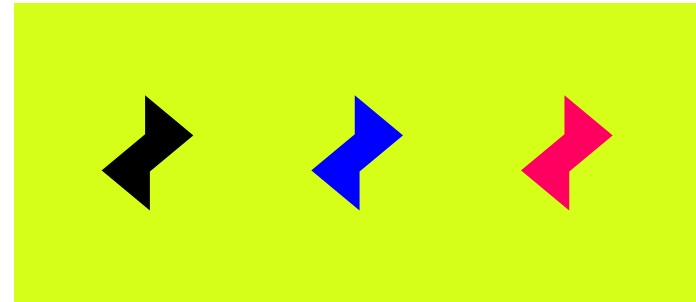
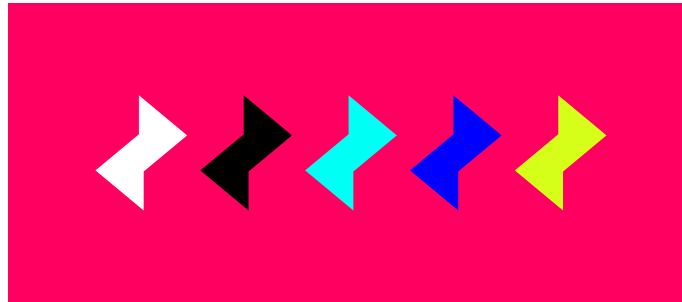


**WHITE**  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
HEX: #ffffff

# 4. Colour

## 4.1 COLOUR COMBINATIONS

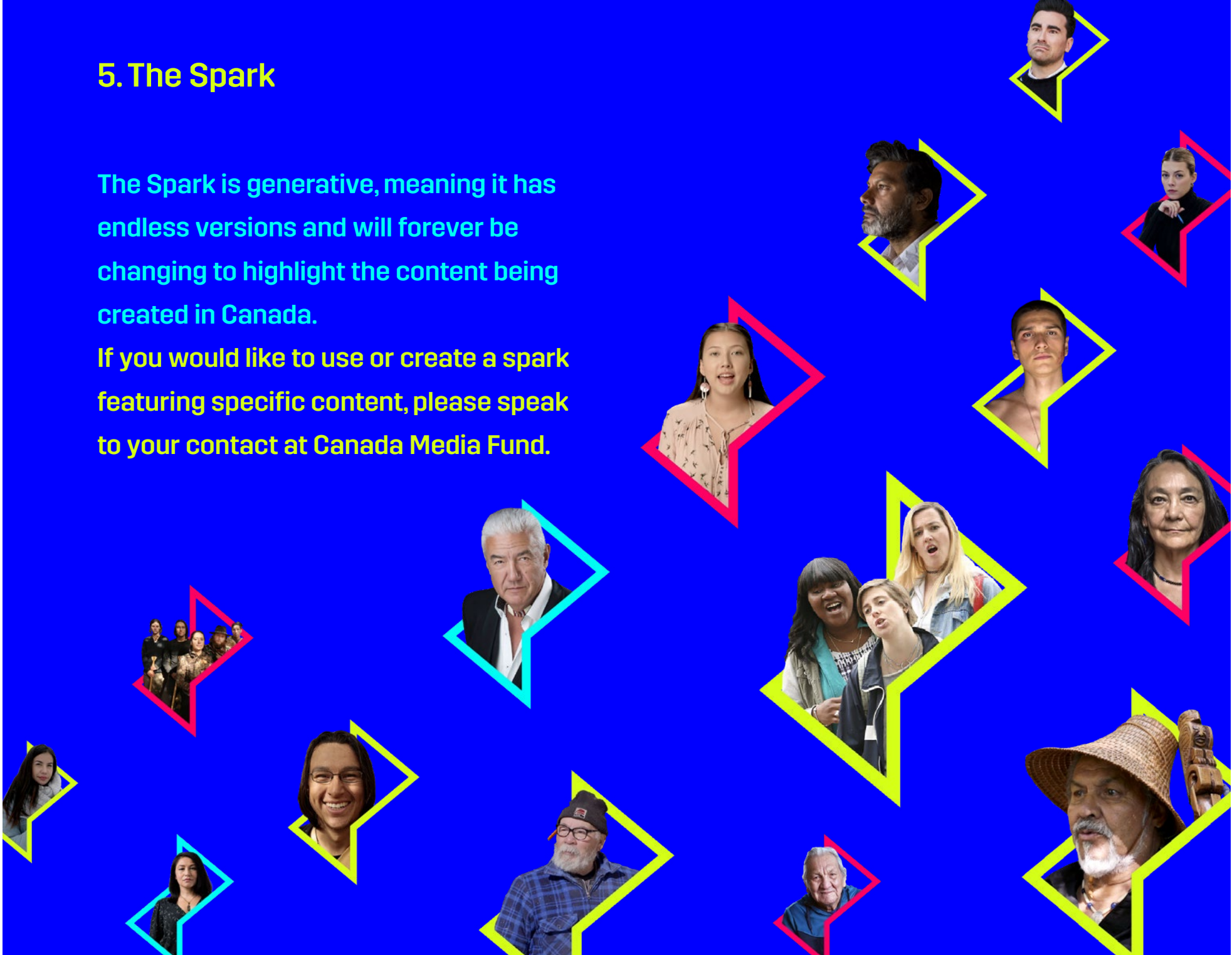
Colour is a big part of the CMF brand. It's important that we only use the below colour combinations in order to ensure legibility and proper colour reproduction.



## 5. The Spark

The Spark is generative, meaning it has endless versions and will forever be changing to highlight the content being created in Canada.

If you would like to use or create a spark featuring specific content, please speak to your contact at Canada Media Fund.





CANADA  
MEDIA FUND

FONDS DES  
MÉDIAS DU  
CANADA

THANK YOU  
FOR SPARKING  
INNOVATION  
FROM COAST TO  
COAST TO COAST

**FOR MORE INFORMATION OR TO BE SENT ASSETS  
FROM THIS GUIDELINE, PLEASE CONTACT:**

André Ferreira

Senior Communications Manager

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