FPInnovations

FPInnovations Branding Rules

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Who are these guidelines for?

These guidelines are to be used by graphic designers, writers, employees, partners, and anyone else using the FPInnovations brand to create marketing and communications materials. It briefly covers rules for the assets approved for use and available at fpinnovations.ca>Media>Logo and brand components.

Consistency is key! Please follow these branding rules to enhance the execution of the FPInnovations brand.

If you have any questions not covered in this guide, please contact the Communications group at communications@fpinnovations.ca.

Why are these guidelines important?

These guidelines govern the FPInnovations communication standards, including the formatting and visual presentation of all our communications. They help you avoid any incorrect and/or inappropriate usage of the FPInnovations logo and brand identity. Consistent use of these assets helps people easily recognize references to FPInnovations as well as protect the strength of the FPInnovations brand.

It is important that your marketing materials use the FPInnovations standards and use FPInnovations-approved assets correctly. This guide will help you meet those standards. They have been put together to provide tools on how to use our branding elements, in order to keep the FPInnovations brand consistent, powerful, and recognizable.

FPInnovations must review and explicitly approve all artwork and use of its logo. For further details, please contact Communications at communications@fpinnovations.ca.

Talking about FPInnovations

When you mention FPInnovations, make sure you:

- ✓ do display the word “FPInnovations” as a **single word**
- ✓ do capitalize the first **three** letters of the word “FPInnovations”
- ✓ do include an “s” at the end of the word “FPInnovations”

- X don’t abbreviate the word “FPInnovations” to “FPI”
- X don’t use the FPInnovations logo in place of the word “FPInnovations”
- X don’t put a space anywhere in the word “FPInnovations” (e.g., FP Innovations)
- X don’t display the word “FPInnovations” in all lowercase (e.g., fpinnovations)
- X don’t display the word “FPInnovations” in all uppercase (e.g., FPINNOVATIONS)
- X don’t hyphenate the word “FPInnovations” (e.g., FP-Innovations)

Don’t mention any of FPInnovations’ former company divisions, i.e. Forintek Canada Corporation, the Forest Engineering Research Institute of Canada (FERIC), and the Pulp and Paper Research Institute of Canada (Paprican).

General dos & don'ts

These are general guidelines to follow closely when using the FPInnovations logo. Only use the logo found in the branding guidelines at fpinnovations.ca>Media>Logo and brand components.

- ✓ Do follow guidelines found in this guide and from the FPInnovations website.
- ✓ Do keep enough space around the FPInnovations logo so it appears clean and uncluttered.
- ✓ Do maintain the shape and proportion of the FPInnovations logo and reproduce it at a legible size.
- ✓ Do request brand permissions through communications@fpinnovations.ca when using the FPInnovations logo in marketing tools for promotional documents and websites.
- ✓ Do always refer to the colour codes when adding coloured elements.
- ✓ Do use the specified fonts in your documents.

- X Don't assert rights over the FPInnovations brand whether by trademark registration, domain name registration, or anything else.
- X Don't modify the FPInnovations logo in any way, such as by changing the design or colour.
- X Don't use:
  - trademarks, names, domain names, logos, or other content that imitates or that could be confused with FPInnovations
  - any icons, images, or trademarks to represent FPInnovations other than what is found in this guide
  - any combination of any part of the FPInnovations brand with your name, marks, or generic terms without approval from FPInnovations
- X Don't represent the FPInnovations brand in a way that:
  - implies partnership, sponsorship, or endorsement without approval

Logo

PROPER FORM AND SIZE

The FPInnovations logo must always be displayed in the correct form. It should never be displayed at less than 1 inch in width for print and 72 pixels for web.

1 inch

72 pixels

ISOLATION ZONE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials. The minimum clear space is defined as the height of the F. This minimum space should be maintained as the logo is proportionally resized.

Logo

IMPROPER USE

The integrity of the logo must be respected at all times. Here are some examples of improper uses of the FPInnovations logo.

Don't re-create or retype the words

Don't distort the logo

Don't change the colour of the logo

Don't add a drop shadow to the logo

Don't emboss the logo

Don't screen the logo. It should always print at 100% ink density

Don't include the registered trademark symbol or any other symbol

Don't deconstruct the logo

Don't display the logo sideways

Don't shorten the logo

Don't use any of FPInnovations' former company divisions

Partial logo

The partial logo (circle/tree) may be used but must **always be preceded by the full logo**, in similar fashion as how an acronym needs to always be preceded by its full terminology. Use of the partial logo is **exclusively** for the FPInnovations Communications team.

