



Financial Services Regulatory
Authority of Ontario

VISUAL IDENTITY

UPDATED: December 2023

FSRA wordmark

The primary element of the FSRA Visual Identity is the FSRA Identifier which consists of a lettermark and wordmark. There is an English version and a French version.

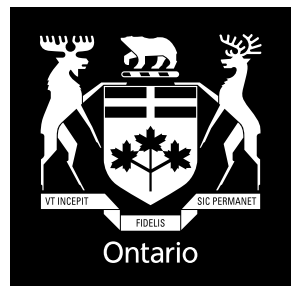
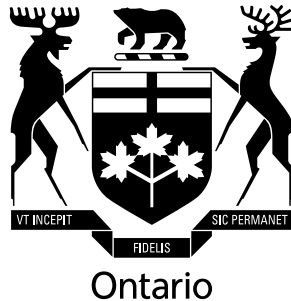
The lettermark is the acronym (FSRA in English or ARSF in French). The wordmark is the full name (Financial Services Regulatory Authority of Ontario in English, or Autorité ontarienne de réglementation des services financiers in French).

The lettermark for the Financial Services Regulatory Authority of Ontario, consisting of the letters 'FSRA' in a bold, blue, sans-serif font.

Financial Services Regulatory
Authority of Ontario

The lettermark for the Autorité ontarienne de réglementation des services financiers, consisting of the letters 'ARSF' in a bold, blue, sans-serif font.

Autorité ontarienne de réglementation
des services financiers



Coat of Arms

The Coat of Arms is an important mark of office that emphasizes FSRA's official role as a regulator. The Coat of Arms is an official Ontario identifier that consists of a stylized version of the Coat of Arms originally awarded to the Province of Ontario in 1909 and a unique typesetting of the word "Ontario".

The Coat of Arms should appear on all official FSRA documents and communication. It must be used only in 100% Black or White.

The Coat of Arms should have separation from the FSRA Identifier, as much as is reasonably allowed by the layout. For example, if the FSRA Identifier is on the top of the page, the coat or arms should be at the bottom. The coat of arms can also be used as a sign off element such as on the back cover of a publication or in the footer of a website.

On single language documents the preferred placement of the Ontario Coat of Arms is below the FSRA Identifier, aligned right (see below). However, bilingual treatments of the FSRA wordmark require the Coat of Arms to be centred between English and French Identifiers.



Clear space

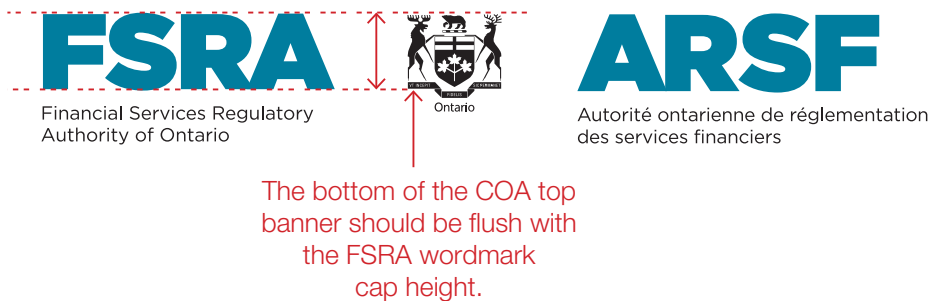
There is a minimum clear space around the FSRA Identifier to ensure objects, text, or design elements with strong contrast do not interfere with its readability and presence.

The clear space is defined by the cap height of the acronym, in this case the letter 'A' as shown.



Horizontal orientation

Top of the COA is always aligned with the top of the FSRA wordmark (French and English) and the COA's bottom left-side ribbon is always aligned with the bottom of the FSRA wordmark.

