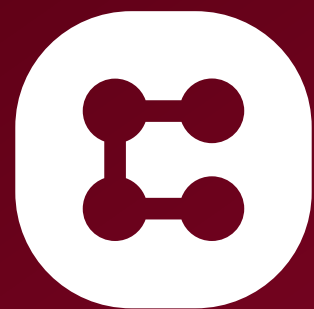




brand
GUIDELINES

Table of Contents

brand essence

- 4 Brand usage in written formats
- 5 Tone of voice
- 6 Accessibility, diversity & inclusion

identity blueprint

- 8 Identity blueprint

masterbrand identity suite

- 10 Primary and secondary identities
- 11 Visual clearance and minimum size
- 12 Unacceptable usage

.ca identity suite

- 14 Primary identity lockups, english
- 15 Primary identity lockups, french
- 16 Secondary identity lockups, english
- 17 Secondary identity lockups, french
- 18 Stand-alone identity
- 19 Visual clearance and minimum size
- 20 Unacceptable usage

net good identity suite

- 22 Primary identity lockups, english
- 23 Primary identity lockups, french
- 24 Secondary identity lockups, english
- 25 Secondary identity lockups, french
- 26 Stand-alone identity, vertical
- 27 Stand-alone Identity, horizontal
- 28 Visual clearance and minimum Size
- 30 Unacceptable usage

cira subdivision identity suite

- 32 cira subdivision lockups, english
- 33 cira subdivision lockups, french
- 34 Visual clearance and minimum size
- 35 Unacceptable usage

elements of the brand identity

- 37 Primary typeface
- 38 Secondary typeface
- 39 Primary colours
- 40 Secondary colours
- 41 Gradient
- 42 Lines & textures
- 43 Line usage
- 44 Squircle
- 45 Incorporating UX elements & interface
- 46 Lifestyle photography
- 47 Still life photography
- 48 Cut-outs
- 49 Wallpaper patterns
- 50 Primary buffalo plaid

contact info





brand **essence**

As we venture into a bold new strategic plan, we are streamlining the way we communicate CIRA externally.

Going forward, “CIRA” is the way we communicate our organization, in both official languages.

In some contexts, such as press releases, legal documents and contracts, we will continue to reference CIRA as the Canadian Internet Registration Authority (or l’Autorité

canadienne pour les enregistrements Internet).

This extends to how we brand our products. All products must follow the new brand architecture that requires CIRA + a product descriptor. The product descriptor should clearly indicate what the product does, as opposed to a using

an adjective or other non-descriptive name. (ex: Fury becomes CIRA Registry Platform)

.CA is the one exception to this rule, however, whenever possible, the .CA brand will be used with the .CA by CIRA lockup (implementation in Q4 FY22).

brand usage in written formats

Consistent brand expression

A clearly defined tone of voice will ensure a consistent brand expression, no matter where and what we're communicating with our vast audience. Our voice will be defined by a style that is plainspeak, genuine, smart and informal. When appropriate, we will use humour that is witty but never condescending. Our customers are always in on the joke. Above all, we empathize with our customers and speak to them in a quintessentially Canadian way: Friendly and always welcoming no matter what challenges they may be facing.

In most contexts, CIRA, in uppercase letters with no periods, is the default written brand of our organization. Use of ACEI as an acronym in French has been discontinued.

tone of voice

**As our brand evolves, so do the communities we seek to engage with.
This makes it critical to make our brand as inclusive to as many as possible.**

A critical component of this goal is accessibility. CIRA brand assets must always strive to meet the highest standards of accessibility so as to be usable, and enjoyable, to people of all abilities.

Additionally, as a proud Canadian organization, CIRA brand assets must represent all Canadians, our two founding languages, and the cultural diversity that makes us who we are.

As an organization based in Ontario, CIRA strives to meet all AODA guidelines. This includes all physical and technical accessibility.

For more information visit: aoda.ca

accessibility, diversity & inclusion



identity **blueprint**

connecting canadians

A**The connected 'c'**

The new lettermark symbolizes empowering Canadians through connectedness.

B**Rounded corners**

The extra wide corners give our identity an open and friendly personality.

C**Stylized 'r'**

The rounded corners reinforce our friendliness while creating a visually pleasing symmetry with the letter 'a'

D**Improved fidelity**

The double-story 'a' improves fidelity when used at smaller sizes compared to the legacy single-story 'a'





masterbrand **identity suite**

primary & secondary identities

In addition to the primary identity, two secondary identities are available to be used, dependent on the background colour. These parameters are set to ensure maximum visibility no matter what background colour the identity is placed against.

PRIMARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND



SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED



SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND



SECONDARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

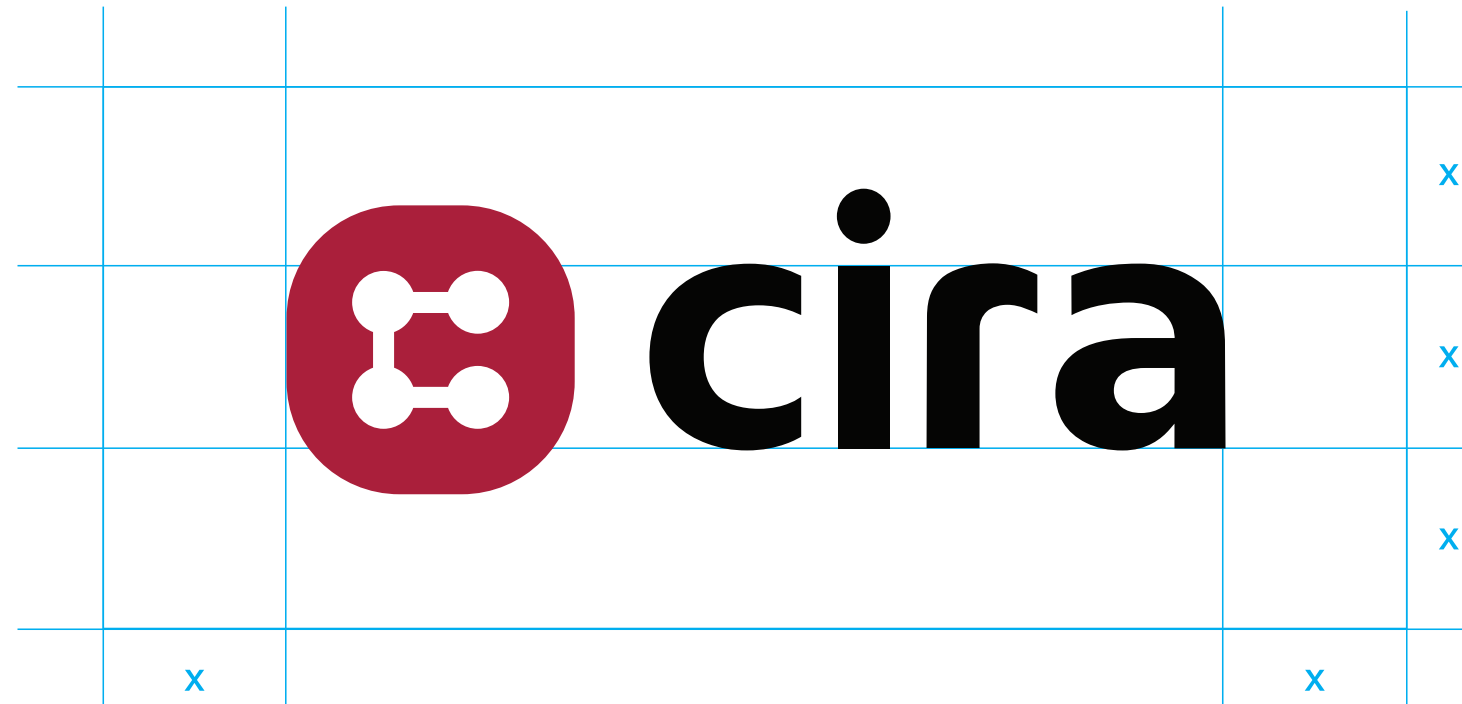


visual clearance area & minimum size

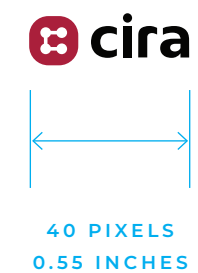
Visual clearance area is defined by the x-height of our identity. No other graphic element should be placed inside this area.

The minimum size is important for visual clarity. The minimum width is 40 pixels for digital use and 0.55 inches for print use.

VISUAL CLEARANCE AREA



MINIMUM WIDTH



unacceptable usage

The following samples show deviations from the brand identity and are never to be used under any circumstances. Always refer to the brand identity guidelines when using the wordmark.



Do NOT stretch, skew or rotate the wordmark in any way.



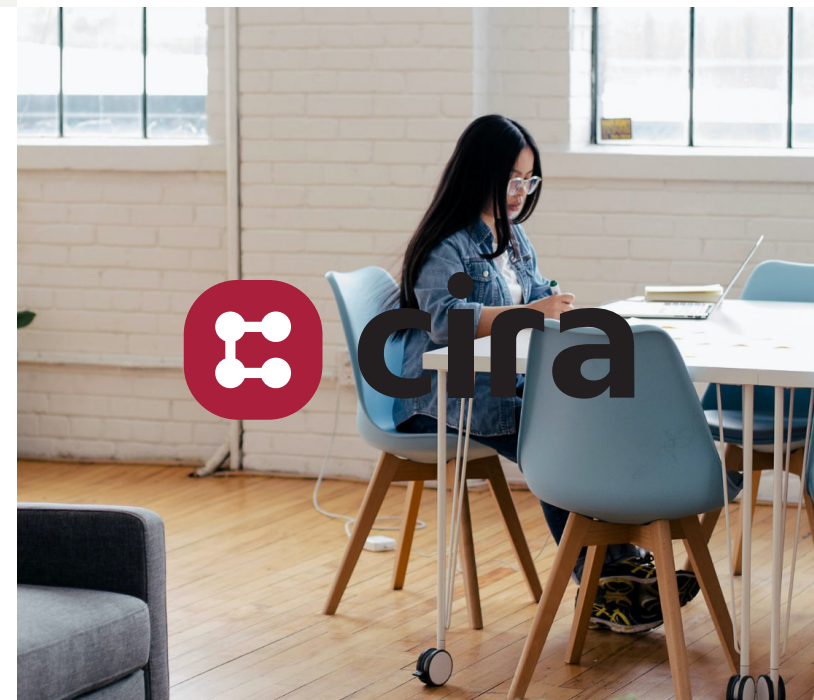
Do NOT alter the colours of the wordmark in any way.



Do NOT rearrange the elements of the wordmark.



Do NOT alter the font in any way.



Do NOT place on a busy background.



Do NOT apply a drop shadow, glow, or outline.



.ca **identity suite**

primary identity lockups

ENGLISH

There are three versions of our primary identity lockup. To determine which one to use, refer to the chart on this page. These parameters have been set to ensure maximum visibility no matter what background colour the identity is placed against.

PRIMARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND



PRIMARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED



PRIMARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND



PRIMARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND



primary identity lockups

FRENCH

There are three versions of our primary identity lockup. To determine which one to use, refer to the chart on this page. These parameters have been set to ensure maximum visibility no matter what background colour the identity is placed against.

PRIMARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND



PRIMARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED



PRIMARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND



PRIMARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND



secondary identity lockups

ENGLISH

When it is impossible to use any of the primary identity lockups due to limited vertical space, a secondary set of identity lockups are available. To determine which one to use, refer to the chart on this page.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

.ca BY  **cira**

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

.ca BY  **cira**

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND

.ca BY  **cira**

SECONDARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

.ca BY  **cira**

secondary identity lockups

FRENCH

When it is impossible to use any of the primary identity lockups due to limited vertical space, a secondary set of identity lockups are available. To determine which one to use, refer to the chart on this page.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

.ca PAR  **cira**

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

.ca PAR  **cira**

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND

.ca PAR  **cira**

SECONDARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

.ca PAR  **cira**

stand-alone .ca identity

In circumstances when it is impossible to use neither the primary nor the secondary identity lockups because of limited space or suboptimal visibility, a stand-alone identity can be used. This identity also comes in three variations, dependent on the colour of the background.