PROPER FORM AND SIZE

The partial logo must always be displayed in the correct form. It should never be displayed at less than 1 inch in width for print and 72 pixels for web.

1 inch

72 pixels

ISOLATION ZONE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials. The minimum clear space is defined as the height of the F, as if the full logo were used. This minimum space should be maintained as the logo is proportionally resized.

COLOUR

The partial logo must only be displayed in its original green (Pantone 369).

FPInnovations

and then

Logo colours

FPInnovations

PANTONE 433 C

C85 **M**70 **Y**55 **K**70
R17 **G**31 **B**42
#111F2A

PANTONE 369 C

C67 **M**0 **Y**98 **K**5
R86 **G**177 **B**70
#56B146

Logo colour variations

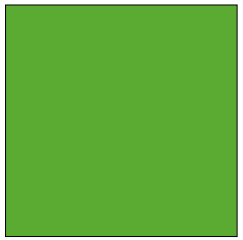
The FPInnovations logo should only be used in two colour versions: the original colour combination of black and green, and another version of all white. No other colour combinations should be used. The original two-colour version should be the first choice, displayed on a white background. All other backgrounds (images, colours) should have the all-white logo. Here are some examples:

FIRST CHOICE

Accompanying colours

Below are the official colours to accompany any and all FPInnovations artwork.

PANTONE 369 C



C67 **M**0 **Y**98 **K**5
R86 **G**177 **B**70
#56B146

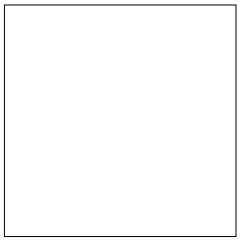
Text: headers, subheaders
Graphics: different tints may be used

PANTONE 433 C

C85 **M**70 **Y**55 **K**70
R17 **G**31 **B**42
#111F2A

Main text colour

WHITE



C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
#FFFFFF

Background colour
Must be dominant

PANTONE 534 C

C100 **M**82 **Y**35 **K**27
R20 **G**56 **B**97
#143861

Accent colour
for text and/or graphics

Typeface

Calibri is a sans-serif typeface family designed in 2002–2004 and released to the general public in 2007, with Microsoft Office 2007 and Windows Vista. In Office 2007, **it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad.**

Calibri should be used as the primary print font for employees using Microsoft Word, PowerPoint, Excel, Outlook, etc. The heavier weights should be used sparingly, as should italics. Body copy font should **never be smaller than 10 point with rare exceptions, while legal copy should always be 8 point or smaller**.

THIS IS A HEADLINE EXAMPLE.

This is a body copy example.

Light
Light Italic
Regular
Italic
Bold
Bold Italic

Typeface

Open Sans is a humanist sans serif typeface designed by Steve Matteson. Open Sans was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans is free to use by everyone and does not require a license. It can be downloaded on Google Fonts here.

Open Sans should be used by the Communications team as the primary print and web font. The heavier weights should be used sparingly, as should italics. Body copy font should **never be smaller than 10 point with rare exceptions, while legal copy should always be 8 point or smaller**.

THIS IS A HEADLINE EXAMPLE.

This is a body copy example.

Light
Light Italic
Regular
Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

FAQ

Why does FPInnovations need rules about how to use its logo?
These rules are intended to promote consistent use of the FPInnovations brand and help you avoid any incorrect and/or inappropriate usage of the FPInnovations logo and brand identity. This makes it easier for people to instantly recognize references to FPInnovations and prevents confusion.

What does FPInnovations do if people misuse its logo?
FPInnovations dedicates resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, FPInnovations enforces its rights against people who misuse its trademarks.

Where can I obtain the FPInnovations logo?
You should receive all the appropriate logos from your Communications contact at FPInnovations.

Can I modify or recreate the logo?
No. The integrity of the logo must be respected at all times.

Why does Communications need to approve all documents/tools produced by freelancers/design agencies?
We need to be collectively consistent. Direction comes from the Leadership team to standardize a set of guidelines to represent us in a professional, consistent way.