La *Science* à l'œuvre pour le at work for *Canada*

National Research Council

NRC
identity
standards

INTRODUCTION

This manual is intended as a reference for applying NRC's corporate identity, including FIP and non-FIP graphic elements and nomenclature, in NRC communication products. These standards also apply to all NRC advertising and to all partnership and sponsorship materials.

The manual outlines basic rules and recommendations for applying these elements to internal or external materials produced at NRC. Internal NRC users can access the manual and all graphic elements from the "Focus on Communications" Intranet site: http://zone.nrc-cnrc.gc.ca/communications/index_e.html. External users can access the manual and graphic elements from NRC's corporate Web site: http://www.nrc-cnrc.gc.ca/multimedia/standard/index_e.html.

The manual will be reviewed periodically and adapted as required to reflect the needs of NRC's user community.

Table of Contents

NRC's Corporate Identity

NRC's corporate identity is a critical component of its business operations. It has been designed to increase NRC's recognition and raise its profile among key stakeholders throughout Canada and the world.

In addition to the required Federal Identity Program (FIP) symbols and other graphic identifiers that appear on NRC communication and promotional materials, this identity includes a new graphic identifier that is a streamlined version of the previous NRC corporate banner graphic.

The identity also includes specifications for NRC institute names, for communicating NRC positioning and personality, and for advertising and signage. The identity was approved by NRC Senior Executive Committee as an organization-wide standard in December, 2004.

Graphic Elements of the Corporate Identity

The basic graphic elements of NRC's corporate identity include the following:

NRC identifier (corporate or institute version)

NRC FIP Signature

"Canada" wordmark

The corporate identity can also include other graphic elements, such as the NRC slogan "Science at work for Canada" and the bottom curve design element. These are explained under "NRC Identifier".

Federal Identity and Policies

NRC's corporate identity is used in conjunction with the visual elements of the Federal Identity Program. It is also designed to be consistent with existing federal policies and standards.

For example, the format for NRC institute names applies to e-mail signatures in outgoing messages from NRC employees. Similarly, the NRC template for public notices is used in conjunction with the federal advertising policy.

Institute Names

The proper names of all institutes, centres and programs should be preceded by "NRC" (not "NRC's" or "National Research Council's"), with "NRC-" also added to the corresponding acronym. An example of correct application would be "the NRC Institute for Biological Sciences" and NRC-IBS. Names can also be written without the "Institute" designation, e.g. NRC Construction, NRC Aerospace, NRC Marine Biosciences. Alternatively, the entire name can be substituted with "NRC".

Advertising

Current federal advertising policy restricts NRC's activities to those that directly support recruitment, revenue generation, specific services to business or statutory requirements. Advocacy or promotional advertising is not permitted. For more information, see the following:

NRC advertising: http://zone.nrc-cnrc. gc.ca/cs-si/services/advertising_e.html

NRC advertising information and procedures: http://zone.nrc-cnrc.gc. ca/communications/por_e.shtml

Communications Policy of the Government of Canada:

http://publiservice.tbs-sct.gc.ca/ pubs_pol/sipubs/comm/comm_e.asp

Government of Canada advertising Web site: http://publiservice.gc.ca/ services/adv-pub/menu-e.html

Positioning

In addition to the graphic elements of the corporate identity, a short description of NRC is also used in various communications products. NRC's standard positioning statement is as follows:

Recognized globally for research and innovation, NRC is a leader in the development of an innovative, knowledge-based economy for Canada through science and tech-nology. NRC operates world-class research facilities as well as infor-mation, technology and innovation support networks coast-to-coast. Its outstanding people help turn ideas and knowledge into new products, processes and services, creating value for Canada. NRC works hand-in-hand with partners from industry, government and universities to help ignite the spark of innovation in communities across the land and to give Canadian companies a competitive edge in today's marketplace.

Personality

NRC can be characterized as "Smart, Strategic, Relevant, High-achieving, Reliable and Businesslike." These traits should be reflected in the writing, layout & design and visual elements of communications products.

E-mail Signatures

The "Canada" wordmark and NRC FIP signature should now be text rather than graphics and the English and French signature blocks should be stacked. See the example below.
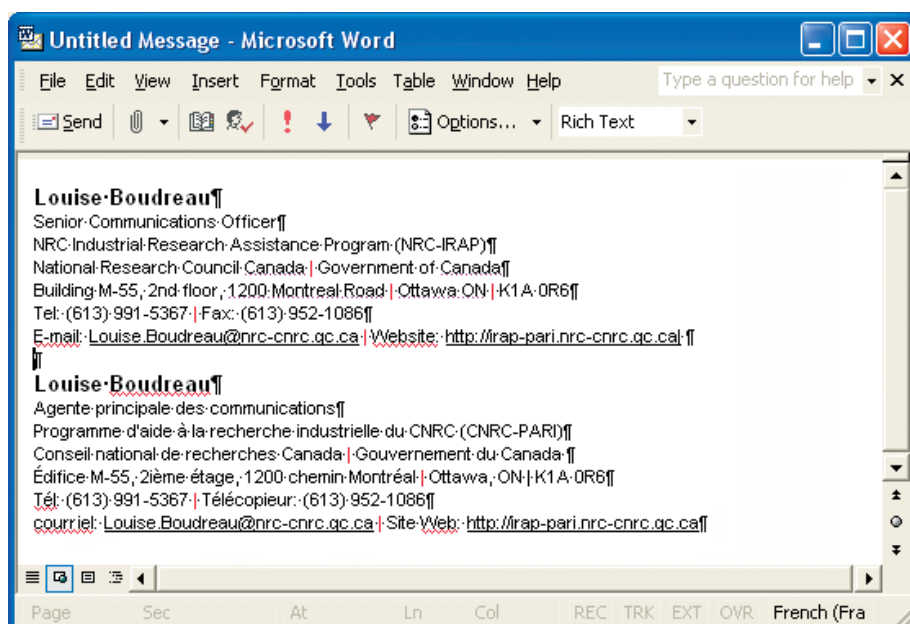
NRC Identifier

The NRC identifier (the "swoosh") brings consistency across a diverse range of communication product designs. When used with the NRC FIP signature and "Canada" wordmark, it will make it easy for designers to effectively incorporate all of the required elements of the NRC corporate identity. The NRC identifier has been developed in English, French and bilingual versions.

There are two main categories of NRC identifier: a Corporate identifier for materials that are meant to represent NRC as a whole, and an Institute identifier that can incorporate an institute name and slogan (see "Institute Version"). Both categories include all the elements described below, except where specified.
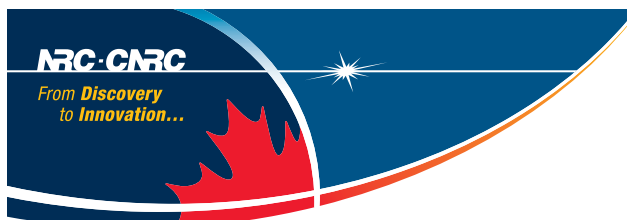
Elements of the NRC Identifier

The most basic elements of the NRC identifier are the NRC logotype and the NRC tagline, "From Discovery to Innovation…", contained within a symbolic emblem.

The symbolic emblem consists of a dark blue "globe" cropped on three sides, with a curved, glowing horizon, giving a sense of the global impact of NRC's innovation. Inside the globe, a maple leaf symbolizes Canada's prominence and confidence within the world research community. Above it, the flash of innovation is enhanced to show this confidence and its impact on global innovation. A white line bisects the identifier horizontally, intersecting with the flash of innovation and connecting it with the NRC logotype and slogan. This shows a continuum of discovery. At the bottom, a curved, gradient shape shows passion and dynamism cutting across a wide spectrum of disciplines.
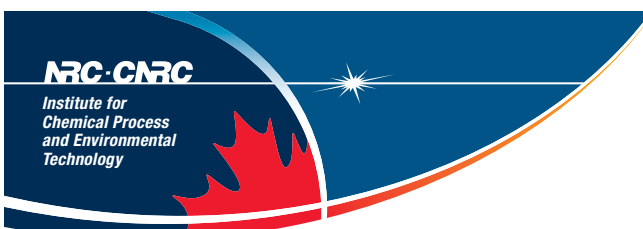
Corporate Bilingual
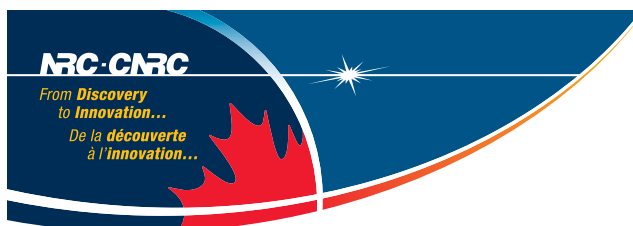
Corporate Unilingual

Institute Bilingual

Institute Unilingual

The NRC Logotype
The critical element of the NRC identifier is the NRC logotype, a longstanding mark approved by Treasury Board and one which has earned considerable visibility. It is always bilingual, with both French-first and English-first versions. The logotype always appears in white when part of the NRC identifier. The letterforms, their weights, spacing and overall proportion of the logotype should not be altered. It also should not be distorted, contained tightly within a shape or border, placed over a highly textured or patterned background, overprinted or obscured in any way. The logotype is always reproduced from the authorized master file supplied.

NRC · CNRC   **CNRC · NRC**

The NRC Tagline: "From Discovery to Innovation..."
These words describe the range of NRC activities, show progress and movement, and position NRC as a key player in Canada's innovation picture. The NRC tagline can also be replaced with the Institute, Branch or Program name (see "Institute Version").

*De la **découverte** à l'**innovation...***

*From **Discovery** to **Innovation...***

*From **Discovery** to **Innovation...***

*De la **découverte** à l'**innovation...***

NRC Slogan: "Science at work for Canada"
Connected to the NRC tagline in the NRC identifier, it is used in corporate communications such as brochures, kits and other materials, as well as other promotional items. For Institute, Branch and Program communications it is optional or can be substituted with a slogan of choice.

Science at work for Canada

Bottom Curve
The bottom curve is an optional design element that is to be used in conjunction with the NRC FIP signature and "Canada" wordmark, which are reversed out of it. When the bottom curve is not used in the design the NRC FIP Signature and "Canada" wordmark still must be used.

National Research Council Canada   Conseil national de recherches Canada   Canada

FIP elements
The NRC FIP signature and "Canada" wordmark may be presented in the following colour variations:

Two colours – the flag symbol appears in FIP red. The text appears in black. FIP red may be reproduced using Pantone 032 or Pantone 185, or a CMYK value of 100% magenta and 100% yellow. For best results, use the two-colour variation only for high-quality print products (e.g. traditional four-colour printing, high-end inkjet printing, silk screening).

One colour – the flag symbol and text both appear in the same colour. For items with white or light backgrounds, use a dark colour for the NRC FIP signature or "Canada" wordmark to ensure sufficient contrast. For items with black or dark backgrounds, set the NRC FIP signature or "Canada" wordmark in reverse (i.e. in white), as long as there is sufficient contrast. The one-colour variation works well for low-end in-house laser printing and photocopying.

