



# Brand Guidelines

Have questions or need help?  
Contact us at [hello@startupcan.ca](mailto:hello@startupcan.ca)

v 2.0 | November 2018

## Table of Contents

In Writing.....	3
Logo .....	4
Alternate Versions .....	5
Colours.....	6
Empty Space & Size.....	7
Typography .....	8
Logo Integrity.....	9

# Entrepreneurship Empowers Everyone

**Startup Canada is the national rallying community and voice for Canada's 2.3 million entrepreneurs.**

**Through digital programs and flagship events, Startup Canada is the network promoting, inspiring, educating, connecting and giving a voice to Canada's entrepreneurs; and supporting them to start, operate and scale businesses that build a better Canada for the world today and for future generations.**

## In Writing

When used in a written context, the logo is spelled out as **'Startup Canada'**.

The "S" and the "C" are capitalized, while the remainder of the letters are lower case.

*Note: Do not substitute the written logo for places where the graphical version is more appropriate.*

YES **Startup Canada**

NO **Start up Canada**

NO **Start-up Canada**

NO **StartUp Canada**

NO **StartUP Canada**

NO **startup canada**

## Logo

We take great care in upholding brand integrity

The Startup Canada logo is an important brand identifier and a fundamental part of our national corporate identity.

It is crucial to use our logo in a consistent manner across all channels of communication.

***Note: Both logos with and without tagline are considered official.***



## Alternate Versions

If using the red version reduces the readability of the logo, you may use the black or white version on appropriate backgrounds.

*Note: Never place the logo in a box; the box only illustrates how the white version looks on a solid background or color.*



# Colours

The Startup Canada logo should only ever be red, white or black.

*Note: The preferred version is a red logo on a white background.*



## **Pantone**

186C

## **CMYK**

C - 5

M - 100

Y - 83

K - 0

## **RGB**

R - 226

G - 24

B - 54

## **HEX**

E21836

## Empty Space & Size

The Startup Canada logo requires a minimum clear space around it so that it can be clearly recognized, no matter what the context. Use the height of the word 'UP' to set the minimum clear space around the entire logo.

To ensure the logo maintains its visual impact, do not reduce its size smaller than 1".

**Note: The size of the logo with tagline should not be reduced more than 2", including the length of the tagline.**

### Empty Space



### Minimum Size



## Typography

The font of the Startup Canada logo is *Swiss 721 BT Bold Condensed*

*Note: For documents accompanying the logo, the other font weights of Swiss can be used. e.g. condensed, light condensed, regular.*

The secondary font used for other documents is Georgia. It can be used in varying weights. e.g. Regular, Italic, Bold.

The third font acceptable is Open Sans. It can be used in varying weights. e.g. Regular, Italic, Bold.

**SWISS 721  
BOLD  
CONDENSED**

Georgia Regular

Open Sans

## Logo Integrity

Do not modify the logo under any circumstances, no matter how small the change.

See examples of manipulations that compromise our logo's integrity on the right.

### *You may never:*

- *Change the typeface*
- *Modify the logo colours*
- *Change the layout of elements*
- *Remove the circle*
- *Stretch or compress the logo*
- *Rotate the logo*
- *Add an outline to the logo*
- *Place the logo on an image that reduces the readability.*

YES



NO



NO



NO



NO



NO



NO



NO



NO



NO





# Thank You

Your attention to maintaining our brand integrity is appreciated.

We appreciate your ongoing support in making Canada the best place to start and grow a business. We look forward to working with you!

Have questions or need help?  
Contact us at [hello@startupcan.ca](mailto:hello@startupcan.ca)

v 2.0 | November 2018