STAND-ALONE:
RED DOT + BLACK WORDMARK ON
LIGHT BACKGROUND

.ca

STAND-ALONE:
KNOCKED-OUT DOT +
KNOCKED OUT WORDMARK ON
LUMBERJACK RED

.ca

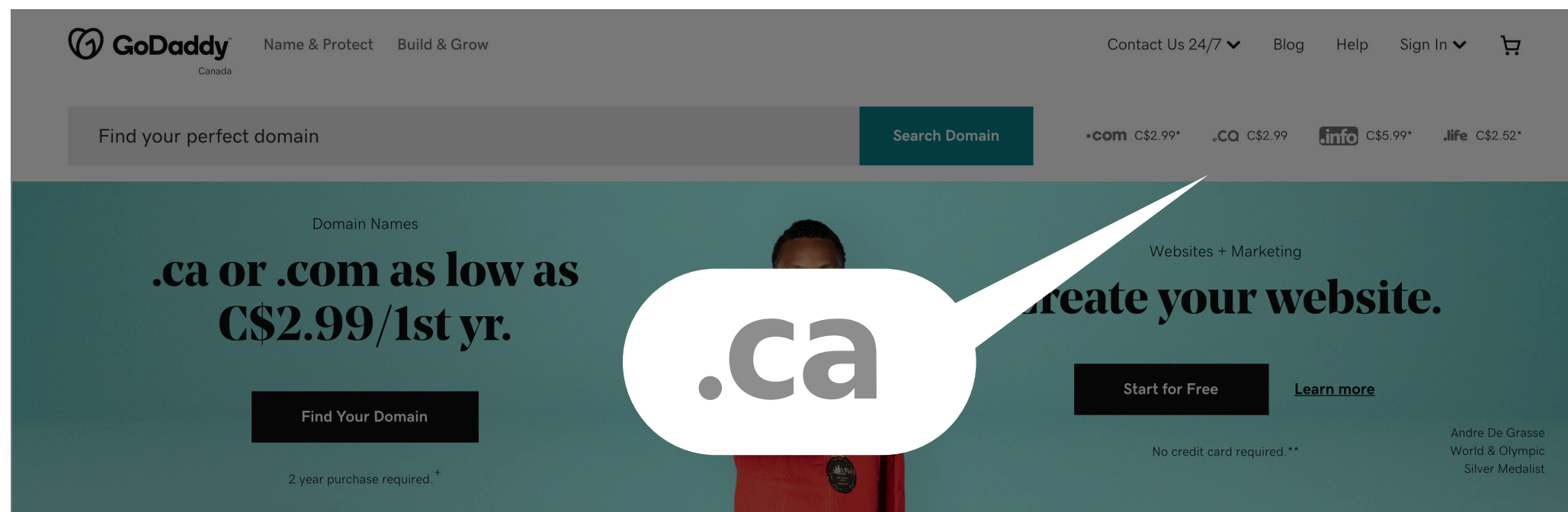
STAND-ALONE:
RED DOT + KNOCKED OUT WORDMARK
ON MID-TONE BACKGROUND

.ca

STAND-ALONE:
KNOCKED OUT DOT +
KNOCKED OUT WORDMARK
ON DARK BACKGROUND

.ca

EXAMPLE

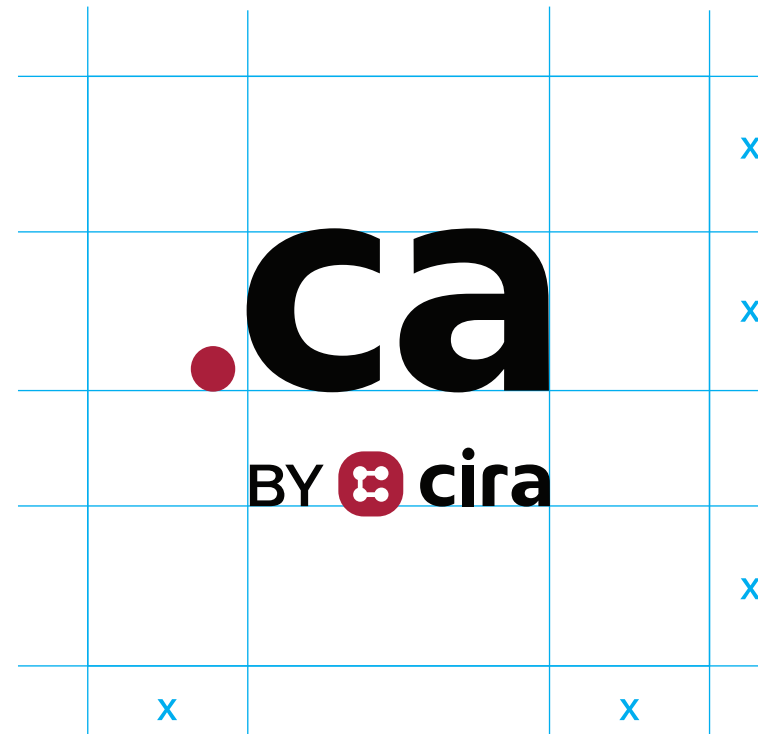


visual clearance area & minimum size

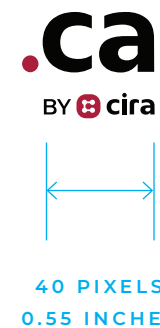
Visual clearance area is defined by the x-height of our identity. No other graphic element should be placed inside this area.

The minimum size is important for visual clarity. For the primary identity lockup, the minimum width is 40 pixels for digital use and 0.55 inches for print use. For the secondary identity lockup, the minimum width is 72 pixels for digital and 1 inch for print use.

VISUAL CLEARANCE AREA



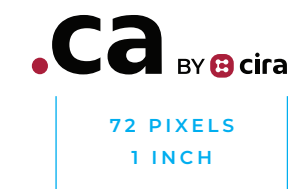
MINIMUM WIDTH



VISUAL CLEARANCE AREA



MINIMUM WIDTH



unacceptable usage

The following samples show deviations from the identity lockup and are never to be used under any circumstances. Always refer to the brand identity guidelines when using the identity lockup.



Do NOT stretch, skew or rotate the wordmark in any way.