National Research Council Canada   Conseil national de recherches Canada

Canada

Institute Version

The Institute identifier can be used for all communications products representing a particular institute.

The Institute identifier includes all the elements of the NRC identifier. The only major difference is that the NRC tagline "From Discovery to Innovation…" is replaced with either the institute name (e.g. Institute for Chemical Process and Environmental Technology), the institute acronym (e.g. NRC-CISTI), or a name without the institute designation (e.g. NRC Aerospace). See "NRC's Corporate Identity" for more about institute names.

The Institute identifier has been developed in English, French and bilingual versions.

The following standards have been developed for Institute identifiers.

Institute Name

The full institute name or institute acronym (e.g. NRC-CISTI) may appear in the identifier. However, only the name or acronym may appear, not both.

Only one Institute, Branch or Program may be named in the identifier. For example, ASPM or Creative Services Group, not ASPM Creative Services Group.

If the name that appears in the identifier is short enough to be treated bilingually on one line, then it is permitted to use the unilingual Institute identifier as a bilingual identifier (see example below).
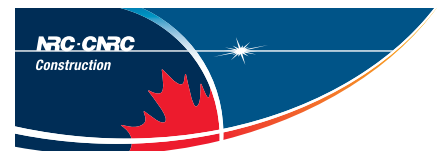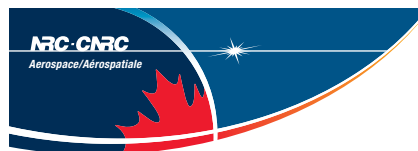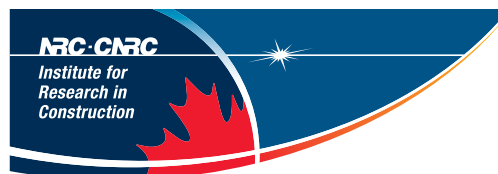

Font Size

The institute name or acronym must meet one of the following size requirements:

- Unilingual treatment: CAP height 57% of the height of the NRC logotype (as provided in the original artwork files available online); or CAP height 75% of the height of the NRC logotype

57% of NRC logotype height

75% of NRC logotype height

- Bilingual treatment: CAP height 48% of the height of the NRC logotype

48% of NRC logotype height

Font Colour of Institute Name

The institute name must appear in white. The colour yellow (PMS 130C) may only be used for the NRC tagline "From Discovery to Innovation…", which appears in the Corporate version of the identifier.

NRC Corporate Identifier

Corporate identifiers can be used in various colour combinations, depending on the printing specifications. Each colour option (4-colour, 2-colour, 1-colour, grayscale and black) is available in English, French, and two bilingual options. Colour is an important part of the NRC identity, therefore the 4-colour identifier's colour treatment should not be altered in any way – always use supplied files. For special applications, other colour treatments may be necessary; the preferred options for 1- and 2-colour treatments are shown below. Any alternate colours chosen should reflect the basic identity colours as closely as possible. Electronic vector files are available online – see "Introduction" for details.

	4-colour CMYK	2-colour PMS 647c, PMS 296c	1-colour PMS 296c	Grayscale K = Black	Solid (no screen)
Corporate English	corp_bl_en_4c.eps	corp_bl_en_2c.eps	corp_bl_en_1c.eps	corp_bl_en_k.eps	corp_bl_en_solid.eps
Corporate French	corp_bl_fr_4c.eps	corp_bl_fr_2c.eps	corp_bl_fr_1c.eps	corp_bl_fr_k.eps	corp_bl_fr_solid.eps
Corporate English/ French	corp_bl_be_4c.eps	corp_bl_be_2c.eps	corp_bl_be_1c.eps	corp_bl_be_k.eps	corp_bl_be_solid.eps
Corporate French/ English	corp_bl_bf_4c.eps	corp_bl_bf_2c.eps	corp_bl_bf_1c.eps	corp_bl_bf_k.eps	corp_bl_bf_solid.eps

NRC Institute Identifier

Institute identifiers can be used in the five colour combinations shown below. Colour is an important part of the NRC identity, therefore the 4-colour identifier's colour treatment should not be altered in any way – always use supplied files. For special applications, other colour treatments may be necessary; the preferred options for 1- and 2-colour treatments are shown below. Any alternate colours chosen should reflect the basic identity colours as closely as possible. Electronic vector files are available online – see "Introduction" for details.

	4-colour CMYK	2-colour PMS 647c, PMS 296c	1-colour PMS 296c	Grayscale K = Black	Solid (no screen)
Institute English	inst_bl_en_4c.eps	inst_bl_en_2c.eps	inst_bl_en_1c.eps	inst_bl_en_k.eps	inst_bl_en_solid.eps
Institute French	inst_bl_fr_4c.eps	inst_bl_fr_2c.eps	inst_bl_fr_1c.eps	inst_bl_fr_k.eps	inst_bl_fr_solid.eps
Institute English/ French	inst_bl_be_4c.eps	inst_bl_be_2c.eps	inst_bl_be_1c.eps	inst_bl_be_k.eps	inst_bl_be_solid.eps
Institute French/ English	inst_bl_fe_4c.eps	inst_bl_fe_2c.eps	inst_bl_fe_1c.eps	inst_bl_fe_k.eps	inst_bl_fe_solid.eps

Colours

	PRIMARY	CMYK	RGB	Websafe*	
Dark Blue	PMS 296C	100C 47M 0Y 69K	0R 39G 64B	000066	
Mid-Blue	PMS 647C	94C 43M 0Y 38K	17R 86G 140B	336699	

	SECONDARY	CMYK	RGB	Websafe*	
Red	PMS 185C	0C 100M 91Y 0K	234R 4G 55B	CCFF33	
Yellow**	PMS 130C	0C 27M 100Y 0K	241R 171G 0B	FFCC33	
Mid-Blue 2	PMS 7468C	100C 10M 0Y 28K	0R 125G 127B	336699	

* Do not use Photoshop automatic RBG websafe conversion values. Approved values are specified above.

** The only element that may use yellow (PMS 130C) is the NRC tagline: "From Discovery to Innovation…"
For Institute identifiers, the institute name must appear in white.

Fonts

The preferred fonts include Helvetica Neue, used for the NRC tagline, which is clear and highly readable but not trendy or overtly modern.

Diotima is used in the NRC slogan, "Science at work for Canada." It is a warm font, but precise. It is also an elegant choice for headings and subheads.

Both fonts work in all styles and weights.

Helvetica Neue 57
Condensed Italic

*De la **découverte** à l'**innovation**…*

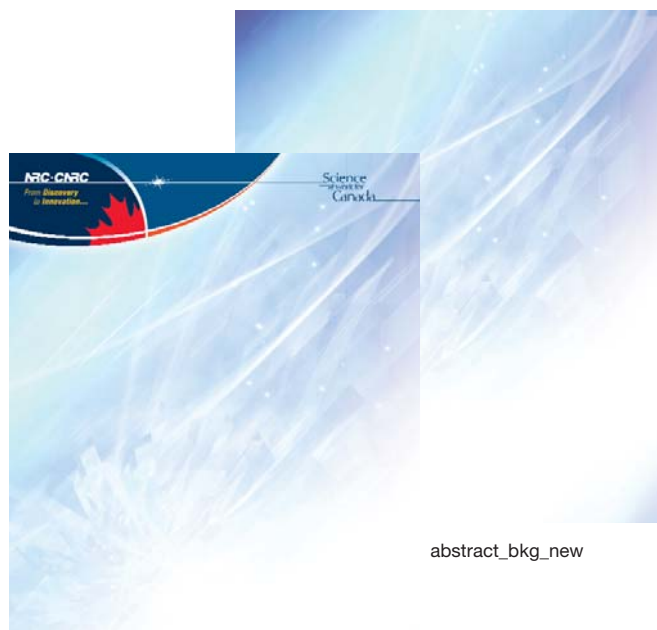*From **Discovery** to **Innovation**…*

Helvetica Neue 87
Heavy Condensed Italic

La
Science
à l'œuvre pour le
Canada

Diotima Roman

Backgrounds

Backgrounds are optional and can be used with various media to support key NRC themes of progress and technology. The background shown below is a sample that does not overpower the identifier.
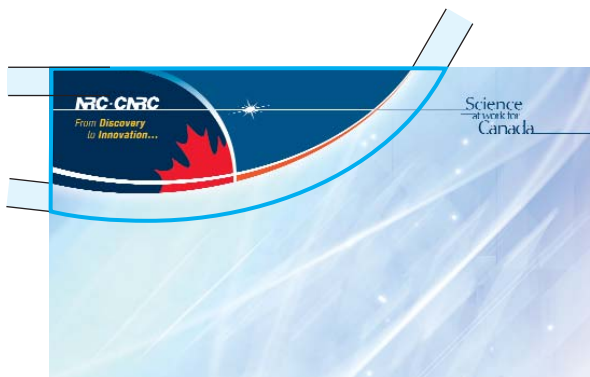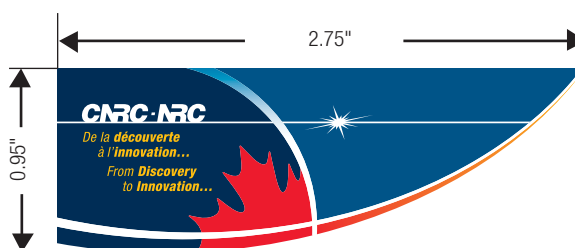
abstract_bkg_new

Buffer Zone

The buffer zone for placement of additional text or graphics equals the space from the top of the logotype to the top edge of the identifier.

Minimum NRC Identifier Size

Keeping the NRC identifier at a minimum size of 2.75" by 0.95" for all applications ensures the NRC and institute names are clearly readable.

2.75"

0.95"

Minimum FIP Element Size

The NRC FIP signature type size should be a minimum of 6 point.

The "Canada" wordmark should not be less than 0.75".

The type size of the NRC FIP signature should relate to the overall layout and typography. In each case, judgement is needed to select a suitable type size for the signature, and to allocate sufficient space surrounding it. For a more complete listing of appropriate sizes refer to the FIP manual at www. tbs-sct.gc.ca/fip-pcim/man_e.asp

National Research Council Canada

Conseil national de recherches Canada

Canada

NRC Slogan: "Science at work for Canada"

This slogan should appear in corporate publications and marketing materials to convey this key message of NRC. Size the slogan in relation to the identifier by matching the height of the capital "S" in Science to the height of the NRC logotype. For Institute, Branch and Program communications it is optional or can be substituted with a slogan of choice.

slogan_en_4c_crv.eps

Science at work for Canada

slogan_fr_4c_cvr.eps

La Science à l'œuvre pour le Canada

slogan_bil_4c_cvr.eps

La Science à l'œuvre pour le at work for Canada

Avoid unacceptable applications of NRC's corporate identity and nomenclature, as illustrated on the following pages.
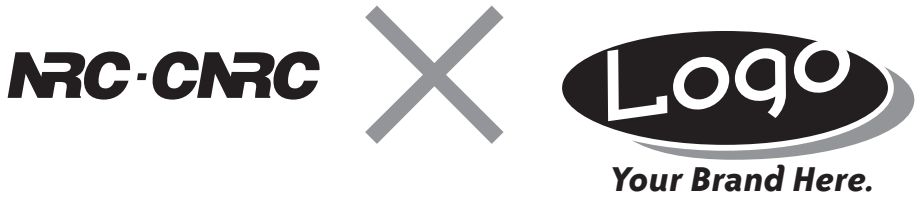
Do not alter the "Canada" wordmark in any way.

