



**Canada Foundation
for Innovation**

**Fondation canadienne
pour l'innovation**

Brand guidelines

Abridged (November 2022)

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Questions about our brand?

Email us at

creative.services@innovation.ca

The background is a solid teal color. On the left side, there are three concentric circles in a lighter shade of teal, creating a subtle graphic element.

Our
brand

Who should use these guidelines?

These guidelines describe the visual elements that represent the Canada Foundation for Innovation's (CFI) corporate identity. This includes our name, logo and other details such as colour, typography and graphics.

Presenting a consistent image of the CFI is essential to sending a unified message about who we are. These branding guidelines are used by designers, writers and anyone else using the brand's logo and elements to create materials.

This guide reflects the CFI's commitment to quality, consistency and style. The brand, including the logo, name, colours and identifying elements are valuable assets to our organization. Each of us is responsible for protecting the CFI's image by preventing incorrect use of our brand assets.

Understanding our brand is an important step to creating clear and compelling communications that tell people about us and about Canadian innovation.

Style and tone

The CFI uses English and French writing and editing guides and other tools to set a high standard for the written content we produce.

Use the writing and editing guides in conjunction with these branding guidelines to achieve consistency in both official languages and the visual presentation of our content.

About the Canada Foundation for Innovation

Since 1997, the CFI has invested in infrastructure that researchers need to think big, innovate and push the boundaries of knowledge. State-of-the-art research facilities and equipment increase the capability of Canada's universities, colleges, research hospitals and non-profit research organizations to carry out high-quality research. This, in turn, helps them to attract and retain the world's top talent, train the next generation of researchers and support world-class research that strengthens the economy and improves the quality of life for all Canadians.



Peter Gilgan Centre for Research and Learning, The Hospital for Sick Children (SickKids), Toronto
(Image: SickKids)

What are our values?

The CFI is committed to the principles of equity, diversity and inclusion (EDI). In all our activities, we recognize that a breadth of perspectives, skills and experiences contributes to excellence in research.

Equity

We aim to ensure all CFI-eligible institutions have the opportunity to access and benefit from our programs and CFI-funded infrastructure through our well-established, fair and impartial practices.

Diversity

We value attributes that allow institutions and their researchers — from any background and from anywhere — to succeed. This includes individual attributes such as gender, language, culture and career stage; institutional attributes such as size, type and location; and attributes that encompass the full spectrum of research, from basic to applied and across all disciplines.

Inclusion

Our culture encourages collaboration, partnership, contributions and engagement among diverse groups of people, institutions and areas of research to maximize the potential of Canada's research ecosystem. We believe that nurturing an equitable, diverse and inclusive culture is the responsibility of every member of the research ecosystem, including funders, institutions, researchers, experts and reviewers.

For our part, we strive to be:

RESPONSIBLE

COLLABORATIVE

INNOVATIVE

How we live it externally

We remain transparent and accountable by monitoring and communicating the outcomes of our activities and investments.

We are client-focused, providing effective, efficient services and actively consulting with our stakeholders.

We believe in a bright future for Canada's research community. Our investments allow researchers to think big and have a profound, transformative impact on society.

How we live it internally

We are objective, ensuring the integrity and independence of our processes and decisions.

We foster teamwork, valuing and considering the opinions, and trusting the skills and knowledge of our colleagues.

We bring fresh ideas into a work environment that fosters excellence and creative thinking.



The Brain and Mind Institute, Western University
(Image: Western University)

The background is a solid teal color. On the left side, there are three concentric circles in a lighter shade of teal, creating a subtle graphic element.

Our
logo

What does it mean?

We are the Canada Foundation for Innovation. Our formal name tells people who we are, but it only tells part of the story. Our refreshed brand is about building connections, starting conversations and creating excitement for what's possible.

The "swirl"

After 25 years of funding cutting-edge research equipment and facilities, the global context has changed, but the mission of the CFI remains the same: give Canadian researchers the tools they need to pursue ideas that will shape the future.

In the spirit of looking forward while building on a solid past, we are evolving our brand but keeping the core of what defines us.

Our signature red swirl, refreshed in our new colour palette, evokes the energy and passion that has driven our organization from the beginning. The intertwined crescents represent our commitment to collaboration, and the multiple partners required to keep a dynamic research system primed for the challenges that face us.

The curved corners of the sans serif font lend a modern feeling to our wordmark, an acknowledgement of our forward-looking mindset.

Our Research Facilities Navigator has its own brand. Consult the Navigator branding guidelines for more information.

