



Arthritis Research Centre of Canada
Arthrite-recherche Canada

Leading research.
Finding answers.
Saving lives.

Orienter la recherche.
Trouver des réponses.
Sauver des vies.

Brand Identity Guidelines 1.1



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Introduction

Hello!

Thank you for taking the time to familiarize yourself with this ARC Brand Identity Guidelines.

The purpose of this reference guide is to help you to easily produce consistent, appropriate, professional graphics for ARC. The look and feel for the brand has been established.

We ask that you reference this guide when producing materials so that the items you produce help strengthen, and build the ARC brand as opposed to eroding it by producing "Rogue" or "Off-brand" materials. There will be times when new and different items need to be produced, but by following the style elements that is presented in this guide, you should be able to achieve results that are elegant and "On-Brand"

Thank you



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About the new ARC mark

The ARC mark, was designed to represent ARC as it moves past its first 10 years, and better reflect the organizations current core values.

The mark can be broken down into 4 basic elements, they are as follows:

- 1 Fingerprint** this symbolizes the fact that everyone with Arthritis is unique.
It also signifies the hands-on approach ARC Scientists and staff take when working with the disease
- 2 ARC** this contemporary type treatment reflects the progressive approach ARC scientists take towards research.
- 3 Arthritis Research Centre of Canada** this bilingual treatment of the name is a constant reminder that ARC is a National organization, operating in both official Canadian languages.
- 4 Leading Research. Finding answers. Saving Lives.**
This bilingual treatment is a constant reminder of ARC's core values.



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Primary mark (option A)

We kindly ask that you use the entire logo system whenever possible.
All the elements are important, and work best when kept together.
Do not separate English and French elements - they are to be used together, or not used at all.

It is permitted to drop the bilingual tag lines when limited space requires that to be done, in that case the logo will be represented like this:



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Secondary mark - vertical (option B)

There will be times when a vertically oriented application of the logo is required. Please use this version when that is the case. Do not scale individual elements, the size and spacing are not changeable. All the elements are important, and work best when kept together. Do not separate English and French elements - they are to be used together, or not used at all.

It is permitted to drop the bilingual tag lines when limited space requires that to be done, in that case the logo will be represented like this:



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Secondary mark - 1 colour (option C)

There will be times when a single colour use of the logo is appropriate, when that is the case, please use this version. This usage can be particularly useful in audio/visual presentations such as Powerpoint or video applications.

As mentioned earlier, please do not separate English and French elements
- they are to be used together, or not used at all.

As with other versions shown, It is permitted to drop the bilingual tag lines when limited space requires that to be done, in that case the logo will be represented like this:



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Secondary mark - 1 colour vertical (option D)

There will be times when a single colour use of the logo is appropriate, and a vertically oriented application of the logo is required. When that is the case, please use this version.

It is permitted to drop the bilingual tag lines when required, in that case the logo will be represented like this:



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Composition

Please try to leave roughly the same amount of “whitespace” on the left side of the mark as on the area above the mark. This helps to create visual balance.

Please format type below the mark, lining the type up with the vertical “Stress Line” that separates the ARC symbol and the “Arthritis Research Centre of Canada” name.

Please use this guideline for all the various applications of the mark (Options a-d) whenever possible.

Typography

The ARC identity system relies on the use of supporting type to help communicate the message and at the same time reinforce the ARC brand.

2 typeface families have been selected to work with the ARC identity System

VAG Rounded Black

This typeface is to be used for headlines and subheads.

The character set is shown below:

**abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 @\$%^&*(){}[]< >**

This is a free font available to download at this address

http://www.fontsner.com/font/VAGRoundedBlackSSK_Bold32936.html

VAG Rounded Light

This typeface is to be used for body copy and captions.

The character set is shown below:

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 @\$%^&*(){}[]< >

This is a free font available to download at this address

http://www.fontsner.com/font/VAGRoundedLightSSK_Regula32938.html

Times / Times Bold

These typefaces should to be used for letter writing and general correspondence when the Vag typefaces can not be used. This may be the case for email, reports and proposal writing.