Do not set the NRC FIP signature in any typeface other than Helvetica.

No logo, acronym or other symbol can exceed the size of the NRC logotype or the "Canada" wordmark in publications, Web sites or other applications.

The proper names of all institutes and programs should be preceded by "NRC" (not "NRC's"), with NRC- also added to the corresponding acronym. Names can also be written without the "Institute" designation, e.g. NRC Construction, NRC Aerospace, NRC Marine Biosciences. Alternatively, the entire name can be substituted with "NRC".

✓ **The NRC Institute for Research in Construction**

✓ **NRC Construction**

✗ **NRC's Institute for Research in Construction**

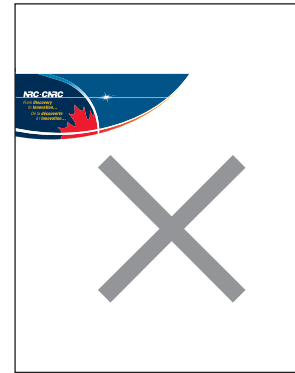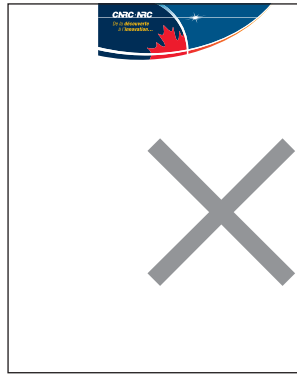✗ **The Institute for Research in Construction**
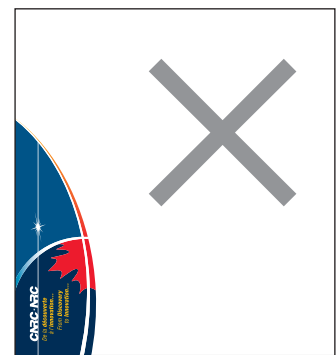
✓ **NRC-IRC**   ✗ **IRC**

✓ **NRC**

Only use the NRC identifier in the top left corner of the design.

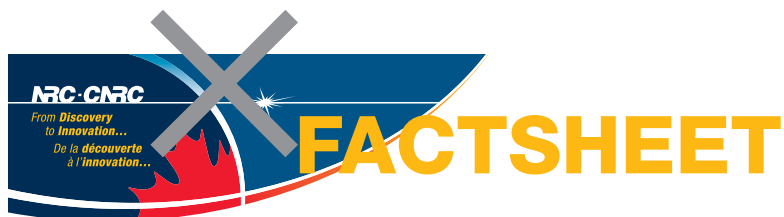Do not alter the size of the NRC identifier by condensing or lengthening it.

When using the 4-colour CMYK version of the NRC identifier (see "Language and Colour Variations"), the colour treatment should not be altered in any way – always use supplied files.
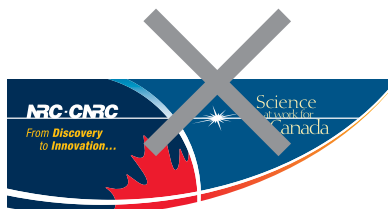
Only place the NRC identifier horizontally.

Do not obscure any portion of the NRC identifier.

Do not place the NRC slogan "Science at work for Canada" within the NRC identifier.

Standard Page Format
Vertical, Bleed

The dimensions shown are for an 8.5" x 11" vertical format. Documents can be reproduced in different language versions: bilingual English first, bilingual French first, and unilingual English and French.

Incorporate the NRC FIP signature and "Canada" wordmark as shown. Ensure that the French-first NRC FIP signature is used when preparing French artwork.

The bottom curve (blue bar at the bottom) is optional but should be used on corporate documents whenever possible.
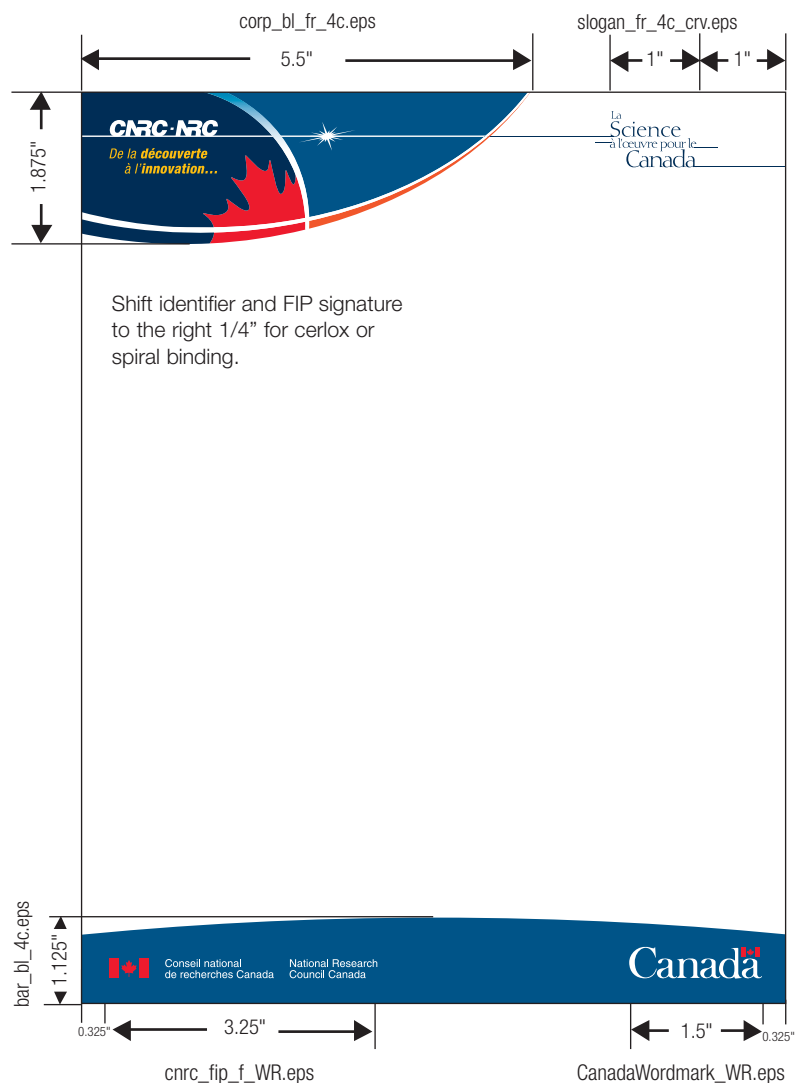
This format may be reproduced in different colour versions: 4-colour, 2-colour Pantone,1-colour Pantone and 1-colour black – see "Language and Colour Variations".

Electronic files are available online – see "Introduction" for details.

The NRC slogan "Science at Work for Canada" is optional and may be removed.

When creating documents with different dimensions than shown here, the ratio of elements should be preserved.

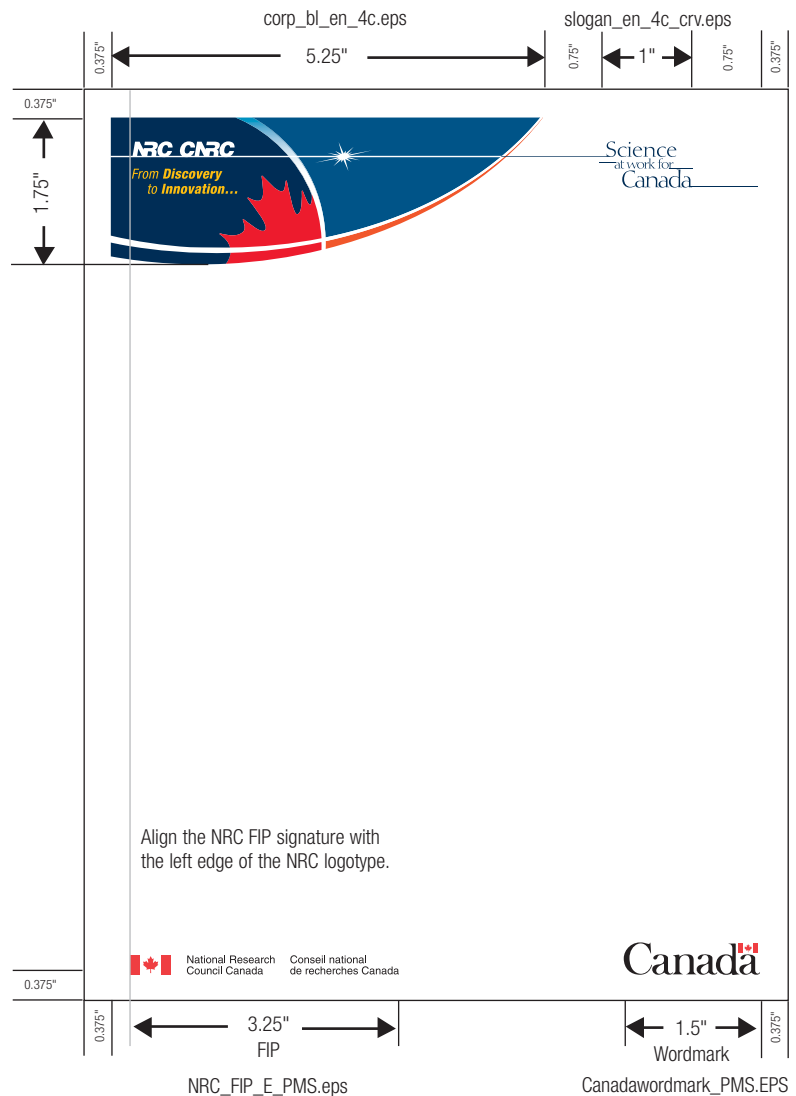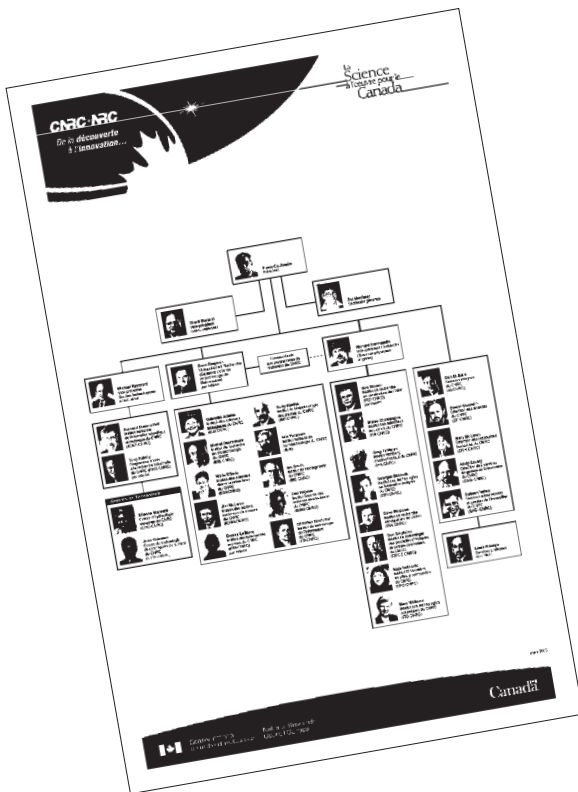This format would be used for report covers, posters and other vertically oriented documents.

corp_bl_fr_4c.eps

5.5"

slogan_fr_4c_crv.eps

1" 1"

1.875"

Shift identifier and FIP signature to the right 1/4" for cerlox or spiral binding.

bar_bl_4c.eps

1.125"

0.325"

3.25"

1.5"

0.325"

cnrc_fip_f_WR.eps

CanadaWordmark_WR.eps

Standard Page Format
Vertical, No-Bleed

Microsoft Word templates are available in a variety of backgrounds online – see "Introduction" for details.