Logo



Innovation swirl



Sign our name with pride

Our logo is the simplest and most immediately recognizable symbol of our organization. The same rigour we apply to our work should be applied to our protection of this mark.

The CFI logo is a piece of custom artwork. Its elements have been combined in exact proportions to achieve the best design aesthetic and must never be altered. Digital artwork is available for all acceptable versions of our logo. Always use original digital artwork files. Never recreate or distort the logo.

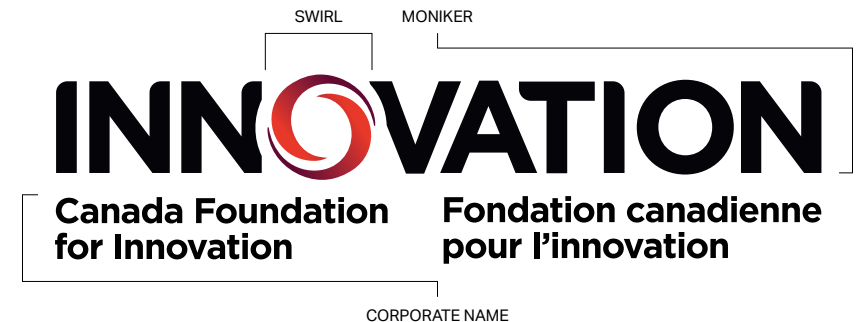
Corporate name

Our corporate name appears beneath the moniker in both English and French. Use either the English first or French first version as appropriate to the context.

Tagline

While the tagline isn't part of our logo, it's an important part of our brand and appears on many products such as our website, in advertising and in some corporate publications.

Logo structure



Tagline

Research builds communities
La recherche au service des collectivités

Made in Canada

As a trusted voice in innovation in Canada, our brand is national and our logo is bilingual. Multiple versions of our logo are available to address different audiences and different applications.

It is always preferable to display the logo in full colour on a white or light background unless circumstances require the one-colour variation. For example, promotional materials or photographic backgrounds require a one-colour treatment for contrast.

The recommended default is the English-first bilingual option. Use the French-first bilingual option in French publications or for events held in French.

Logo variations (print)

Use the full-colour, CMYK version of our logo whenever possible. A one-colour black version and one-colour reverse version are also available to accommodate print restrictions or to use on backgrounds that require more contrast.

Logo variations (digital)

Use the three-colour, RGB version of our logo whenever possible. A one-colour black version and one-colour reverse version are also available to accommodate use on photographic or some colour backgrounds.

Logo variations are available for download from the "[About us](#)" and "[News](#)" sections of Innovation.ca.

Vector files:

EPS

- Full colour (CMYK) version
- Black, single colour version
- Transparent white reverse version

SVG (digital)

- Full colour (RGB) version
- Black, single colour version
- Transparent white reverse version

Raster files (digital):

JPEG & PNG

- Full colour (RGB) version
- Black, single colour version
- Transparent white reverse version (PNG only)

Logo variations



FULL-COLOUR



ONE-COLOUR BLACK



ONE-COLOUR REVERSE

What are some rules to follow?

Follow these guidelines carefully when using our logo, moniker and swirl. These rules are necessary to maintain the integrity of our brand. Do not make exceptions.

Don't compromise the logo by rotating, skewing or distorting it in any way — that includes adding unnecessary text decorations like drop shadows or outlines. Here are a few examples of ways our logo may be incorrectly manipulated. This is not an exhaustive list.



INNOVATION

Don't use the moniker on its own.



INNOVATION

Canada Foundation
for Innovation

Fondation canadienne
pour l'innovation

Don't change the proportions
of the logo.



Lorem ipsum
dolor sit amet

Don't insert text
inside the swirl.



INNOVATION

Canada Foundation
for Innovation

Fondation canadienne
pour l'innovation

Don't reproduce the icon in
non-approved colours.



INNOVATION

Canada Foundation
for Innovation

Don't create a one-language logo.
Our logo is always bilingual.



Don't use the icon
in a tightly repeating pattern.



Fondation canadienne
pour l'innovation

INNOVATION

Canada Foundation
for Innovation

Don't separate the French and
English corporate names.



INNOVATION

Canada Foundation
for Innovation

Fondation canadienne
pour l'innovation

Don't add any rotation
to the logo.



INNOVATION

Canada Foundation
for Innovation

Fondation canadienne
pour l'innovation

Don't distort or skew the
logo. Always scale the logo
proportionately.