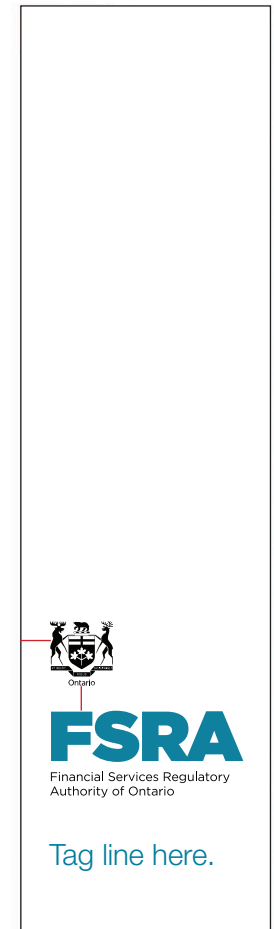


Vertical orientation

The FSRA Identifier can also be used in a stacked version, together with the Coat of Arms and a tag line.

A 'shield' width of space on the top section of the COA and horizontal line.

The left side of the COA is always left-aligned with the left side of the FSRA wordmark.



Tag line

- A tag line is permitted provided it is a short phrase summarizing the intentions of an initiative and/or promoting its acceptance, which supports and appears in conjunction with the FSRA identifier.
- Here are some other key points regarding tag lines:
 - The tag line is not a substitute for a logo. Use of a tag line must never create confusion as to who is responsible for the initiative.
 - The tag line must not be the name of the program or agency responsible for the initiative.
 - A tag line may not include integral artwork, although it may appear in material such as advertising or a publication that uses artwork.
 - A tag line may use distinctive typesetting. A tag line appears in marketing contexts only, it should not appear on business cards.
 - On business stationery, it should be used discreetly and only in those instances where the communication has a marketing function.
 - The tag line should not be used on business stationery used for regular correspondence.
 - A tag line must never replace the Coat of Arms or approved FSRA identifier.
 - If the tagline appears near that identifier, it must not overpower the identifier, and appropriate space clearance must be provided.

Colour

The FSRA Identifier can be Oceanic Blue with a Black Wordmark, or it can be White on solid Oceanic Blue with a White Wordmark. It can also be white on top of a photograph with sufficient contrast.

If colour is not available the FSRA Identifier can be Black on top of white or a tint of Black. Alternatively, it can be white on top of Black or a tint of Black. Always ensure sufficient contrast between the FSRA Identifier and the background.



Improper usage

These examples show improper use of the FSRA Identifier.



DON'T colourize.



DON'T use
grey scale.



DON'T tint.



DON'T outline.



DON'T shadow.



DON'T rotate.



DON'T distort.



DON'T create a pattern.



DON'T break
the lockup.



DON'T retype.



DON'T cram.



DON'T crowd.

×



DON'T unalign the band.

×



DON'T have multiple bands.

×



DON'T have insufficient contrast.

×



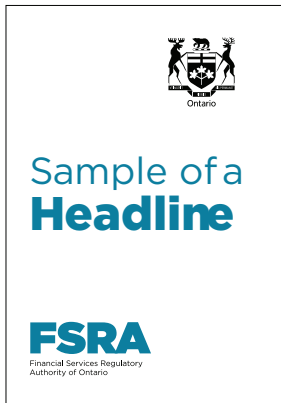
DON'T use on a busy image.

×



DON'T place the Coat of Arms beside the Identifier.

×



DON'T place the Coat of Arms above the Identifier.

×

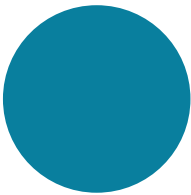
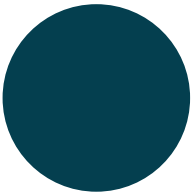
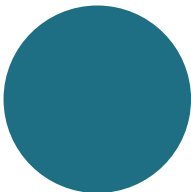
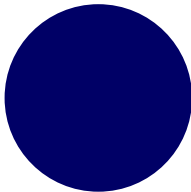


DON'T insert patterns.