The dimensions shown are for an 8.5" x 11" vertical format. You can create your own artwork using the official NRC identifier elements – see "Standard Page Format – Vertical, Bleed" for specifics.

corp_bl_en_4c.eps

slogan_en_4c_crv.eps

0.375"

5.25"

0.75"

1"

0.75"

0.375"

0.375"

1.75"

NRC·CNRC

From Discovery to Innovation...

Science
at work for
Canada

Align the NRC FIP signature with the left edge of the NRC logotype.

0.375"

National Research
Council Canada

Conseil national
de recherches Canada

Canadä

0.375"

0.375"

3.25"
FIP

1.5"
Wordmark

0.375"

NRC_FIP_E_PMS.eps

Canadawordmark_PMS.EPS

Media Advisory/News Release/Backgrounder

8.5" x 11"

Media advisories, news releases and backgrounders should use the format shown, including the relevant identifiers, NRC logotype and "Canada" wordmark.

Media releases, advisories and backgrounders are issued only following consultation between institute communications officers and corporate offices.

Microsoft Word templates are available online in one- and two-column formats – see "Introduction" for details.

mediaadvisory_corp_e

newsrelease_corp_e

backgrounder_2col_corp_f

Vertical Narrow Format

A special cropping of the NRC identifier allows for highly vertical formats. The document can be reproduced in different language versions: bilingual English first, bilingual French first, and unilingual English and French.

Incorporate the NRC FIP signature and "Canada" wordmark as shown. Ensure that the French-first NRC FIP signature is used when preparing French artwork.

The bottom curve (blue bar at the bottom) is optional but should be used on corporate documents whenever possible.

This format may be reproduced in different colour versions: 4-colour, 2-colour Pantone, 1-colour Pantone and 1-colour black – see "Language and Colour Variations".

Electronic files are available online – see "Introduction" for details.

When creating documents with different dimensions than shown here, the proportions of the crop of the NRC identifier should be preserved.

This format would be used for fanfold, brochure, bookmark and other documents with a vertical narrow orientation.

corp_bl_en_4c.eps

4"

2"

From **Discovery**
to **Innovation...**

Align the NRC FIP signature with the left edge of the NRC logotype.

0.68"

0.25"

National Research
Council Canada

Conseil national
de recherches Canada

Canada

0.25"

2"

0.875"

0.25"

bar_bl_4c.eps
NRC_FIP_E_WR.eps
Canadawordmark_WR.EPS

Standard Page Format
Horizontal

The dimensions shown are for an 8.5" x 11" vertical format. Documents can be reproduced in different language versions: bilingual English first, bilingual French first, and unilingual English and French.

Incorporate the NRC FIP signature and "Canada" wordmark as shown. Ensure that the French-first NRC FIP signature is used when preparing French artwork.
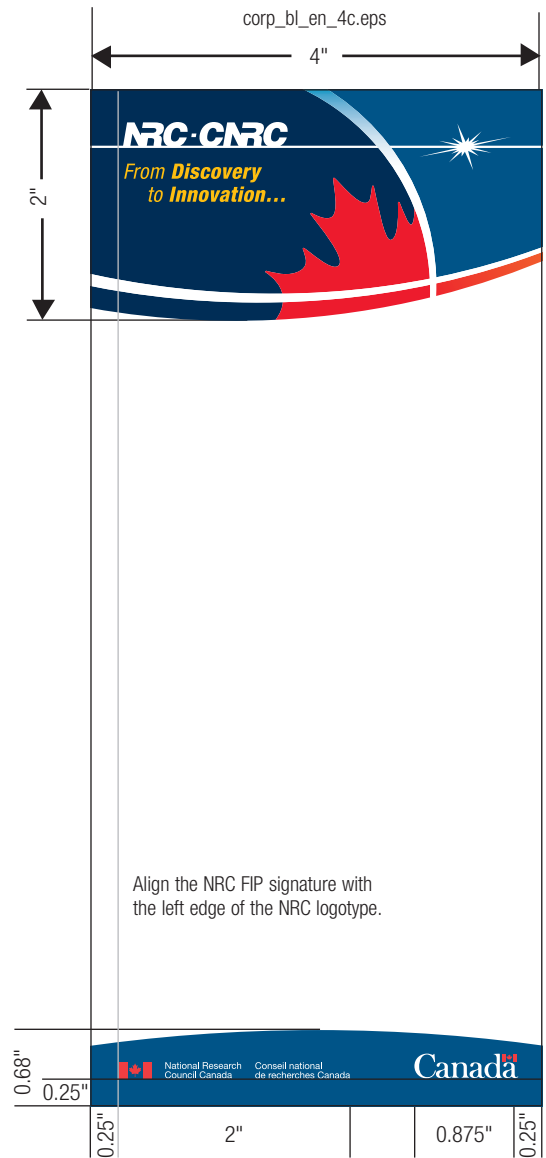
The bottom curve (blue bar at the bottom) is optional but should be used on corporate documents whenever possible.

This format may be reproduced in different colour versions: 4-colour, 2-colour Pantone, 1-colour Pantone and 1-colour black – see "Language and Colour Variations".

Electronic files are available online – see "Introduction" for details.

The NRC slogan "Science at work for Canada" is optional and may be removed.

When creating documents with different dimensions than shown here, the ratio of elements should be preserved.

This format would be used for certificates, posters and other horizontally oriented documents.

corp_bl_bf_4c.eps slogan_bil_4c_crv.eps

5.5" 2" 2"

1.875"

1"

0.325" 3.25" 1.375" 0.325"

FIP

cnrc_fip_f_WR.eps bar_bl_4c.eps CanadaWordmark_WR.eps
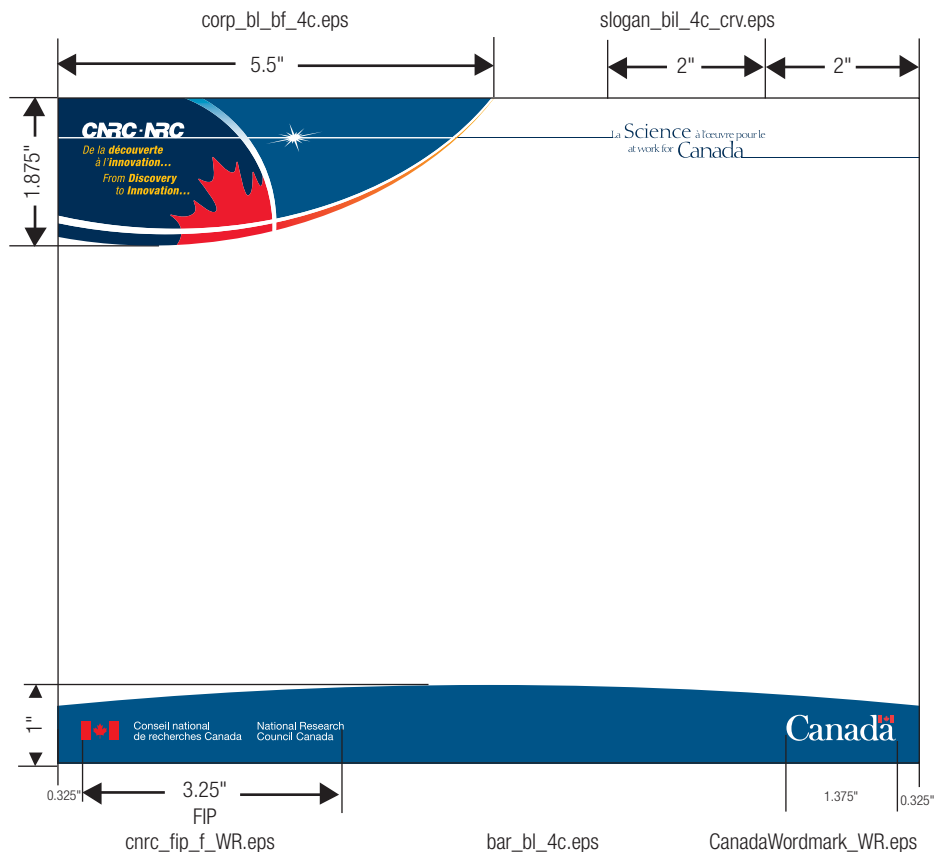
Name Tag
and Invitation

Name Tag 3.75" x 2.45"

Invitation 4.75" x 6.25"

The name tag and invitation are available in unilingual English and French, and may be printed back-to-back bilingual using the Microsoft Word templates. Templates are available online – see "Introduction" for details.
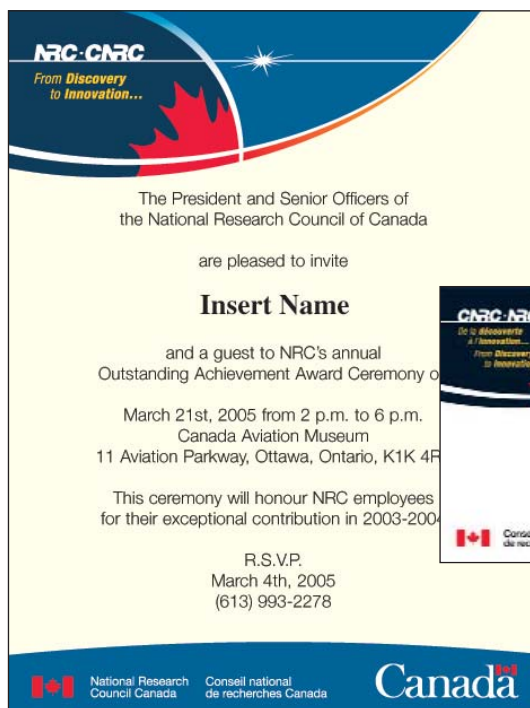
nametags_f1

invitations_biling

CD Label

The CD label is available in bilingual English first and French first, 4-colour and black versions.