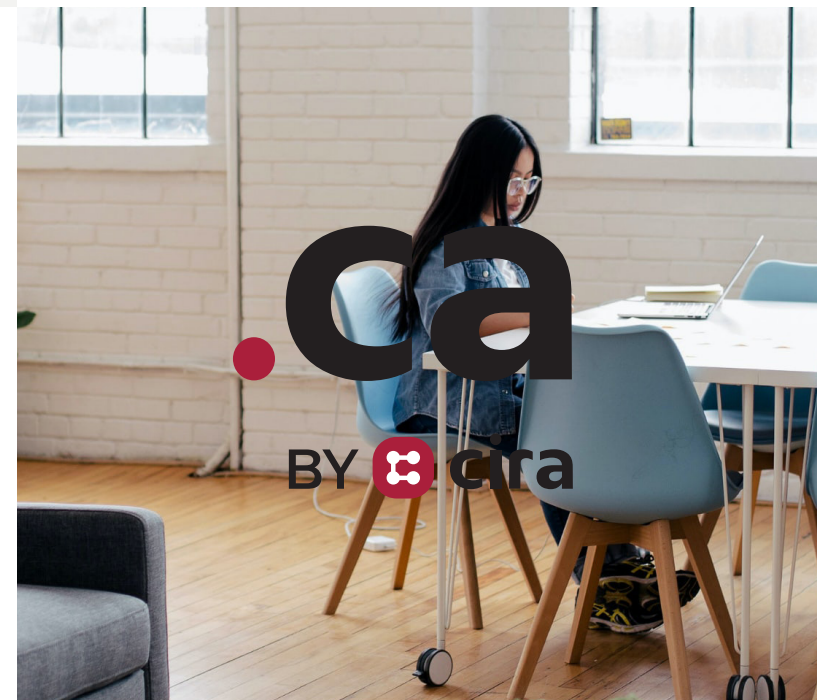
Do NOT alter the colours of the wordmark in any way.



Do NOT rearrange the elements of the wordmark.



Do NOT alter the font in any way.



Do NOT place on a busy background.



Do NOT apply a drop shadow, glow, or outline.



net good **identity suite**

primary identity lockups

ENGLISH

There are four versions of our primary identity lockup. To determine which one to use, refer to the chart on this page. These parameters have been set to ensure maximum visibility no matter what background colour the identity is placed against.

PRIMARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

net 
good
BY  cira

PRIMARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

net 
good
BY  cira

PRIMARY: GRAYSCALE LETTERMARK ON MID-TONE BACKGROUND

net 
good
BY  cira

PRIMARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

net 
good
BY  cira

primary identity lockups

FRENCH

There are four versions of our primary identity lockup. To determine which one to use, refer to the chart on this page. These parameters have been set to ensure maximum visibility no matter what background colour the identity is placed against.

PRIMARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND



PRIMARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED



PRIMARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON MID-TONE BACKGROUND



PRIMARY: KNOCKED OUT LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND



secondary identity lockups

ENGLISH

When it is impossible to use any of the primary identity lockups due to limited vertical space, a secondary set of identity lockups are available. To determine which one to use, refer to the chart on this page.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

net  good
BY  cira

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

net  good
BY  cira

SECONDARY: GRAYSCALE LETTERMARK ON MID-TONE BACKGROUND

net  good
BY  cira

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

net  good
BY  cira

secondary identity lockups

FRENCH

When it is impossible to use any of the primary identity lockups due to limited vertical space, a secondary set of identity lockups are available. To determine which one to use, refer to the chart on this page.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

net  good
PAR  cira

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

net  good
PAR  cira

SECONDARY: GRAYSCALE LETTERMARK ON MID-TONE BACKGROUND

net  good
PAR  cira

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

net  good
PAR  cira

stand-alone net good identity

VERTICAL

In circumstances when it is impossible to use neither the primary nor the secondary identity lockups because of limited space or suboptimal visibility, a stand-alone identity can be used. This identity also comes in four variations, dependent on the colour of the background.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

net 
good

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

net 
good

SECONDARY: GRAYSCALE LETTERMARK ON MID-TONE BACKGROUND

net 
good

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

net 
good



stand-alone net good identity

HORIZONTAL

In circumstances when it is impossible to use neither the primary nor the secondary identity lockups because of limited space or suboptimal visibility, a stand-alone identity can be used. This identity also comes in four variations, dependent on the colour of the background.

SECONDARY: RED LETTERMARK + BLACK WORDMARK ON LIGHT BACKGROUND

net  good

SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT WORDMARK ON LUMBERJACK RED

net  good

SECONDARY: GRAYSCALE LETTERMARK ON MID-TONE BACKGROUND

net  good

SECONDARY: RED LETTERMARK + KNOCKED OUT WORDMARK ON DARK BACKGROUND

net  good



visual clearance area & minimum size

Visual clearance area is defined by the x-height of our identity. No other graphic element should be placed inside this area.

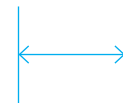
The minimum size is important for visual clarity. For the primary identity lockup, the minimum width is 40 pixels for digital use and 0.55 inches for print use. For the secondary identity lockup, the minimum width is 72 pixels for digital and 1 inch for print use.

VISUAL CLEARANCE AREA



MINIMUM WIDTH

net good



40 PIXELS
0.55 INCHES

VISUAL CLEARANCE AREA



MINIMUM WIDTH

net good



72 PIXELS
1 INCH

visual clearance area & minimum size

Visual clearance area is defined by the x-height of our identity. No other graphic element should be placed inside this area.

The minimum size is important for visual clarity. For the primary identity lockup, the minimum width is 40 pixels for digital use and 0.55 inches for print use. For the secondary identity lockup, the minimum width is 72 pixels for digital and 1 inch for print use.

VISUAL CLEARANCE AREA



MINIMUM WIDTH



54 PIXELS
0.755 INCHES

VISUAL CLEARANCE AREA



MINIMUM WIDTH



117 PIXELS
1.63 INCHES

unacceptable usage

The following samples show deviations from the identity lockup and are never to be used under any circumstances. Always refer to the brand identity guidelines when using the identity lockup.



Do NOT stretch, skew or rotate the wordmark in any way.



Do NOT alter the colours of the wordmark in any way.



Do NOT resize the elements of the wordmark.



Do NOT alter the font in any way.



Do NOT place on a busy background.



Do NOT apply a drop shadow, glow, or outline.



cira subdivision **identity suite**

cira subdivisions lockups

ENGLISH

Under the cira umbrella there are two subdivision lockups as indicated in the accompanying chart. To determine which lockup to use, refer to previous pages in which identity-background combinations are clear various colour combinations are delineated.

