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## Brand Standards Guide

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### The Canadian Centre fo International Justice Logomark

Combining the sharp, geometric design of the semi-abstract globe with the fluid, organic style of the maple leaf the brandmark for CCIJ | CCJI is able to convey a professional yet approachable impression.

The bilingual marks utilizes the initials while the individual english and franch variations utilize the full organizational title in additiion to the initials. Clean, geomtric typography is important to keep a consistant, legible brand.



## Clear Space

A minimum amount of clear space is maintained on all sides of the brandmark to optimize its visual impact. This space is equal to the height of the “I” of the CCIJ | CCJI wordmark, as shown in the illustration. No text, pattern, texture or graphic element should appear within this space.

When placed over imagery such as photography it is important to adjust placement in order to avoid image elements that may conflict or distort the brandmark.



### Colour Variations

Variations on the brand colours should be used only when necessary for the situation. Single colour and the use of white may be the ideal solution but reversing the colour palette should never be utilized. Careful consideration should always be used when using variations on the colour to maintain optimal brand consistency.



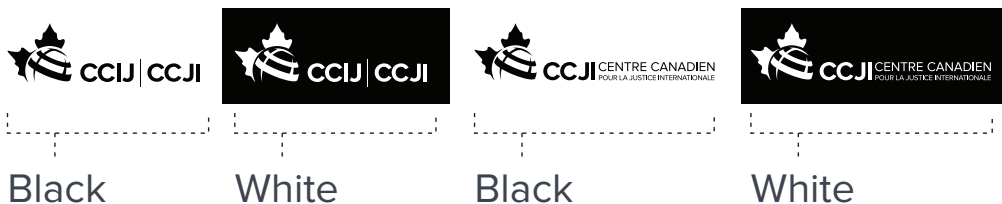
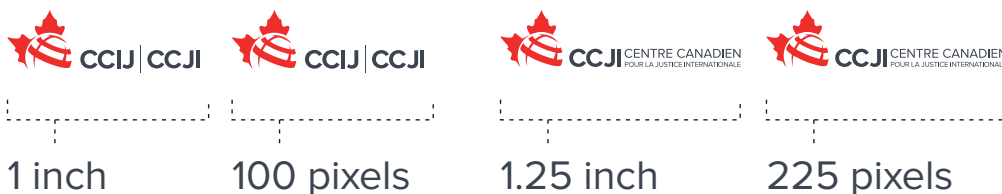
In situations where the brand colour is not available, such as a watermark or a collection of sponsors, the brandmark should maintain a single colour.



### Over Imagery

In certain situations the logo will be used over imagery or textured backgrounds. Typography should be white to maintain maximum legibility. The logomark colour will depend on the hue and darkness of the imagery. Where the background is dark and the colour is on brand, the coloured mark can be used. On images that conflict with brand colour, all white is recommended.

Where the background is very light and the use of white decreases legibility, the original logo colours are recommended.



## Minimum Size

A standard for minimum size ensures that the brandmark is always legible. When referring to the size of the brandmark, we use the the total width as a reference. In digital applications, the bilingual mark should never be less than 100 pixels wide.

Brandmarks with their individual languages require a larger minimum size to maintain legibility, these marks should never be less than 225 pixels wide.



Pantone: Red 32 U



Pantone: 532 U



C-0 M-95 Y-93 K-0



C-74 M-62 Y-48 K-40



Hex #EE312B



Hex #3D4550

### Primary Colour

Colour is an important identifier of the CCIJ | CCJI brand. Whenever possible, the brandmark should be reproduced using **Pantone Red 32 U** and **532 U** dark grey, whether in a positive or reverse application. The black and white colour variations of the brandmark should only be used if **Pantone Red 32 U** and **532 U** dark grey is unavailable.

In digital applications, it is recommended to use the Hex values in place of the Pantone values in order to avoid colour inconsistencies.



## Primary Typography

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**Proxima Nova Bold**

Proxima Nova Light

Proxima Nova Regular

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## Web | Alt Typography

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**Lato**

**Helvetica Neue Bold**

Helvetica Neue Regular

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## Typography

The primary typography used for the Philippe Kirsch brand is the Proxima Nova font family. Proxima Nova clean, geometric, sans-serif font and works well for both the landmark as well as copy.

For use in web and as an alternative typographic style Lato is utilized. In situations such as web or where the Proxima Nova is unavailable, Lato and Helvetica Neue are used.