CD labels use the NRC identifier as shown to ensure recognition. The bilingual NRC tagline and NRC slogan are included.

Microsoft Word templates are available online – see "Introduction" for details.

cdfacelabel_4c_f

cdfacelabel_k_e

cdinsert_4c_e

Public Notice/Ad

5" x 7"

This format uses the NRC identifier as shown, and should include the NRC logotype, NRC FIP signature, and "Canada" wordmark.

QuarkXPress and Microsoft Word templates are available online in 4-colour and black versions – see "Introduction" for details.

When creating documents with different dimensions than shown here, the ratio of elements should be preserved.

NRC-CNRC
NRC is a dynamic nationwide R&D organization committed to helping Canada realize its potential as an innovative and competitive nation.
You can make a difference at NRC!

Occupational Safety and Health Advisor (AS-4)
NRC Plant Biotechnology Institute (NRC-PBI)
Saskatoon, Saskatchewan, Canada This is a continuing position

Your Challenge
The Occupational Safety and Health Advisor's position offers the ideal candidate with the opportunity to coordinate, streamline and administer the Occupational Safey and Health programs of the Plant Biotechnology Institute. He/she will be relied on to act as an expert advisor on all health and safety issues for PBI management and the PBI OS&H Committee. Other hands on duties entailed in this position include: monitoring compliance of chemical safety policies, procedures and practices; serving as the institute's radiation Safety Officer; providing or arranging OS&H training and promotional programs; developing, implementing and auditing emergency response procedures; organizing and participating in work place inspections and accident investigations; and case managing the Workers Compensation Board program on behalf of the employer.

Your Credentials
Bachelors Degree in chemistry, chemical engineering, biology, occupational health and safety or a related field. Formal recognized Safety and Health training/certification. Formal Radiation Safety Officer training would be an asset. Experience in developing, implementing and managing a Safety & Health Program in an environment where radioactive, chemical, biochemical and/or biohazardous materials were of consideration.

To Apply
For further information on this position (**competition 64-04-16**) including screening criteria and instructions on how to apply on-line, please refer to the website: http://careers-carrieres.nrc-cnrc.gc.ca.

NRC is committed to employment equity. We thank all those who apply, however only those selected for further consideration will be contacted.

Vous pouvez obtenir ces renseignements en français.

public_notices_f

public_notices_e

Insérez le titre de l'avis

Insérez le sous-titre ici

Insérez le sous sous-titre ici

Insérez le texte de l'avis

1 800   -
Téléscripteur/ATME (   )
www.

Insert Title here

Insert sub-title here

Insert sub sub-title here

Insert text of public notice here

1 800   -
TTY/TDD (   )
www.

PowerPoint Presentation

PowerPoint templates have been supplied in English and French formats. Templates include title slide, text slide and end slide. Files are available online – see "Introduction" for details.

Presentations created using other templates must include the NRC identifier, NRC FIP signature and "Canada" wordmark. Backgrounds should not overpower the NRC identifier.

nrc_corp_e
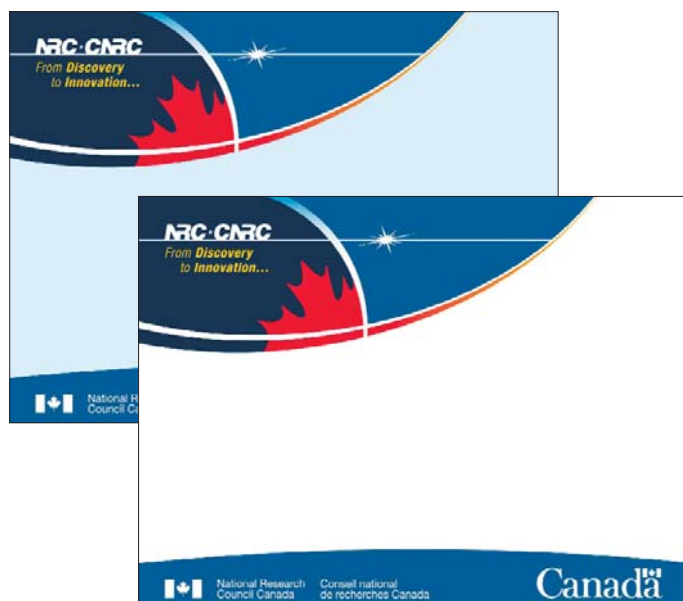
nrc_corp_ew

nrc_corp_fc

Standard Page Format
Vertical, Bleed

The dimensions shown are for an 8.5" x 11" vertical format. Documents can be reproduced in different language versions: bilingual English first, bilingual French first, and unilingual English and French.

Incorporate the NRC FIP signature and "Canada" wordmark as shown. Ensure that the French-first NRC FIP signature is used when preparing French artwork.

The institute name is to be added under the NRC logotype using Helvetica Neue 77 Bold Condensed Oblique. Use a CAP height of 57% or 75% of the NRC logotype for unilingual identifiers, or 48% of the NRC logotype for bilingual identifiers.

The bottom curve (blue bar at the bottom) is optional but should be used on corporate documents whenever possible.

This format may be reproduced in different colour versions: 4-colour, 2-colour Pantone, 1-colour Pantone and 1-colour black – see "Language and Colour Variations".

Ensure that the French-first NRC FIP signature is used when preparing French artwork.

The NRC slogan "Science at Work for Canada" is optional and may be removed or a new slogan may be used by the institute. The font used for the slogan is Diotima.

Electronic files are available online – see "Introduction" for details.

When creating documents with different dimensions than shown here, the ratio of elements should be preserved.

This format would be used for report covers, posters and other vertically oriented documents.

inst_bl_be_4c.eps 5.75"

slogan_en_4c_crv.eps 1" 1"

2.0625"

bar_bl_4c.eps 1.125"

0.325" 3.25"

cnrc_fip_f_WR.eps

1.5" 0.325"

CanadaWordmark_WR.eps
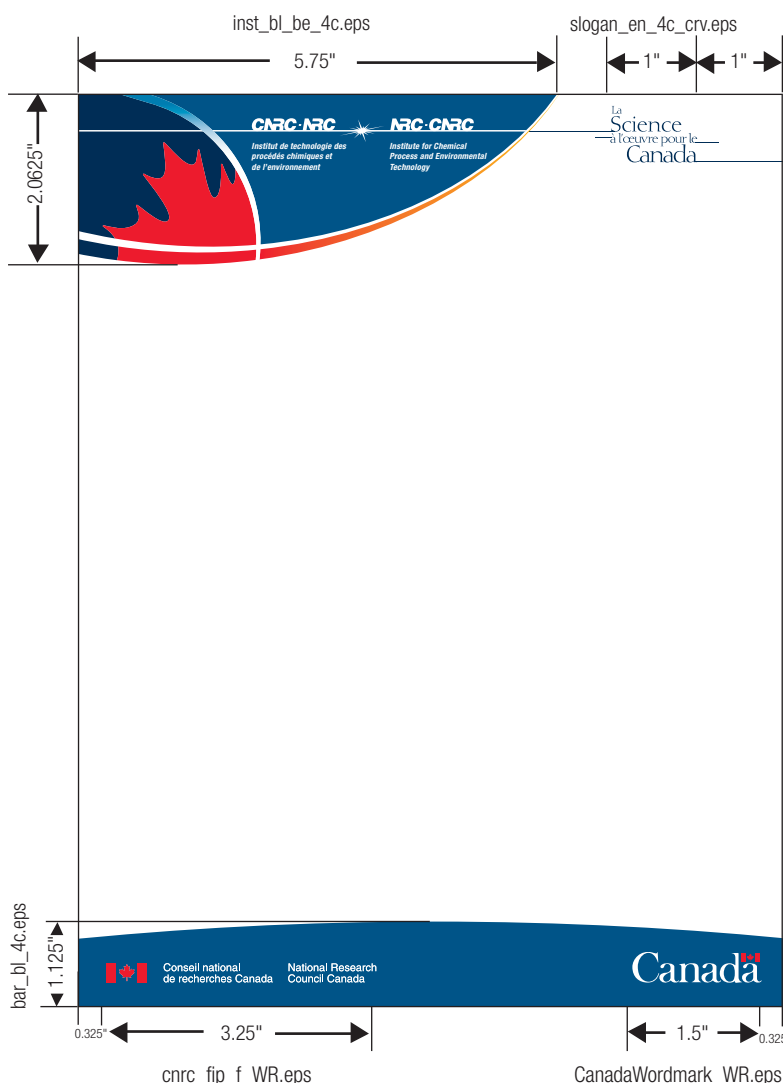
Standard Page Format
Vertical, No-Bleed

The dimensions shown are for an 8.5" x 11" vertical format. Create your own artwork using the official NRC identifier elements – see "Standard Page Format – Vertical, Bleed" for specifics.

inst_bl_be_4c.eps

slogan_en_4c_crv.eps

0.375"

5.25"

0.75"

1"

.75"

0.375"

0.375"

1.8"

NRC·CNRC
Institute for Chemical
Process and Environmental
Technology

CNRC·NRC
Institut de technologie des
procédés chimiques et
de l'environnement

Science
at work for
Canada

Align the NRC FIP signature with
the left edge of the NRC logotype.

National Research
Council Canada

Conseil national
de recherches Canada

Canada

0.375"

0.375"

3.25"

1.5"

0.375"