The character sets are shown below:

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 @\$%^&*(){}[]< >
**abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 @\$%^&*(){}[]< >**

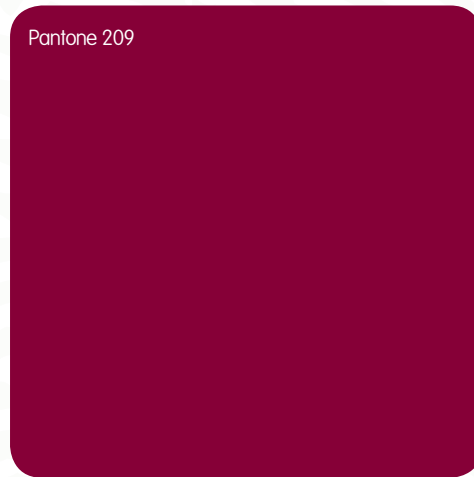
Colours

The ARC identity system relies on the use of 3 key colours:

Burgundy Pantone 209

Green Pantone 371

White



Burgundy

This colour is most accurately reproduced using the Pantone matching system please specify PMS 209

This colour can also be printed using CMYK (4 colour process) printing. This is not as accurate as Pantone but at times must be used. The colour formula is:

Cyan 0%
Magenta 100%
Yellow 53%
Black 34%

RGB values for this colour are

Red = 161
Green = 1
Blue = 60



Green

This colour is most accurately reproduced using the Pantone matching system please specify PMS 371

This colour can also be printed using CMYK (4 colour process) printing. This is not as accurate as Pantone but at times must be used. The colour formula is:

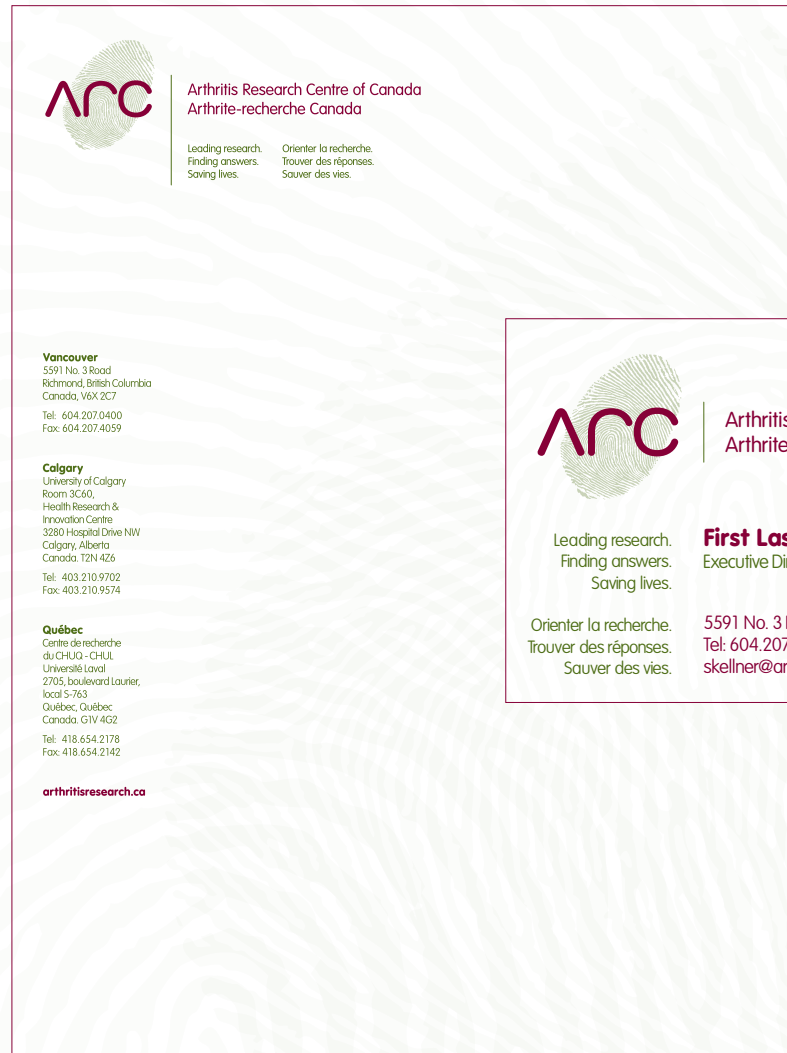
Cyan 43%
Magenta 0%
Yellow 100%
Black 56%

RGB values for this colour are

Red = 79
Green = 111
Blue = 25

Existing materials

We are designing and producing print pieces as the need arises.
We are adding them to this document so that they can become a resource.