PRIMARY: RED LETTERMARK + BLACK LOCKUP
ON LIGHT BACKGROUND



SECONDARY: RED LETTERMARK + KNOCKED OUT
LOCKUP ON MID-TONE BACKGROUND



SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT
LOCKUP ON LUMBERJACK RED OR DARK BACKGROUND



cira subdivisions lockups

FRENCH

Under the cira umbrella there are two subdivision lockups as indicated in the accompanying chart. To determine which lockup to use, refer to previous pages in which identity-background combinations are clear various colour combinations are delineated.

PRIMARY: RED LETTERMARK + BLACK LOCKUP
ON LIGHT BACKGROUND



SECONDARY: RED LETTERMARK + KNOCKED OUT
LOCKUP ON MID-TONE BACKGROUND



SECONDARY: KNOCKED-OUT LETTERMARK + KNOCKED OUT
LOCKUP ON LUMBERJACK RED OR DARK BACKGROUND



visual clearance area & minimum size

Visual clearance area is defined by the x-height our identity. No other graphic element should be placed inside this area.

The clearance area will vary based on the subdivision copy that accompanies the logo.

The minimum logo size is important for visual clarity of the identity. The minimum logo width is 54 pixels for digital use, and 0.75 inch for print, both measuring the width of the cira identity. The minimum width for the subdivision identities is greater than the cira primary identity because of the small type as a part of the lockup.



MINIMUM WIDTH



54 PIXELS
0.75 INCH

unacceptable usage

The following samples show deviations from the brand identity and are never to be used under any circumstances. Always refer to the brand identity guidelines when using the wordmark.



Do NOT stretch, skew or rotate the wordmark in any way.



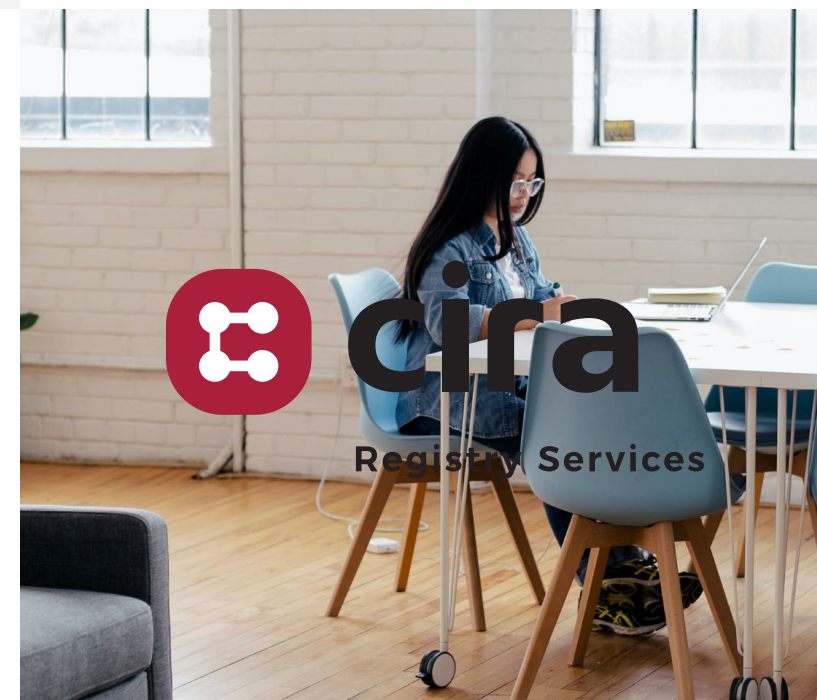
Do NOT alter the colours of the wordmark in any way.



Do NOT rearrange the elements of the wordmark.



Do NOT alter the font in any way.



Do NOT place on a busy background.



Do NOT apply a drop shadow, glow, or outline.



elements of the **brand identity**

primary typeface

The Montserrat type family carries the key characteristics of our new identity, and should be used for all external visual communications when it is possible to do so. For internal communications and applications when it is not possible to use Montserrat type family, Arial and all its different weights may be used.

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%?

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%?

secondary typeface

In addition to our sans-serif primary typeface, Montserrat, a secondary serif typeface PP Editorial may be used as a text font. This font family should be used judiciously, and in conjunction with Montserrat.

PP Editorial New
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%?

*PP Editorial New
Italics*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%?*

PP Editorial
Ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%?

*PP Editorial
Ultralight italics*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%?*

primary colour

Our primary colour is the Maple Leaf Red. Also available to use are three tints of this colour to help emphasize/de-emphasize visual elements within a layout.

MAPLE LEAF RED

R 170
G 31
B 59

C 23
M100
Y 75
K 15

PMS 201 C

AA1E3A

TINTS

R 126
G 14
B 39

C 23
M99
Y 74
K 42

7E0E27

R 88
G 0
B 16

C 23
M99
Y 74
K 67

580010

R 45
G 0
B 0

C 23
M99
Y 74
K 91

2C0000



secondary colours

To celebrate our Canadian heritage in the digital realm, our secondary color palette draws inspiration from the breathtaking natural landscapes found across the country. The secondary colours offer an expanded palette for various applications such as social media graphics, data sheets, signage, advertisements, and more. The palette when employed is playful and inviting while harmonizing with our primary brand red.

It’s essential to maintain the prominence of our hero red whenever the secondary palette is employed. For instance, calls-to-action (CTAs) and prominent H1 headings should always feature our primary red on data sheets whenever the secondary palette is utilized.