NRC_FIP_E_PMS.eps
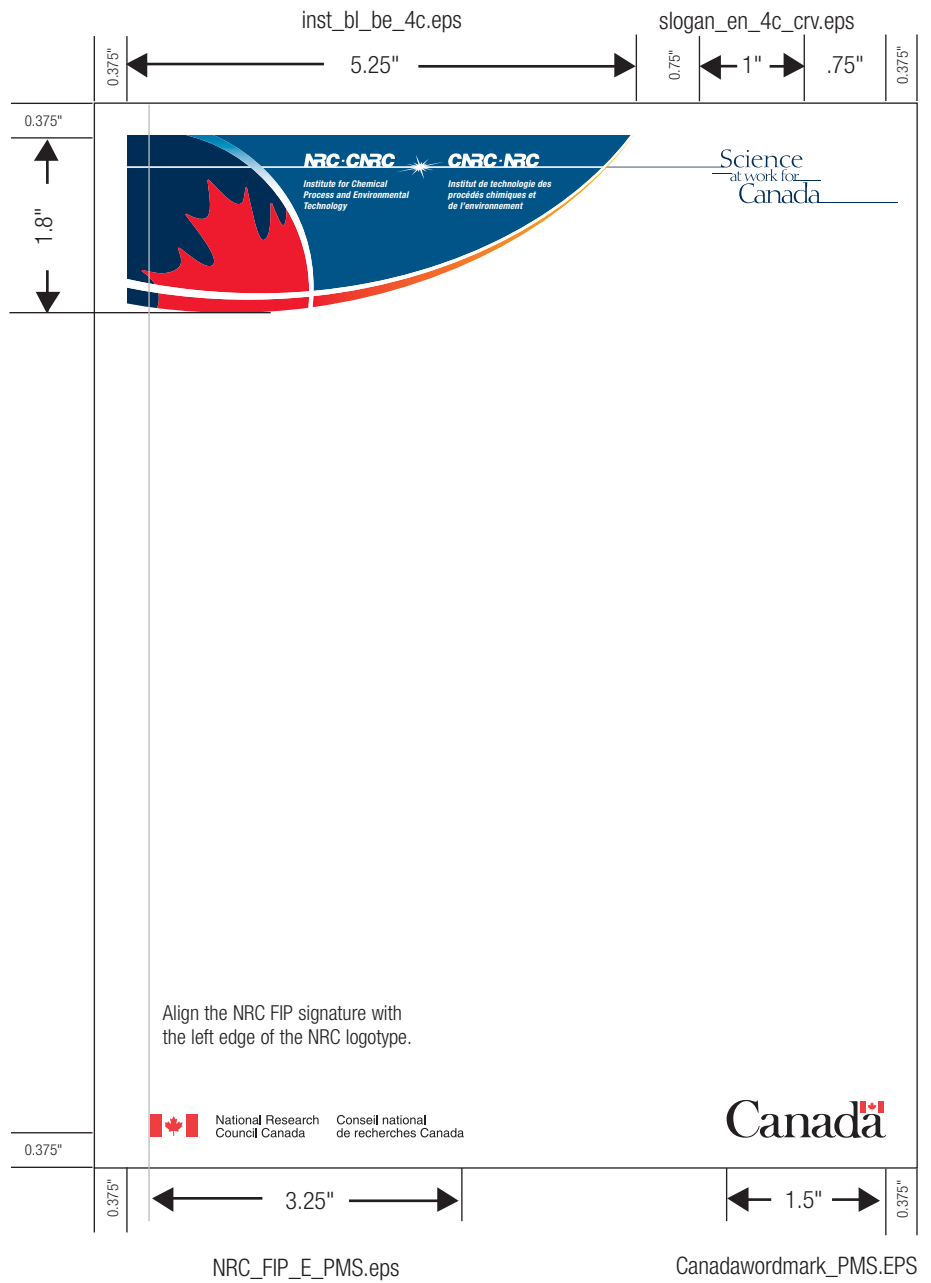
Canadawordmark_PMS.EPS

Media Advisory/News Release/Backgrounder

8.5" x 11"

Media advisories, news releases and backgrounders should use the format shown, including the relevant identifiers, NRC logotype and "Canada" wordmark. The institute version of the templates allows for institute identification in the header text.

Media releases, advisories and backgrounders are issued only following consultation between institute communications officers and corporate offices.

Microsoft Word templates are available in one- and two-column formats online – see "Introduction" for details.

Institutes may create individualized backgrounder templates which include the NRC identifier and FIP elements.
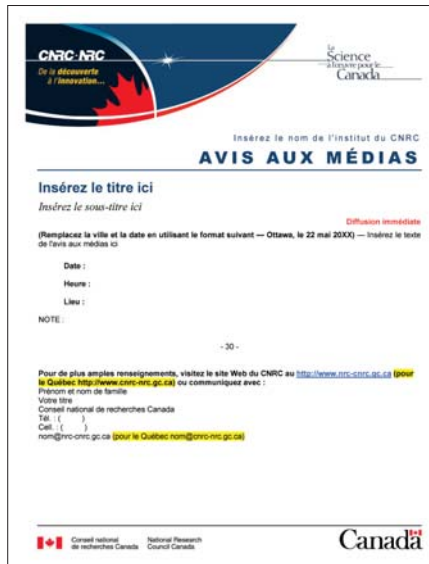
mediaadvisory_inst_f
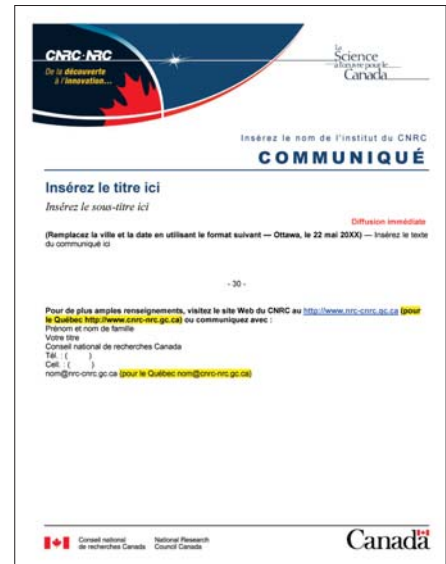
newsrelease_inst_f
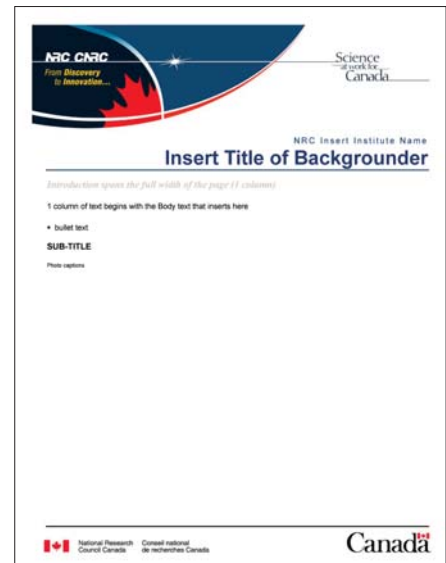
backgrounder_1col_inst_e

Vertical Narrow Format

A special cropping of the NRC identifier allows for highly vertical formats. The format can be produced in unilingual English or unilingual French.

Incorporate the NRC FIP signature and "Canada" wordmark as shown. Ensure that the French-first NRC FIP signature is used when preparing French artwork.

The bottom curve (blue bar at the bottom) is optional but should be used on corporate documents whenever possible.

This format may be reproduced in different colour versions: 4-colour, 2-colour Pantone, 1-colour Pantone and 1-colour black – see "Language and Colour Variations".

Electronic files are available online – see "Introduction" for details.

When creating documents with different dimensions than shown here, the proportions of the crop of the NRC identifier should be preserved.

This format would be used for fanfold, brochure, bookmark and other highly vertically oriented documents.

inst_bl_en_4c.eps

4"

2"

Institute for
Chemical Process
and Environmental
Technology

Align the NRC FIP signature with the left edge of the NRC logotype.

0.68"

0.25"

0.25"

2"

0.875"

0.25"

National Research
Council Canada

Conseil national
de recherches Canada

Canada

bar_bl_4c.eps
NRC_FIP_E_WR.eps
Canadawordmark_WR.EPS

Poster

The poster format should divide text and images into columns and use a white background to maximize readability. The NRC identifier in the top left corner enables immediate recognition. The "Canada" wordmark should be placed in the bottom right corner with the NRC FIP signature also along the bottom of the poster.

Microsoft Word templates are available with blue or white backgrounds, in English and in French, horizontal or vertical formats. Templates are available online – see "Introduction" for details.

18" x 21.5"

21.5" x 18"

poster_hor_blue_f

poster_ver_white_e

PowerPoint Presentation

PowerPoint templates have been supplied for each institute in English and French formats. Templates include title slide, text slide and end slide. Files are available online – see "Introduction" for details.

Presentations created using other templates must include the NRC identifier, NRC FIP signature and "Canada" wordmark. Backgrounds should not overpower the NRC identifier.
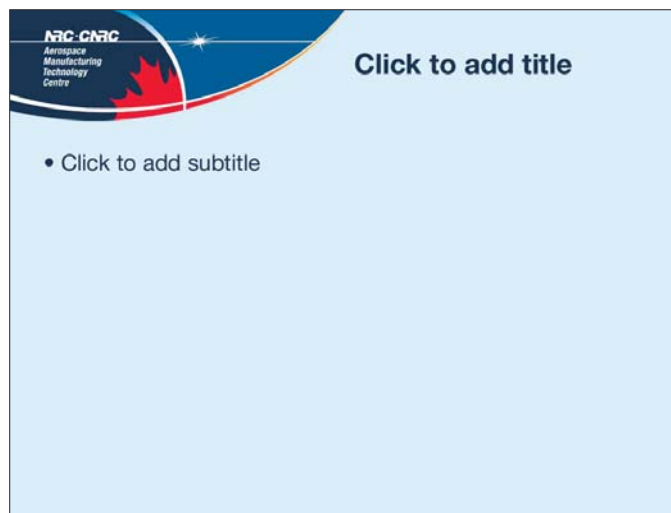
nrc_amtc_e

Newsletter

Newsletter mastheads must incorporate the NRC identifier as shown.

The institute acronym may not exceed the size of the NRC acronym.

The NRC FIP signature and "Canada" wordmark must also be included on the cover page.

No logo, acronym or other symbol can exceed the size of the NRC logotype or the "Canada" wordmark.

Acronyms for NRC publications such as newsletters must contain the NRC acronym, e.g. NRC Flyer.
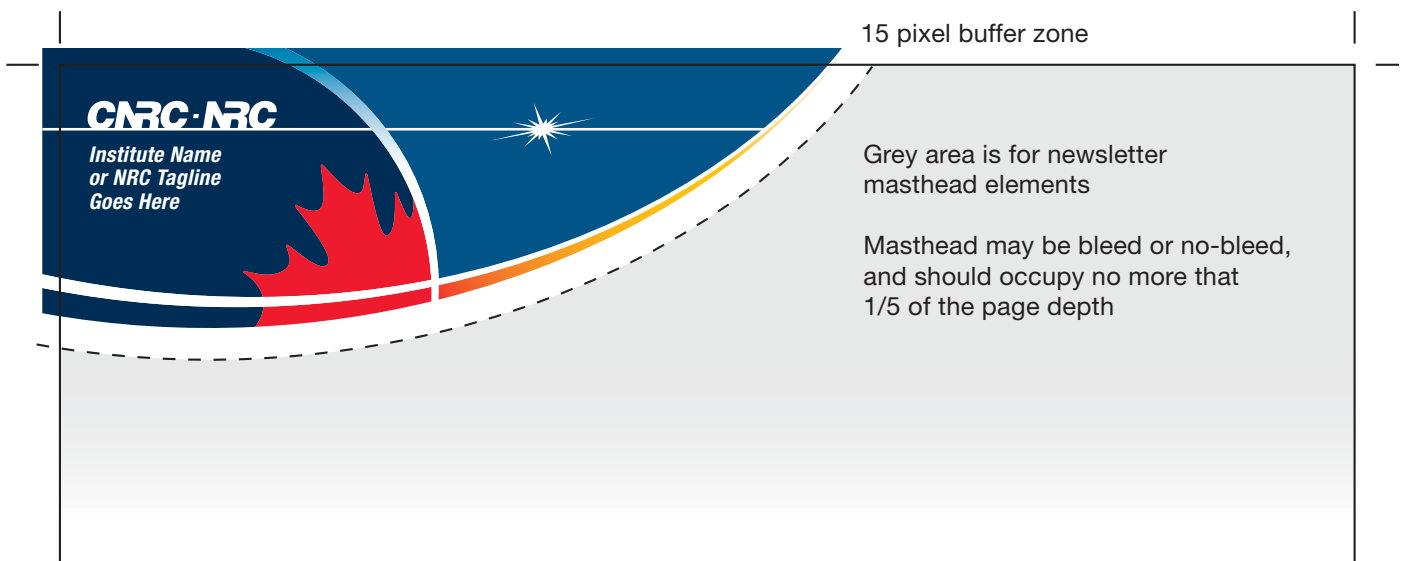
15 pixel buffer zone

Grey area is for newsletter masthead elements

Masthead may be bleed or no-bleed, and should occupy no more that 1/5 of the page depth

Institute, Branch and Program Stationery

For the purposes of corporate identity, stationery refers to all letterhead, envelopes, notepaper, business cards and complimentary cards NRC produces and uses.