The letterhead features the ARC logo on the left, which consists of a fingerprint graphic and the letters 'ARC'. To the right of the logo is the organization's name in both English and French. Below this is a bilingual tagline. The bottom section of the letterhead lists three office locations: Vancouver, Calgary, and Québec, each with its address and contact information. The website URL 'arthritisresearch.ca' is printed at the bottom right.

ARC | Arthritis Research Centre of Canada
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Vancouver
5591 No. 3 Road
Richmond, British Columbia
Canada, V6X 2C7
Tel: 604.207.0400
Fax: 604.207.4059

Calgary
University of Calgary
Room 3C60,
Health Research &
Innovation Centre
3280 Hospital Drive NW
Calgary, Alberta
Canada, T2N 4Z6
Tel: 403.210.9702
Fax: 403.210.9574

Québec
Centre de recherche
du CHUQ - CHUL
Université Laval
2705, boulevard Laurier,
local 5-763
Québec, Québec
Canada, G1V 4G2
Tel: 418.654.2178
Fax: 418.654.2142

arthritisresearch.ca

Letterhead (shown at 50% actual size)



The business card features the ARC logo on the left. The top right corner has the website 'arthritisresearch.ca'. The center contains the organization's name and a bilingual tagline. On the right side, the name and title of the Executive Director are listed. At the bottom, the contact information for the Vancouver office is provided in both English and French.

arthritisresearch.ca

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First Last Name
Executive Director

5591 No. 3 Road, Richmond, BC V6X 2C7
Tel: 604.207.4000 Fax: 604.207.4059
skellner@arthritisresearch.ca

Business Card (shown at 100% actual size)

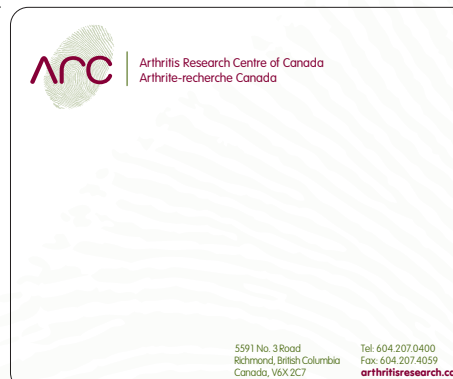
Existing materials cont.

We are designing and producing print pieces as the need arises.
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5591 No. 3 Road, Richmond, British Columbia, Canada V6X 2C7



#10 Envelope (shown at 60% actual size)



Mailing Label (shown at 60% actual size)



Thirteen years ago, the Arthritis Research Centre of Canada (ARC) began in Vancouver with one scientist, a research assistant and a big idea: To conduct practical research for everyday living; research that would immediately touch and improve the lives of people living with the disease.

That big idea has grown to become the ARC of today: Three centres in Canada, a team of 60 scientists and research staff who are recognized as world leaders in clinical arthritis research excellence. As it enters its next decade, the idea is now even bigger: To touch hundreds of thousands of lives through leading research, finding answers and saving lives.

ARC conducts consumer-driven clinical research and trials related to arthritis diagnosis, prognosis, prevention, care outcomes and quality of life issues. We are dedicated to understanding, advancing and sharing knowledge about the causes of arthritis, and addressing issues that are impacting people with arthritis right now.

I am pleased to announce the appointment of Christine Basque as Director of Development for ARC. Before joining the Arthritis Research Centre of Canada, Christine worked as Director, Major Gifts and Planned Giving for the Canadian Breast Cancer Foundation, BC/Yukon Region.

Christine is looking forward to building a fully integrated, national fund development program for ARC and raising revenue for arthritis research on behalf of the 4.5 million Canadians living with this disease.

Dr. John Esdaile, Scientific Director ARC

Handout (shown at 60% actual size)

Existing materials cont.

We are designing and producing print pieces as the need arises.
We are adding them to this document so that they can become a resource.



Presentation Folder (shown at 40% actual size)

Existing materials cont.

We are designing and producing print pieces as the need arises.
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Thank You!

The Arthritis Research Centre of Canada would like to thank the

MILAN & MAUREEN ILICH FOUNDATION

for its Transformational Gift of

\$4 MILLION Dollars to Establish the Milan Ilich Arthritis Research Centre

The Arthritis Research Centre of Canada (ARC) conducts consumer-driven clinical research related to arthritis diagnosis, prognosis, prevention, care outcomes and quality of life issues. To find out more, please visit us on the web www.arthritisresearch.ca



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