

A large, stylized red maple leaf graphic that serves as a background for the text. The leaf is composed of several overlapping, angular shapes that create a sense of depth and movement. The colors are a vibrant red and a bright yellow.

Canada's Walk of Fame

Brand Standards Highlights

V1.1 | September 2018

1.0 Main Corporate Identity

Main Identity



Free Space Guidelines



Alternative Colour Options



Colour Specifications

Format	Red	Grey	Black
Pantone	185 C	Cool Gray 11 C	
CMYK	0/100/100/0	44/34/22/77	0/0/0/100
RGB	228/30/45	83/86/91	0/0/0
Greyscale	65% Black	85% Black	
HEX	E4002B	53565A	

2.0 Secondary Identities and Brand Assets

Alternative Identity | Horizontal Format

To only be used when a horizontal space is the only option and there is a need to maximize the visibility/size of the overall identity (i.e.: sponsorship grids).



Available in all colour option variations as shown for Main Identity.

Icon Only

The "Maple Star" Icon may be used on its own, as long as it is clear to audiences that this is Canada's Walk of Fame (i.e.: if/when the name and/or word mark appears in the same space such as the front/back of a baseball cap, etc.). The icon can also be used as a mask or overlaid over photography.



Available in all colour option variations as shown for Main Identity.

French Identity | Main and Alternative Horizontal Formats

To only be used when communicating with a French audience. Same guidelines apply to "Main" and "Horizontal" formats as per English.



Available in all colour option variations as shown for Main Identity.

Word Mark Only

The Word Mark may be used on its own only when the icon appears in the same space such as the front/back of a baseball cap, etc. The Word Mark should never be used on its own without the icon visible or related. It should also never be used to replace text within prose.

CANADA'S
WALK OF FAME

Available in all colour option variations as shown for Main Identity.

3.0 20th Anniversary Identity

Combination Identity

This is the standard 20th Anniversary Identity – when placed next to each other or in close proximity to each other, the relationship between the two logos should not be altered and this file version should be used.



Available in all colour option variations as shown for Main Identity.

Colour Specifications

Format	Red	Grey	Yellow
Pantone	P185C	P Cool Gray 11C	P1225C
CMYK	0/100/100/0	44/34/22/77	0/19/79/0
RGB	228/30/45	83/86/91	255/200/69
Greyscale	65% Black	85% Black	50% Black
HEX	E4002B	53565A	FFC845

Single Identity

To be used in cases where the layout and/or project requirements demand separating the 20th Anniversary identity from the Corporate Identity. In such cases, the Corporate Identity should always be visible within the same general space for identification.



Available in all colour option variations as shown for Main Identity.

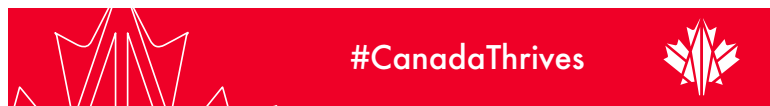
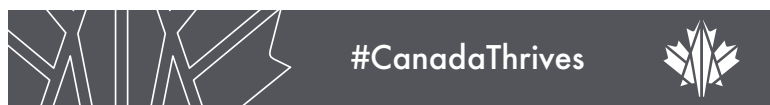
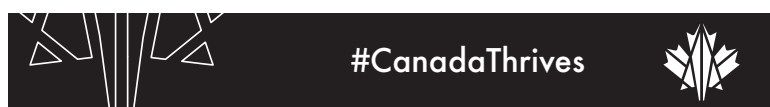
Applying 20th Anniversary Accent Colour

The 20th Anniversary Yellow may be used as an accent colour and be considered a Primary Corporate Colour when the identity is used.

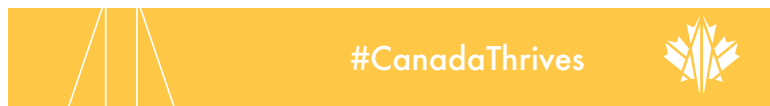
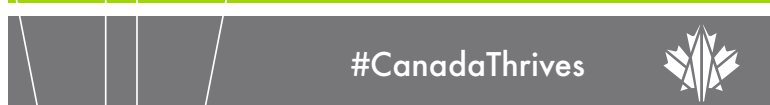
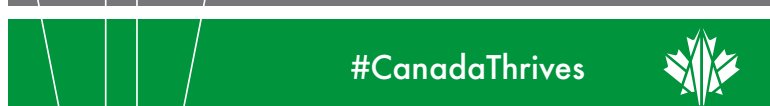


4.0 Colour Palette

Primary Colours

		Pantone 185 C CMYK 0/100/100/0 RGB 228/30/45 HEX E4002B
		Pantone Cool Gray 11 C CMYK 44/34/22/77 RGB 83/86/91 HEX 55565A
		Pantone Black CMYK 0/0/0/100 RGB 0/0/0 HEX 0/0/0

Secondary Colours

		Pantone 1225 C CMYK 0/9/79/0 RGB 255/200/69 HEX FFC845
		Pantone 072 C CMYK 100/95/0/3 RGB 16/6/159 HEX 10069F
		Pantone 375 C CMYK 46/0/90/0 RGB 151/215/0 HEX 97D700
		Pantone Cool Gray 9 C CMYK 30/22/17/57 RGB 117/120/123 HEX 75787B
		Pantone 355 C CMYK 91/0/100/0 RGB 0/150/57 HEX 009639
		Pantone Process Blue C CMYK 100/13/1/2 RGB 0/133/202 HEX 0085CA
		Pantone 021 C CMYK 0/65/100/0 RGB 254/80/0 HEX FE5000

5.0 Typography

Primary Corporate Typeface

Canada's Walk of Fame's main typeface is Futura. Various weights of Futura can be used for different types of text, such as headlines, sub-heads, body copy, lists, call-outs, etc.

Futura Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- * Other weights and variations within the Futura family may be used.
- * Text should never be underlined – rather use type variations/caps/etc. However, rules are acceptable underneath entire rows of text.
- * Always single space after a period.

Secondary “Desktop” Typeface

Arial is a secondary typeface that is universal and also falls within the sans serif family. Arial is only to be used when the primary typeface, Futura, is not available, including desktop applications such as email, word processing, spreadsheets and presentations.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890