MARTIME BLUE

R156 G192 B230 C37 M15 Y0 K0 # 9BBFE5
R37 G122 B187 C83 M47 Y2 K0 # 2479BA
R12 G29 B44 C84 M67 Y45 K74 # 0C1C2B

PRAIRIE GOLD

R222 G218 B183 C13 M9 Y31 K0 # DEDAB7
R158 G142 B86 C38 M36 Y77 K7 # 9E8E56
R119 G107 B38 C20 M23 Y85 K51 # 766A25

TOFINO GREEN

R103 G112 B63 C72 M56 Y100 K0 # 676F3F
R73 G78 B40 C71 M58 Y100 K34 # 494E28
R44 G50 B17 C68 M55 Y89 K65 # 2C3211



gradient

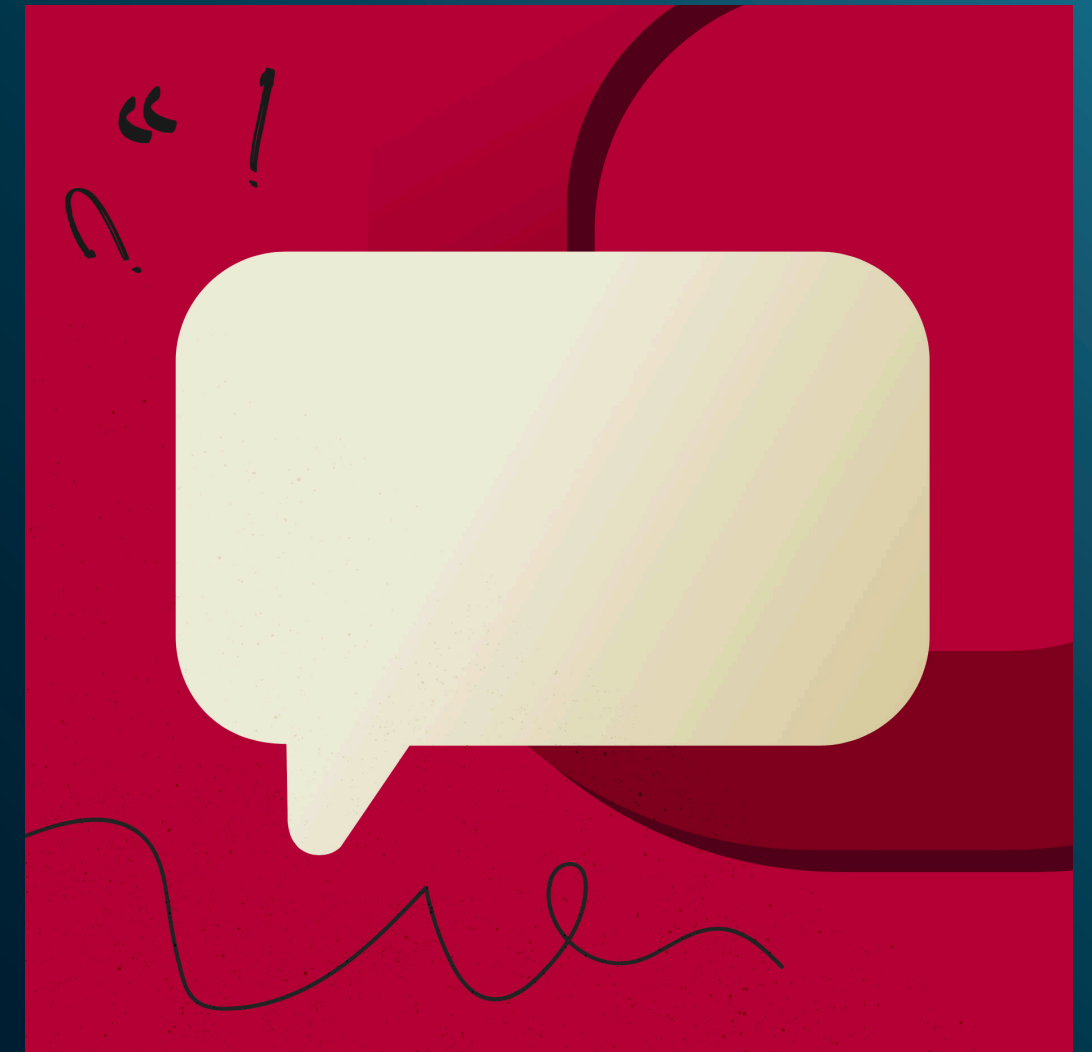
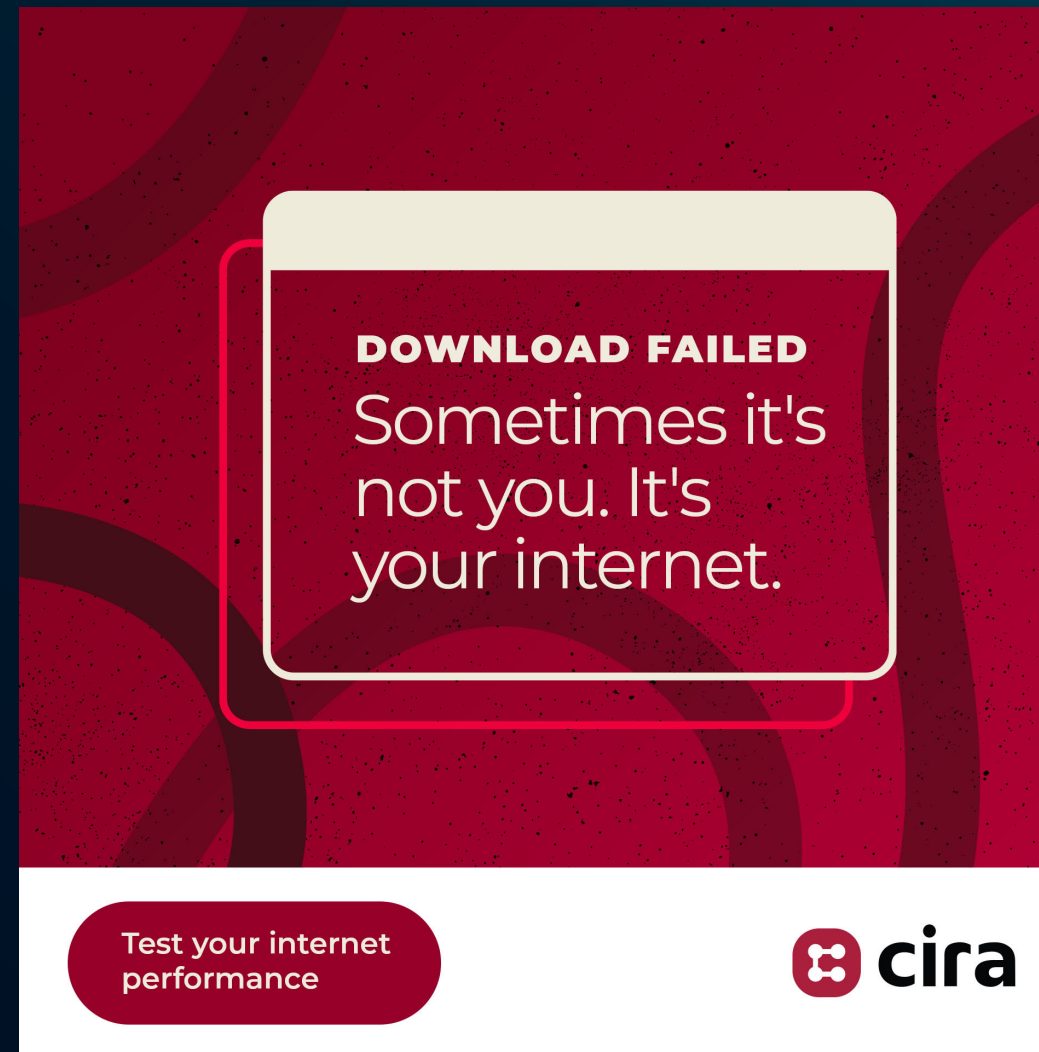
To enrich the color scheme, we can incorporate subtle gradients into social media graphics, advertisements, signage, backgrounds, and more. Gradients add depth and dimension to our visuals. It's essential that the gradient transitions from lighter to darker shades within the same color spectrum to maintain coherence and visual harmony.



