

## Samples of the CCAE Logo

Files in .gif format are for use on the Web; high-resolution .tif files are required for print purposes. For more information on the logo, contact the CCAE National Office at [admin@ccaecanada.org](mailto:admin@ccaecanada.org).

Logo below: [Logo 1.gif \(72 dpi\)](#) and [Logo 1.tif \(300 dpi in .zip file\)](#)

**Le Conseil  
canadien pour  
l'avancement  
de l'éducation**



**The Canadian  
Council for the  
Advancement  
of Education**

Logo below: [Logo 2.gif \(72 dpi\)](#) and [Logo 2.tif \(300 dpi in .zip file\)](#)

**LE CONSEIL CANADIEN POUR  
L'AVANCEMENT DE L'ÉDUCATION**



**THE CANADIAN COUNCIL FOR  
THE ADVANCEMENT OF EDUCATION**

Logo below: [Logo 1.gif \(72 dpi\) with transparent background](#)

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## Visual Identity Guidelines

### Introduction

The Canadian Council for the Advancement of Education (CCAIE) visual identity is a reflection of our commitment to fostering excellence in institutional advancement. These guidelines provide the technical information required to ensure that the visual identity is used consistently and uniformly.

This page is also available as an [Acrobat pdf file](#).

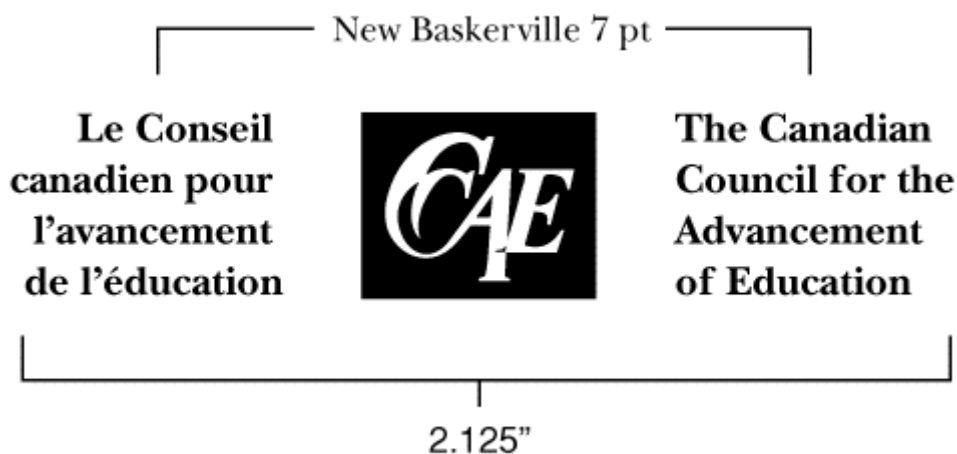


### Acceptable Uses of the Logo

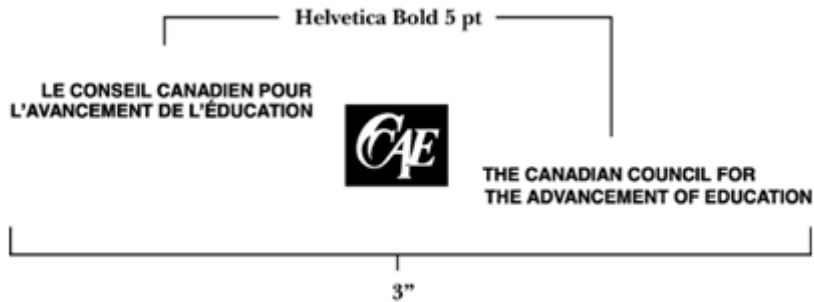
#### Official Logotype

The official CCAIE logotype must be reproduced only from authorized camera-ready art of the original design. The Logo must appear as shown and cannot be altered.

When using the logo as a stand alone, please use the upper and lower case version as displayed below:



The logo should never appear smaller than shown here.



## Colours for Reproduction

The official colours of the CCAE are:

	Uncoated	Coated
<b>Blue</b>	PMS 289	PMS 296
<b>Green</b>	PMS 5555	PMS 5625
<b>Fuchsia</b>	PMS 519	PMS 512

## Unacceptable Uses of the Logo

The following examples show obvious misuse of the logo:

1. The logo must not be altered in any way.
2. The logo must not be used in only one of the official languages.



3. The logo must not be used on an angle.



4. The logo must not be reversed unless you are using the Helvetica Regular Bold version.



## Typography

The official fonts of the CCAE are:

1. For the uppercase version, Helvetica Regular Bold (Adobe Version); and
2. For the upper and lowercase version, New Baskerville Bold (Adobe version).

## Publications

Whenever possible, the CCAE logo should appear on the front cover of a publication. Where this is not possible, it must appear prominently on the back cover.

## Guidelines for Stationery

The CCAE's letterhead is the starting point of all related stationery items including the envelopes, business card, brochures, postcards, and kit folders.

Stationery products available:

### 1. Letterhead

The CCAE uses a "simple" one colour letterhead for most business use. It is pre-printed with the National Office address and is clear in design for use in faxing. The "complex" letterhead is a two-colour, non-addressed version for use in title pages, proposals or other customized work.

### 2. Business Card

These are printed without any personal information. If required, you can write your name and personal information on the back when using them for CCAE business.

### 3. Postcard

The postcard may be used for direct mail, reminder messages, thank-you's, etc.

### 4. Other pieces of stationery available

Kitfolder used for marketing communications.

Brochure available for direct mail and handouts.

*Ensemble* official CCAE newsletter published three times per year, used to communicate

with members.

Envelopes available in three official sizes for letters, the brochure and the kitfolder.

## **Advertising**

Design of advertisements is a vital part of an effective visual identity system.

Promotional or display advertising for special events or programs, by its very nature, must be creative in design, so a standardized approach is not desirable. However, all advertising should include the CCAE's logo and a contact telephone number, preferably at the bottom of the ad.

## **Notes**

1. Requests for exceptions to these guidelines must be approved in writing by the Chair of the Communication Committee or the President of CCAE.
2. For more information, please contact [admin@ccaecanada.org](mailto:admin@ccaecanada.org).