Watch this space

Our logo must always be free of visual clutter so it stands out clearly and is easy to read. To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd or lessen the impact of the logo.

Clear space

The minimum clear space required around our logo is defined by the height of the swirl. Make sure the clear space around the logo is at least as wide as the icon is high. The minimum space should be maintained around the entire perimeter of the logo to maintain its proportions.

Minimum size

Legibility is an issue when our logo is produced at smaller sizes. Never go so small that people can't read our corporate name. In print, the minimum width is 1.75 inches.

Clear space



Minimum size

Print



1.75"

The background is a solid teal color. On the left side, there are three concentric circles in shades of teal, with the innermost circle being the darkest and the outermost being the lightest. The text is centered horizontally and overlaps the circles.

Our colours and fonts

Colouring inside the lines

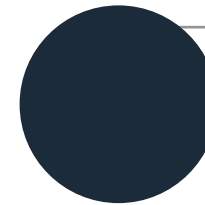
Colour is an integral part of brand identity. Consistent use of our colour palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating feeling to our audience. Use the colour palette to add depth, boldness and vibrancy to pages and designs.

Text colour options

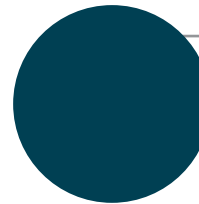
Do not use Orange Red or Scarlet Red for text; instead use Darkest Navy, Dark Slate Blue or Burgundy. Use Sky Blue to underline hyperlinks.

Background colour option

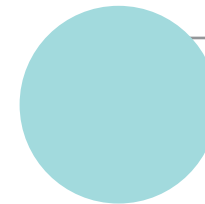
Use Cool Grey to break up colour blocks or white space. This colour is great for maintaining a clean page or banner without it looking white-washed. A light tint or full colour use of Sky Blue can also be used as a background colour to highlight important summaries, sidebar text and titles.



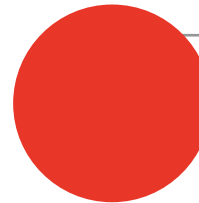
Darkest Navy
Pantone 432
CMYK 27 / 11 / 0 / 71
RGB 54 / 66 / 74
HTML #36424a



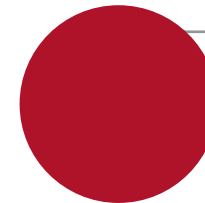
Dark Slate Blue
Pantone 7477
CMYK 85 / 39 / 29 / 52
RGB 36 / 76 / 90
HTML #244C5A



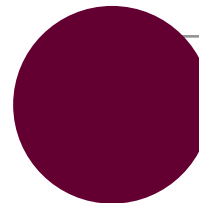
Sky Blue
Pantone: 324
CMYK 34 / 0 / 10 / 0
RGB 156 / 219 / 217
HTML #9CDBD9



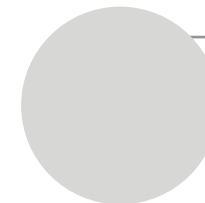
Orange Red
Pantone 7626
CMYK 0 / 90 / 92 / 8
RGB 198 / 53 / 39
HTML #C63527



Scarlet Red
Pantone 187
CMYK 0 / 100 / 74 / 26
RGB 166 / 25 / 46
HTML #A6192E



Burgundy
Pantone 7428
CMYK 20 / 91 / 34 / 55
RGB 106 / 44 / 62
HTML #6A2C3E



Cool Grey
Pantone Cool Gray 2
CMYK 14 / 10 / 8 / 0
RGB 208 / 208 / 206
HTML #D0D0CE

Colour and text

For readability, combine light colours with dark. When choosing background and text colours, you can combine any light colour with any dark colour and know that your message is readable.

Our colour palette is engineered to maximize accessibility for as many people as possible. This example is based on the [Web Content Accessibility Guidelines \(WCAG 2.0\)](#), but it works for print too. And you don't need a chart to remember it: just don't combine two dark colours or two light colours.

Use the pure colours and don't create tints

If you need a light colour, choose one from the palette. Taking a paler tint from one of the pure colours will look dull. There are many colours and combinations to choose from. An exception to this is using tints of Sky Blue and Cool Grey for background colour highlights.