lines & textures

The incorporation of lines and a subtle grit textures as visual accents introduces a humanizing element into the digital landscape we inhabit. This approach symbolizes CIRA's pivotal role within the internet sphere.

We strategically employ thin lines in contexts such as our website, presenter cards, and e-blasts. On the other hand, thicker lines offer a more playful tone and can be integrated into backgrounds, ads, and graphics to enhance dimension and visual appeal.



line usage

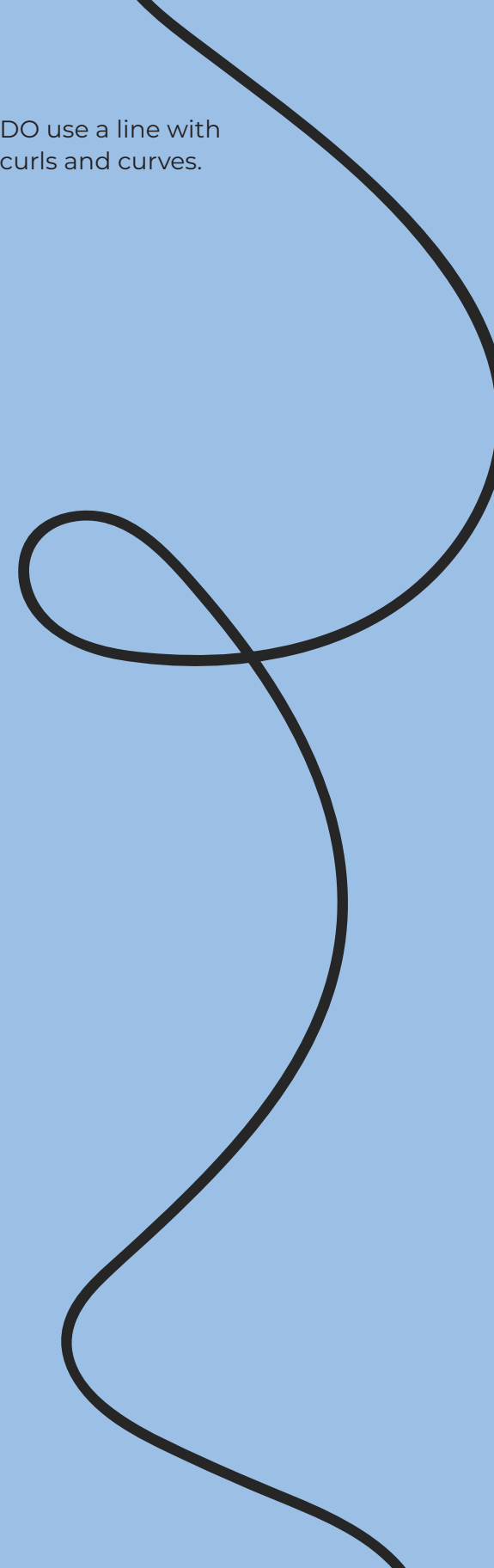
Ensure that the line weight remains consistent and uniform across the entire composition. It's crucial to steer clear of transitioning from a thicker to a thinner line.

Lines should never adopt a rigid demeanor; instead, they ought to exude softness, fluidity, and gentle curves in their application. Avoid any instances of harsh, jagged lines, as they detract from the overall aesthetic appeal.

Do NOT use jagged or straight lines.



DO use a line with curls and curves.



DO use a uniform thickness.



Incorporating the shape and outline of CIRA's brand mark into backgrounds and image cropping offers a clever way to subtly reference the CIRA logo while also establishing visual coherence. When used as a background element, it should be employed as a substantial outline that extends beyond the canvas boundaries. Conversely, when the squircle is placed in the forefront, it should be treated akin to a frame and can be used for a pull quote or image for example.



VP, REGISTRY SERVICES



incorporation UX elements & interface

Interacting with webpages and product interfaces forms a significant aspect of CIRA’s core function. By integrating this imagery into our ads, website visuals, and social media graphics, we offer viewers a firsthand glimpse into the experience they can expect when accessing CIRA products. This approach seamlessly incorporates the internet-centric aspect of our business in a visually compelling manner, establishing a direct connection between the viewer and what CIRA does.



Menu

.CA DOMAINS

20 top all-Canadian
Valentine’s Day gifts for everyone



Bees always have your back

For my honey bundle

Speaking of sweet spots, you can’t go wrong with this honey. Here’s a taste of what to expect: Here’s a taste of what to expect: creamy, organic honey infused with flavours like creme brulee and yuzu and berries.



Menu

TeasLoose Leaf TeaTea BagsWellness TeasMatcha LQTea AccessoriesGiftsAboutWholesaleReviews

MATCHA MARCH MADNESS

15% OFF UP TO \$100 | USE CODE:MARCH15
20% OFF OVER \$100 | USE CODE:MARCH20

UP TO 20% OFF
ALL MATCHA & MICROGROUNDS ON SALE



Test your internet speed.

Yes

Definitely

 CIRA BRAND IDENTITY GUIDE

lifestyle photography

Photos that are rich in warm tones should be used whenever lifestyle images are needed. People with diverse backgrounds and ethnicities should be used to reflect the diversity of our audience. Whether the images are close-up or wide, they should always feel observational, never posed.