Colour

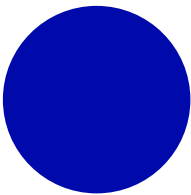
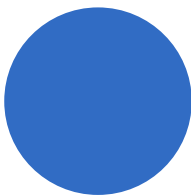
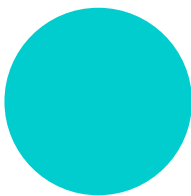
Primary Palette

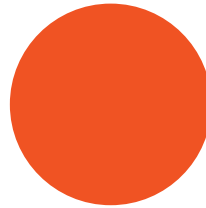
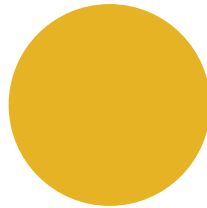
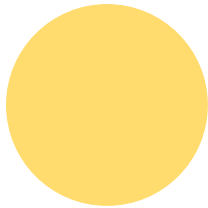
FSRA's vibrant primary palette colour represents strength and diversity.

				
	FSRA Teal	Dark Teal	Elm Blue	Midnight Blue
Print	C86 M38 T27 K2	C95 M65 Y50 K40	C87 M45 Y37 K10	C100 M98 Y21 K31
Screen	R9 G127 B158 HEX: #097F9E	R4 G63 B79 HEX: #043F4F	R30 G111 B132 HEX: #1E6F84	R0 G9 B102 HEX: #000066

Secondary Palette

These complementary colours can be used in conjunction with FSRA's primary palette.

			
	Indigo	Havelock Blue	Turquoise Blue
Print	C86 M39 T27 K2	C82 M58 Y0 K0	C67 M0 Y26 K0
Screen	R0 F10 B170 HEX: #000AAA	R49 G108 B196 HEX: #316CC4	R1 G205 B206 HEX: #01CDCE



Warm Yellow

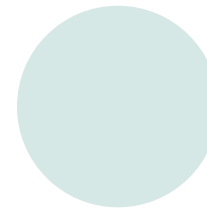
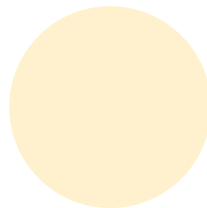
Mustard Yellow

Deep Orange

Print	C1 M12 Y68 K0	C11 M29 Y100 K0	C0 M83 Y100 K0
Screen	R255 G220 B109 HEX: #FFDC6D	R230 G180 B25 HEX: #E6B419	R240 G80 B20 HEX: #F05014

Tertiary Palette

These can be used as accent/highlight colours.



Eggshell

Pale Yellow

Light Grey

Pale Teal

Print	C8 M0 Y4 K0	C0 M4 Y22 K0	C4 M3 Y3 K0	C15 M2 Y9 K0
Screen	R232 G241 B240 HEX: #E8F1F0	R250 G239 B205 HEX: #FAEFCD	R240 G240 B240 HEX: #F0F0F0	R214 G232 B229 HEX: #D6E8E5

Neutral Palette

This neutral palette consists of tints of the secondary palette colours.

It can be used for subtle backgrounds behind typography or graphics, or simply to complement the other colour palettes for additional variety.

This palette can also be effective for communications that need a quieter, more reflective, or thoughtful voice.

Corporate font

Arial

FSRA's corporate communication font: Arial. Use Arial for all FSRA communications (emails, email signatures, websites, htmls, newsletters, PowerPoint presentations, memos, fax cover sheets, letters, et cetera. Arial is a standard font with easily recognizable upper and lower case characters and is AODA compliant.*

**According to CNIB's Clear Print Accessibility Guidelines*

Arial

The short brown fox
jumps over the lazy dog.

The short brown fox jumps over the lazy dog.

Design font

Helvetica Neue LT Std

FSRA's design font is Helvetica Neue, a highly adaptable font with a neutral structure allowing classic, modern, and cutting edge executions. Helvetica Neue is a precision font, well suited to designs where legibility is important. Helvetica Neue should only be used in professionally produced marketing and communications projects bound for four colour printing.

Helvetica Neue

The short brown fox
jumps over the lazy dog.

The short brown fox jumps over the lazy dog.

Serif fonts

Serif fonts are not to be used as a substitution.

The short brown fox
jumps over the lazy dog.



Email signatures

Message body is Arial (regular), 12pt, black.
Email signature is Arial (regular), 12pt, black.
Your Name is bold.