Stationery is subject to FIP design standards, which prescribe shape, size, layout, colour, typography and symbol use, and which must be strictly followed. No other graphic elements or embellishments are permitted [see www.tbs-sct.gc.ca/fip-pcim/documents/man_1_1.pdf].
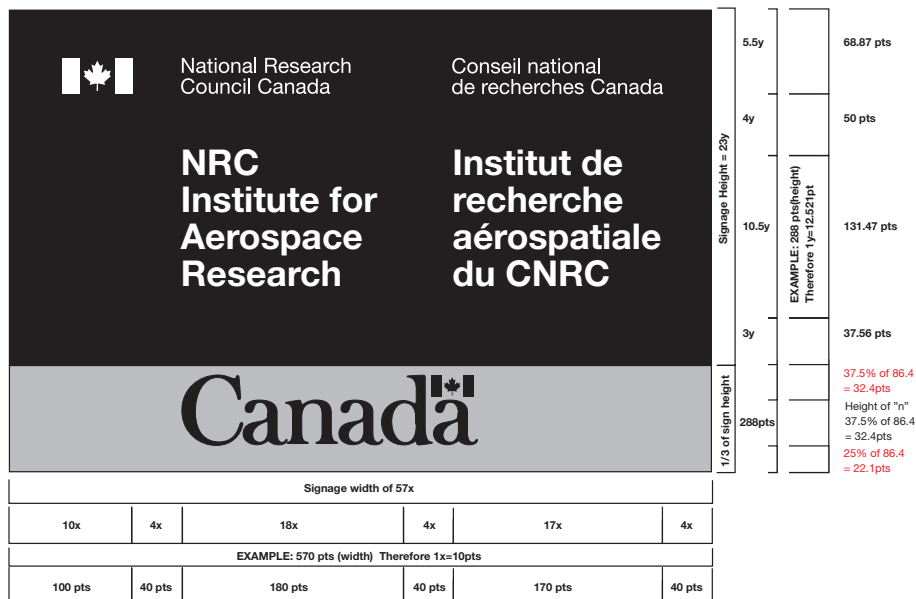

Signage

Signage on NRC property does not require the NRC identifier, however it must respect FIP guidelines.

The sample shown outlines signage specifications. Consult with your building manager before proceeding with any signage.

For further information on FIP guidelines consult the FIP manual on signage at www.tbs-sct.gc.ca/fip-pcim/man_4_1_e.asp

Vertical Display Banner

Examples of roll-up displays are shown on this page in a bilingual format. The bilingual format is standard when using displays.

NRC identifiers may be cropped as shown. See "Language and Colour Variations" for a complete listing of available NRC identifiers. Add the NRC FIP signature and "Canada" wordmark as shown below.

The bottom curve (blue bar at the bottom) is optional but is often used to highlight the NRC FIP signature and "Canada" wordmark when the background is too busy.

inst_bl_be_4c.eps
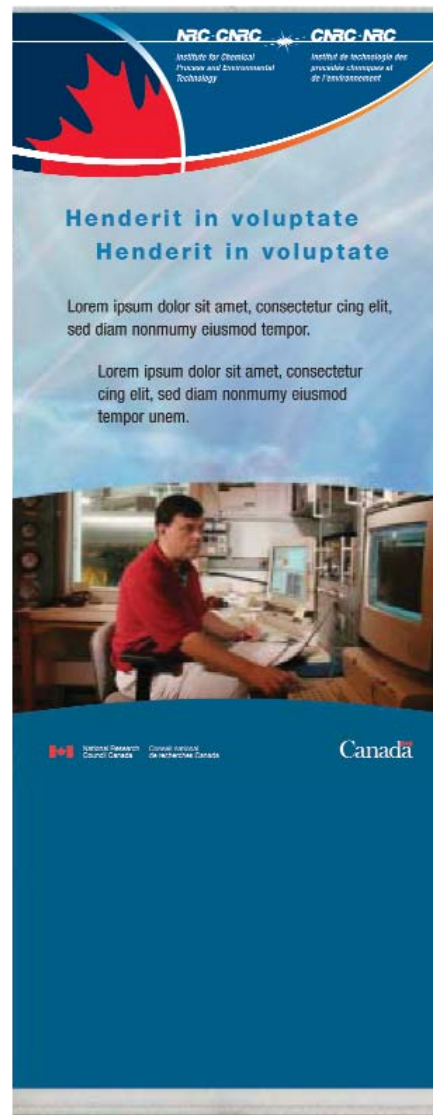
bar_ru_bl_4c.eps

Display

Examples of various formats of display are shown on this page. Bilingual format is standard.

Place the NRC identifier (extra bleed) at the top left-hand corner and include the NRC FIP signature and "Canada" wordmark. Be sure to pre-serve the ratio of elements as shown.

The bottom curve (blue bar at the bottom) is optional but is often used to highlight the NRC FIP signature and "Canada" wordmark when the background is too busy.

endcap & display area (2 panel)
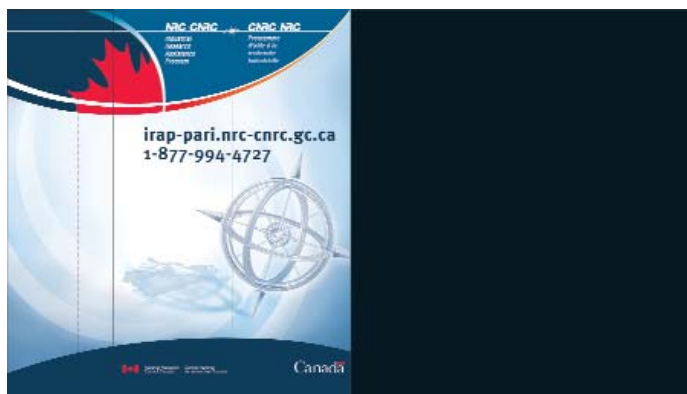
4 panel display with endcaps

endcap   4 panel display with endcaps   endcap

16"   29 7/16"   29 7/16"   29 7/16"   29 7/16"   16"

89.75"

Web Sites

Complete instructions regarding creation of NRC Web sites, along with templates and style sheets, may be obtained from the NRC WebOffice intranet site. Use NRC templates to create all NRC Web sites. Use only approved style sheets. See "Design Specifications – Colours" for selections of Web-safe colours.

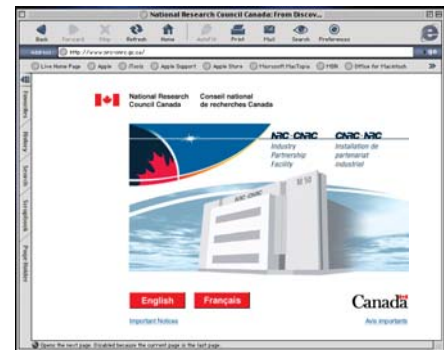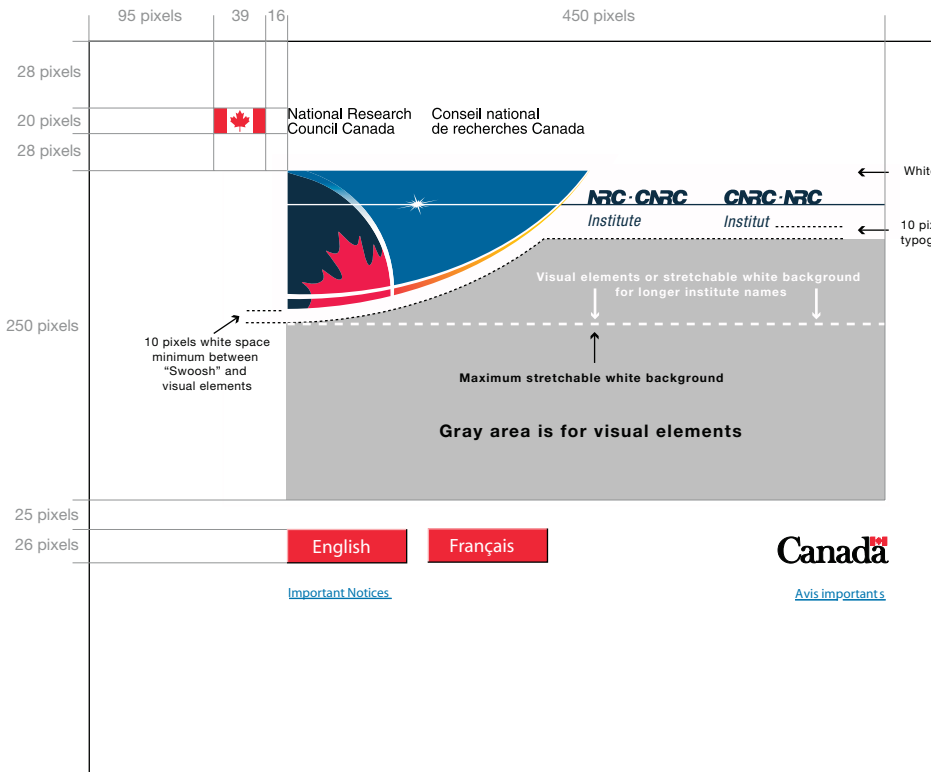The following variations of the NRC identifier may be used in promotional materials when necessary. Samples are shown below under "Promotional Items."

Partnership Patch

The NRC partnership patch ensures federal presence and visibility. The patch is used when NRC enters into formal partnerships (e.g. legal agreements, MOUs, collaborations) with non-federal organizations to deliver products and services. The symbol consists of the NRC FIP signature combined with the "Canada" wordmark and the NRC narrow identifier in a single block. Institutes may not personalize the partnership patch by adding the institute name. All formal NRC partnerships must be represented by the patch as illustrated here.