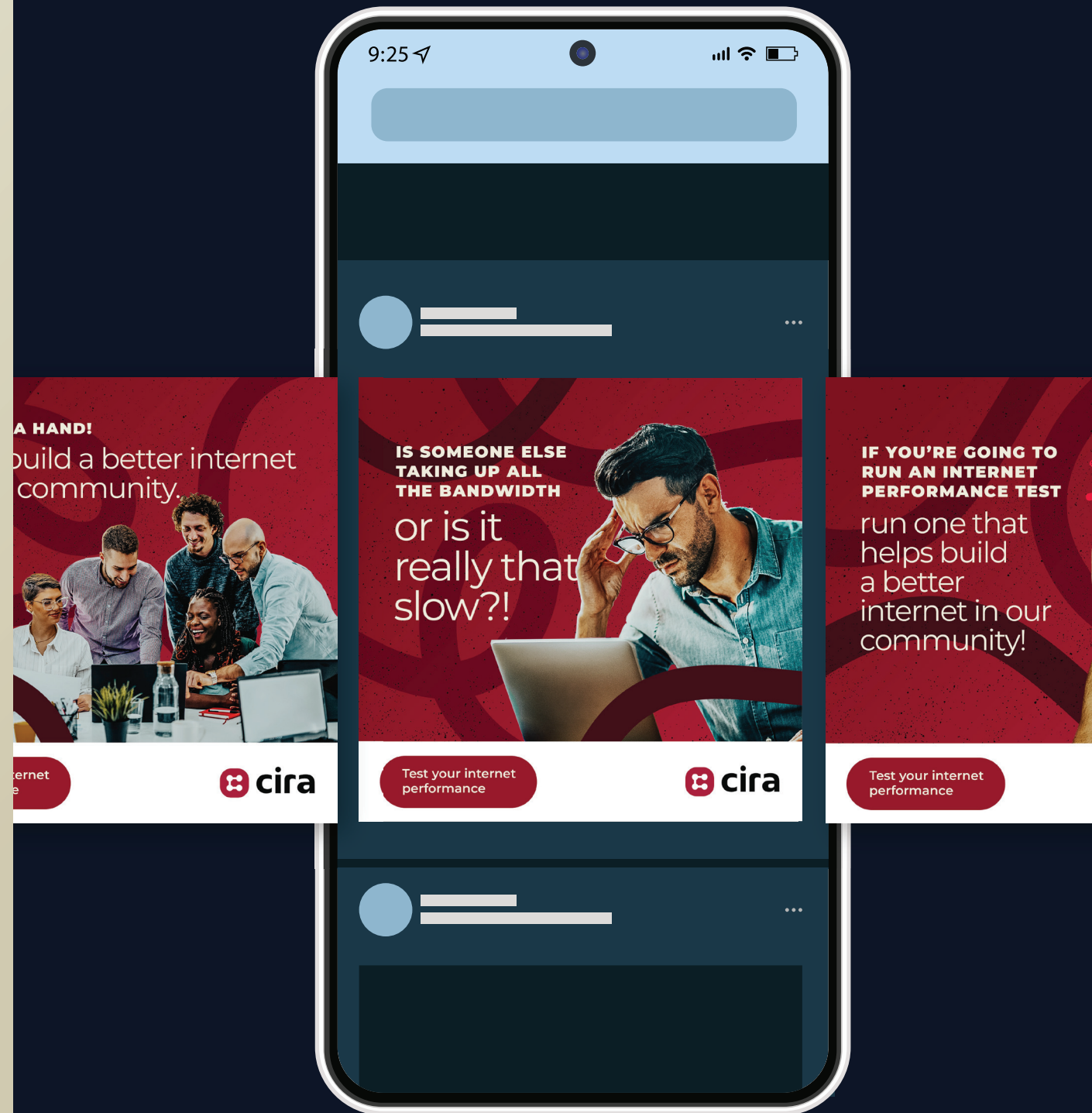
still life photography

Still life photography can be used as a key visual or a secondary image to visually illustrate an idea. These images should be uncluttered, and simple in composition.

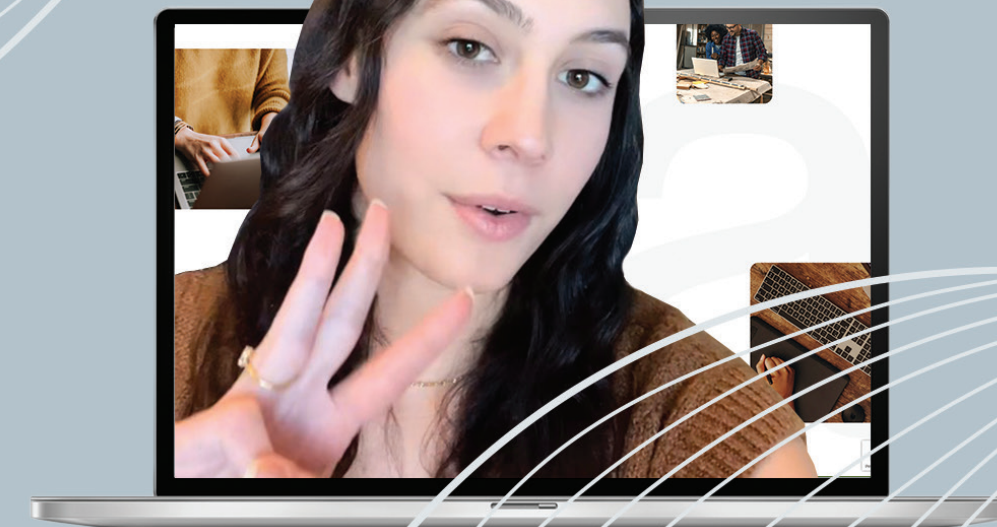


cut-outs

When warranted, incorporating cut-outs into our visuals lends a customized feel, distinguishing them from generic stock imagery. This approach prevents a flat and repetitive appearance across a series of images, while also directly linking the stock imagery to CIRA's core brand elements, thereby enhancing the prominence of the CIRA branding.



3 WAYS
to take your
branding to the
next level



wallpaper patterns

The 'Connect C' is an important element of our new identity as it symbolizes empowerment of Canadians through connectivity.

This motif can be used as a design element in white or black at any opacity, allowing the background image/tone to come through. It can be used with the rounded box, or on its own as seen here.



buffalo plaid

As another option, an all-new buffalo plaid has been designed, incorporating our new motif.



The rules and guidelines laid out in this Brand Identity Manual are to be adhered to at all times. In the event of any questions regarding logo usage or the use of any graphic elements, please contact: People, Culture, and Brand Department CIRA | 979 Bank St., Suite 400 Ottawa, ON K1S 5K5 | 613.237.5335