Text should appear in the following order
each on its own line:

First and last name

Title
Branch or Division
Financial Services Regulatory Authority (FSRA)
T: 416.111.1234
C: 416.111.1234
E: jane.doe@fsrao.ca
www.fsrao.ca

If you have received this message in error, please notify me immediately and delete this e-mail and any attachments without copying, distributing or disclosing their contents.

Si vous avez reçu ce message par erreur, veuillez nous en aviser immédiatement et détruire ce courriel ainsi que toute pièce jointe en vous abstenant d'en faire une copie, d'en divulguer ou d'en diffuser le contenu.

Correspondence with our audience and stakeholders should be visually consistent. Do not add colour or change the font of your signature. Do not add icons. Do not add the FSCO logo or coat of arms.

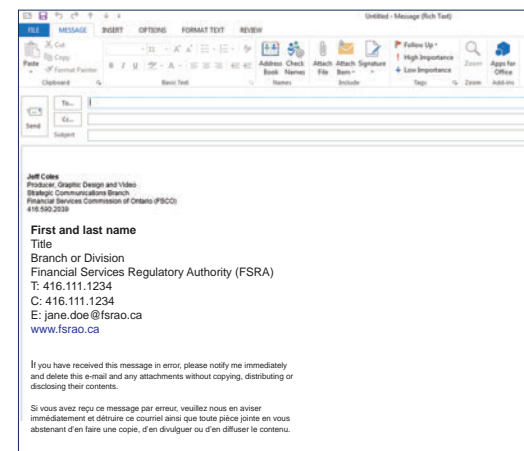
Those capable of providing bilingual services should include an additional French duplicate of one's signature (bilingual signatures only need to provide French duplicates for title, branch/division, and ministry).

John Smith

Inquiry and Correspondence Officer/Agent des renseignements et de la correspondance
Strategic Communications Branch/
Département des communications stratégiques
Financial Services Regulatory Authority
(FSRA)/ Autorité ontarienne de réglementation des services financiers (ARSF)
P: 416.111.1234
C: 416.111.1234
E: john.smith @fsrao.ca
www.fsrao.ca

If you have received this message in error, please notify me immediately and delete this e-mail and any attachments without copying, distributing or disclosing their contents.

Si vous avez reçu ce message par erreur, veuillez nous en aviser immédiatement et détruire ce courriel ainsi que toute pièce jointe en vous abstenant d'en faire une copie, d'en divulguer ou d'en diffuser le contenu.



Credentials/certifications

The practice of using credentials/certifications on business cards is not encouraged, unless the specific credential/certification is a requirement to perform the job. This is in keeping with the values of the OPS and our continuous efforts to remove barriers to employment.

Imagery and photography

Artwork should be dynamic and bold. Photos of people should show diversity, or FSRA employees. Black and white studies emphasize FSRA's vibrant colour palette.





**UNITED WAY
2019**
SHOWING OUR LOCAL LOVE

Lockups

Co-operative initiatives using the FSRA logo should be clean, and give ample separation between campaign identifier and the FSRA wordmark.



**FEDERATED
HEALTH 2019**
SHOWING OUR LOCAL LOVE

Document design

The following are examples FSRA branded documents and forms.






FSRA
Financial Services Regulatory
Authority of Ontario

Jane Doe
Senior Manager
Strategic Communications Branch

25 Sheppard Avenue West, Suite 100, Toronto, Ontario,
M2N 6S6 **Telephone:** 416.250.7250 • **Toll free:**
1.800.668.0128 **Email:** jane.doe@fsrao.ca •
www.fsrao.ca





www.fsrao.ca

Toronto ON

Telephone: 416 250 7250
Toll free: 1 800 668 0128

Toronto (Ontario)

Téléphone : 416 250 7250
Sans frais : 1 800 668 0128

Date

Mr. John Smith
Company
Address 1
Toronto, ON M5H 3B9

Dear Mr. Smith:

Body of message.

Thank you again for writing.

Yours truly,

John Smith
President
ACME

Enclosure

Copy:

Delete if no page follows).../2

Financial Services Regulatory Authority (FSRA)