[Use the colour contrast checking tool from Coolers to check the contrast between text and background colours.](#)

Correct use of colours

Red-green colour
blindness simulation

Darkest Navy with Cool Grey

SAMPLE

SAMPLE

Dark Slate Blue with Sky Blue

SAMPLE

SAMPLE

Sky Blue with Darkest Navy

SAMPLE

SAMPLE

Burgundy with Cool Grey

SAMPLE

SAMPLE

Scarlet Red with White

SAMPLE

SAMPLE

Orange Red with White

SAMPLE

SAMPLE

Incorrect use of a gradient

Darkest Navy with Dark Slate Blue

SAMPLE

SAMPLE

Dark Slate Blue with Darkest Navy

SAMPLE

SAMPLE

Sky Blue with Cool Grey

SAMPLE

SAMPLE

Burgundy with Scarlet Red

SAMPLE

SAMPLE

Scarlet Red with Orange Red

SAMPLE

SAMPLE

Orange Red with Burgundy

SAMPLE

SAMPLE

Colour in

Our unique logo and dynamic colour gradient are hard to ignore. They may be the most compelling expression of our brand and our best chance at building brand recognition.

Using CFI colours as a gradient

Gradients are an effective way to flood a page with colour, or add dimensional colour without getting too heavy handed. They add to a layout and give our communications a contemporary depth.

The first three examples to the right are correct uses of the CFI colours as a gradient. Keep any gradients between similar hues. Do not blend red and blue together.

Correct use of a gradient



Incorrect use of a gradient



Get the word out

The way our words look on the page can say as much as the message itself. Like the CFI, our font is approachable, and a contemporary take on a classic.

Our primary font is Aktiv Grotesk

This clean, approachable sans serif font complements our logo and helps us to communicate our personality as an organization. It comes in a variety of weights and styles to cover a broad range of expression.

Using our font

Use Aktiv Grotesk whenever possible in CFI marketing, advertising and communication materials.

Set text in sentence case in all CFI communications to achieve a straightforward, approachable feel. To maintain the quality and integrity of the typography, do not alter the proportion or spatial relationships of any of the characters.

For everyday correspondence and digital applications

You can use Arial as an alternate to Aktiv Grotesk for daily correspondence or in applications such as within Word or PowerPoint where your choice of font is limited.

Don't have the Aktiv Grotesk font? If you need to purchase this font or have any questions regarding its use, please contact:

Creative Services
creative.services@innovation.ca

Primary font

Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Aktiv Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Aktiv Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Aktiv Grotesque Bold

Alternate font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Arial Bold

The background is a solid teal color. On the left side, there are three concentric circles of varying shades of teal, creating a subtle graphic element. The word "Imagery" is written in a large, white, sans-serif font, positioned in the center-left area of the image.

Imagery

Get the picture

Style is just as important as content when choosing images, as it quickly conveys the tone of the message as well as the character of our organization.

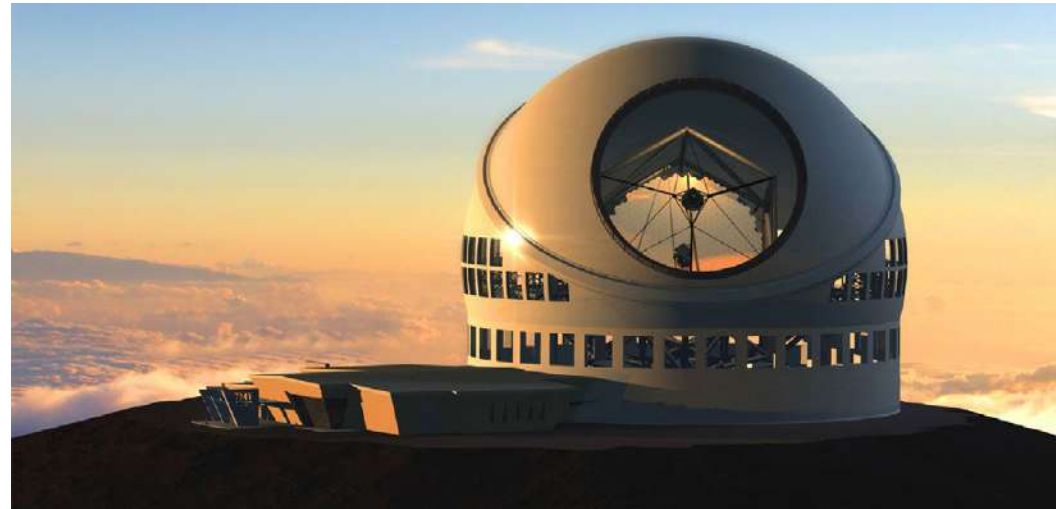
Photography

CFI imagery should project our character and values by being:

