

OUR NEW BRAND AND YOU

Logo guidelines

The real value of a brand is earned over time, and comes from the total experience people have with our organization — our willingness to walk the talk of our brand. That includes making sure we look the part.

Our formal name tells people who we are, but it only tells part of the story. Our new brand is about building connections, starting conversations and creating excitement for what's possible. Our website is the central meeting place where all that happens.

CFI corporate logo

The CFI logos shown on our website are trademarks of the Canada Foundation for Innovation (CFI) and may be downloaded, but not modified or displayed in any way without consent from the CFI. Please review guidelines below prior to use.

Our logo should always stand out clearly, be easy to read and free of visual clutter.

Clear space

Ensure that our logo has an area of clear space around it, where no imagery, text or pattern gets in the way. Use the icon from the logo as a guide to size, making sure that the clear space around the logo is at least as wide as the icon. More is better.

Minimum size

Legibility is an issue when our logo is produced at smaller sizes. You must never go so small that people can't read our name. In print, the minimum width is 1.75". In digital applications, the minimum width is 150 pixels.

The logo consists of the symbol and the bilingual word mark of our full bilingual name. Please do not separate the two entities.

The logo is available in full colour, black only and white only formats. The CFI logo must always be proportionately scaled, not stretched or modified in anyway.

The CFI logo cannot be used in a manner that falsely implies employment or affiliation with the CFI, nor can it be used to imply or endorse a product or service.

If you have any questions on the use of the CFI brand, please contact Laura Lamar at Laura.Lamar@innovation.ca.