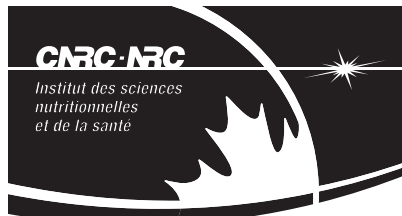nrc_partner_e_4c.eps

nrc_partner_f_4c.eps

Label Shape

The label shape, in conjunction with the "Canada" wordmark, can be used for labels that identify NRC property or technology. Institutes may modify the label shape by replacing the NRC tagline "From Discovery to Innovation" with the institute name.

nrc_label_e.eps

nrc_label_f.eps

Badge Shape

The badge shape, in conjunction with the "Canada" wordmark, is used for applications where the full NRC identifier is not suitable. Institutes may modify the badge shape by replacing the NRC tagline "From Discovery to Innovation" with the institute name. The solid options (two bottom rows) are suitable for applications where a screen (grey value) will not reproduce well, for example, silkcreen or low-end newspaper printing.

|			
corp_badge_en_4c.eps	corp_badge_fr_4c.eps	corp_badge_be_4c.eps	corp_badge_bf_4c.eps
corp_badge_en_2c.eps	corp_badge_fr_2c.eps	corp_badge_be_2c.eps	corp_badge_bf_2c.eps
corp_badge_en_1c.eps	corp_badge_fr_1c.eps	corp_badge_be_1c.eps	corp_badge_bf_1c.eps
corp_badge_en_k.eps	corp_badge_fr_k.eps	corp_badge_be_k.eps	corp_badge_bf_k.eps
corp_badge_en_solid.eps	corp_badge_fr_solid.eps	corp_badge_be_solid.eps	corp_badge_bf_solid.eps
corp_badge_en_rev.eps	corp_badge_fr_rev.eps	corp_badge_be_rev.eps	corp_badge_bf_rev.eps

Promotional Items

The NRC identifier can be used on various promotional items. Each should ensure that the identifier is large enough to be clearly read. Pictured here are a travel mug, mousepad, shirt, keychain, briefcase and cap. The "Canada" wordmark is always included, although not necessarily directly beside the NRC identifier.
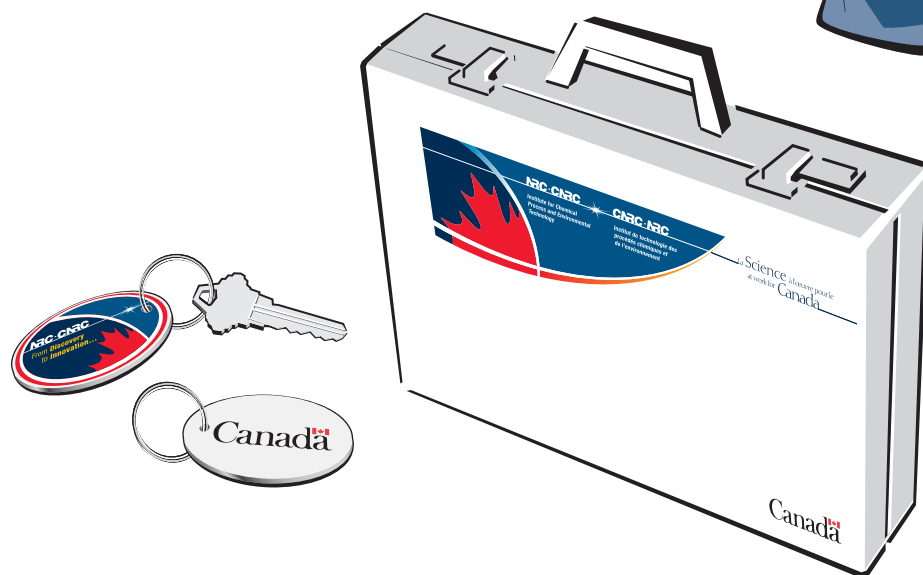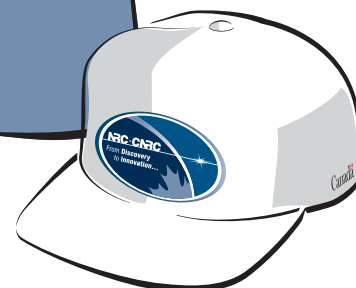
Federal Identity Program

The Federal Identity Program is the Government of Canada's corporate identity program. FIP helps project the government as a coherent, unified administration and enables Canadians to recognize at a glance their government at work for them. It facilitates access to government programs and services through clear and consistent identification. A key objective of FIP is to project the visual equality of the English and French languages, consistent with the Canadian Charter of Rights and Freedoms and the Official Languages Act. FIP is managed by the Treasury Board Secretariat and applies to all federal institutions, including NRC.

Under FIP, official Government of Canada symbols include the Coat of Arms, the flag symbol, and the "Canada" wordmark.

NRC Use of FIP Symbols

The NRC FIP signature (which incorporates the flag symbol) and "Canada" wordmark should appear on all NRC publications and promotional items intended for external distribution. In addition, NRC always uses its own corporate symbol – the NRC identifier. In cases where NRC is only a sponsor of a publication or event, the NRC FIP signature and "Canada" wordmark take preference over the NRC identifier.

NRC FIP Signature

The NRC FIP signature consists of the flag symbol and the Council's title in both official languages: National Research Council Canada and Conseil national de recherches Canada.

The flag symbol is the small version of the Canadian flag that appears on the cover of almost all Government of Canada publications. It identifies federal departments, agencies, corporations, commissions, boards and councils, unless specifically exempted. Within the context of FIP, the flag symbol is always used in combination with wording to make up a FIP signature.

NRC uses two versions of the NRC FIP signature: the stationery signature and publication signature.

Downloadable jpg and eps versions of the NRC FIP signature are available online – see "Introduction" for details.

National Research Council Canada   Conseil national de recherches Canada

Conseil national de recherches Canada   National Research Council Canada

The Stationery Signature

The stationery signature is used primarily for letterheads, business cards, forms and envelopes. The longer line length helps economize space when used with an institute name. The text appears in light-weight Helvetica (Helvetica Neue 45).

National Research Council Canada   Conseil national de recherches Canada

Administrative Services and Property Management Branch   Direction des services administratifs et gestion de l'immobilier

The Publication Signature

A more compact version, the publication signature is used in most applications. This signature is set in Helvetica Roman (55) or Helvetica Medium (65).

Only produce the NRC FIP signature from an authorized master file.

The Communications Policy of the Government of Canada, the Federal Identity Program policy and the Federal Identity Program Manual, Section 1.1, contain rules for applying FIP signatures [see www.tbs-sct.gc.ca/fip-pcim/documents/ -man_1_1.pdf].
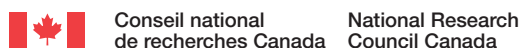
Language Variations

Present the NRC FIP signature in bilingual format, with the words National Research Council Canada and Conseil national de recherches Canada appearing side-by-side to the right of the flag symbol. Use the English-first or French-first variations of the NRC FIP signature for English- or French-language products or for bilingual publications, as appropriate.

"Canada" Wordmark

The "Canada" wordmark is the global symbol of the Government of Canada. As such, it is the dominant symbol of FIP and appears on almost all materials the government produces.

The "Canada" wordmark consists of the word "Canada" with the flag symbol set over the final "a". The "Canada" wordmark always appears with the NRC FIP signature, except in some partnership situations with non-federal organizations.

The design of the "Canada" wordmark is unique. Do not alter it in any way.

Only produce it from an authorized master file.

The Communications Policy of the Government of Canada, the Federal Identity Program policy and the Federal Identity Program Manual, Section 1.1, contain rules for applying the "Canada" wordmark [see www.tbs-sct.gc.ca/fip-pcim/ documents/man _1_1.pdf].

Downloadable jpg and eps versions of the NRC FIP signature are available online – see "Introduction" for details.

Colour Variations

The NRC FIP signature and the "Canada" wordmark may be presented in the following colour variations:

Two colours – the flag symbol appears in FIP red. The letters appear in black. FIP red may be reproduced using Pantone 032 or Pantone 185, or a CMYK value of 100% magenta and 100% yellow.

One colour – the flag symbol and letters both appear in the same colour. For items with white or light backgrounds, use a dark colour for the NRC FIP signature and the "Canada" wordmark to ensure sufficient contrast.

For items with black or dark backgrounds, set the NRC FIP signature and the "Canada" wordmark in reverse (i.e. in white), as long as there is sufficient contrast.

File Nomenclature

To ensure file names reflect the content of the file, some abbreviations were used. Sample file names and a glossary of abbreviations used in the file names are as follows:

corp – refers to the Corporate identifier

inst – refers to the Institute identifier

en – refers to English

be – refers to identifiers that are bilingual, English first

fr – refers to French

bf – refers to identifiers that are bilingual, French first

bar – refers to the blue bar used at the bottom of the designs

tr – refers to identifiers that do not bleed

bl – refers to identifiers that bleed off the page

.eps, .tif, .ai, .qxd – indicates the file format

4c, 2c, 1c, or k – refers to the number of printing colours in the identifier: 4-colour process, 2 PMS (Pantone) colours, 1 PMS (Pantone) colour or black (k)

x – refers to identifiers with extra bleed for displays

corporate   file format

bilingual,
english first

corp_bl_be_4c.eps

bleed

four-colour
process
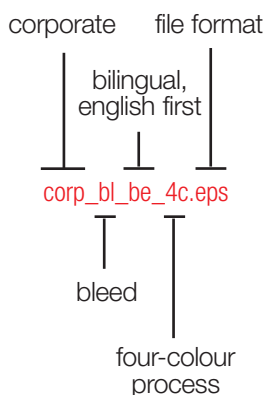
Glossary

Bleed – An element (colour, image, type) that extends to and off the edge of a printed page. In print design, the artwork or block of colour must extend off the edge of the page. The publication is then printed on oversize paper and trimmed back to the desired page size.

"Canada" Wordmark – The global identifier of the federal government, it consists of the word "Canada" with the Canadian flag over the final "a".

Corporate Identity – The combination of graphic elements that helps define an organization's "brand" image. NRC's corporate identity incorporates the NRC logotype (NRC-CNRC), the NRC FIP signature, and the "Canada" wordmark.

Crop – To trim away the edges or part of an image.

Federal Identity Program (FIP) – The Government of Canada's corporate identity program. FIP symbols include the Coat of Arms, the flag symbol and the "Canada" wordmark.

Flag Symbol – A small version of the Canadian flag that appears on the cover of almost all Government of Canada publications.

Four-colour Process, (4c Process or CMYK) – A process of printing coloured illustrations or photos, in which the artwork has first been separated into its primary printing colours: cyan, magenta, yellow and black.

Gutter – The space between two columns of text.

NRC Logotype – The stylized representation of NRC's initials in English and French (NRC – CNRC).

NRC FIP Signature – The NRC FIP signature combines the flag symbol and the full name of NRC in both official languages.

NRC Identifier – The distinctive NRC swoosh, label or badge applied to communications products.

NRC Tagline – "From Discovery to Innovation..."

NRC Slogan – "Science at work for Canada" (or equivalent for Institute, Branch or Program).

PMS, Pantone Matching System – The type of ink used for spot colour printing. Each colour is assigned its own specific printing number. For example PMS 185 is a shade of red. The PMS colour can be specified for use on coated or uncoated paper.