

WEAR RED CANADA

Visual Identity Usage Guide

The consistent treatment of the visual identity helps us build a strong, lasting impression of Wear Red Canada (WRC) campaign for all of our audiences. The visual identity is to be featured across all branded materials.

All uses of the visual identity must be sent to cwhhc@ottawaheart.ca for review.

VERSIONS

English Stacked



Internal and external facing marketing and communications materials developed in English.

French Stacked



Internal and external facing marketing and communications materials developed in French.

English Horizontal



Internal and external facing marketing and communications materials developed in English.

French Horizontal



Internal and external facing marketing and communications materials developed in French.

Bilingual



External facing marketing and communications materials developed in English and French, or that will be viewed by a broader language audience.

MINIMUM SIZE

The minimum size of the visual identity is defined to ensure good reproduction in print.

Note that this is the minimum size, not the recommended size.

They are measured across width.

English and French Stacked Identity

1" (25.4 mm)

Bilingual Identity

4" (101.6 mm)

English and French Horizontal Identity

2.25" (5.715 mm)

CLEAR SPACE

To ensure maximum prominence, clarity and legibility for the WRC visual identity, an area of clear space has been defined that should remain free of any elements such as text, graphics or busy imagery.

The minimum clear space is defined by the **X height** (100%) below:

English and French Stacked Identity



English and French Horizontal Identity



Bilingual Identity



CO-BRANDING HORIZONTAL LOCK-UP

This visual demonstrates the construction of a co-branding lock-up which is used as the primary branding on all partnership collaterals and creatives.

The lockup comprises the WRC horizontal visual identity and the partner logo, separated by a vertical line.