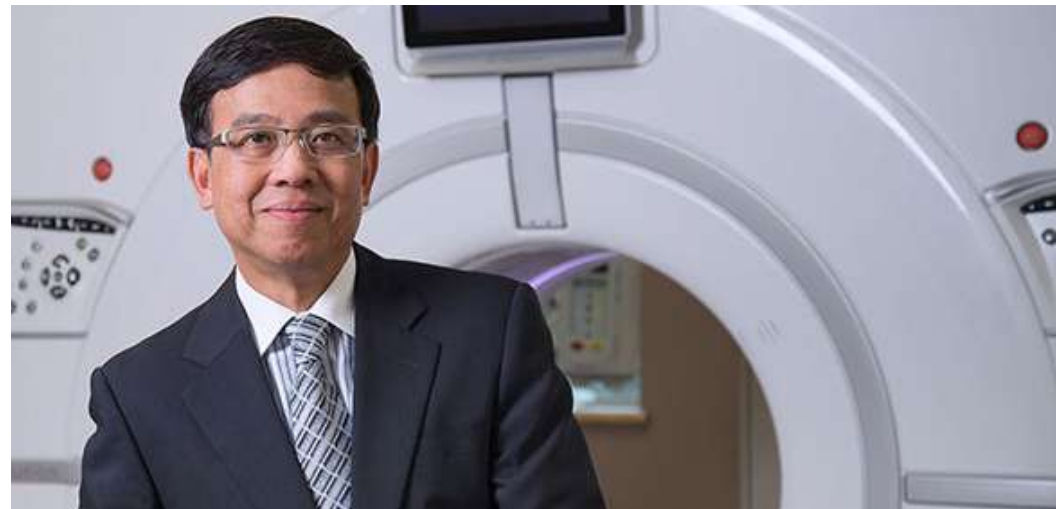
- Innovative, yet relevant
- Professional, yet approachable
- Optimistic, yet practical

To achieve this vision, here are a few guidelines that can help you determine whether an image is suitable for use:

- Use stock images sparingly to add visual interest only when other options are not available.
- Choose real-life situations over images that are overly contrived, conceptual, gimmicky or clichéd.
- Consider unique camera angles to add a fresh quality to images and project innovation.
- Use images of professional environments that are bright and contemporary.
- Portraits of people should seem candid and approachable. Select images of people in natural poses.
- Select images of people that show ethnic, age and gender diversity. Collectively, the photos included in any report, website, social media channel or other communications product should reflect that diversity.
- Consult the CFI's style guides for writing and editing for more guidance on using photos.



Thirty Meter Telescope, Mauna Kea, Hawaii
(Image: Thirty Meter Telescope)



Lawson Health Research Institute, Western University
(Image: Lawson Health Research Institute)

Making a choice

It is critical that we communicate our organizational values of equity, diversity and inclusion (EDI) with integrity and authenticity.

The way we visually represent the CFI and its mandate needs to resonate with the audiences we serve, both internally and externally. Ultimately, we want to strive to accurately portray our organization and the research community we support in a way that celebrates our EDI values.

Be (as) real (as possible): Use visuals of real people doing real activities as much as possible. Use visuals from photo or video shoots — either commissioned by the CFI or done by a third party — which prioritize representation in an authentic way. Do not tokenize people by including underrepresented groups in the visuals when it isn't a fair representation of reality.

Be creative in representing diversity: Be sensitive to differences in culture, age, gender, race and ability, among other things. While sexual orientation, gender identity, religion, mental health and some physical disabilities cannot necessarily be “seen,” we should find creative ways to indicate inclusion (e.g., images that include signs for gender neutral bathrooms and dedicated breastfeeding rooms, Braille on building entrances, closed captioning or sign language interpreters on computer monitors).

Avoid perpetuating stereotypes: When choosing visuals, ensure they don't perpetuate false narratives about underrepresented groups. Strive to show all people in a range of roles to demonstrate that we recognize the full potential of all people.



Question the visual message: When deciding on a visual, question the message it may send about the CFI, or the product we have created. Assess the image/video composition: is there a message around a particular power dynamic? Does everyone look the same? Does this reflect reality?

Be consistent: Be consistent in how we use our visuals that highlight EDI (e.g., not only as a showcase), and continually refresh them to help reinforce the importance of EDI to the CFI (e.g., if we reuse the same images, it may reinforce that EDI isn't important to us; this is particularly important to keep in mind for use of images on social media).

Details, details: To the extent possible, include names and roles of people in captions and alt text.

