

# BRAND GUIDELINES

## PUBLIC SERVICE ALLIANCE OF CANADA

These guidelines are a tool to keep the national PSAC-AFPC brand consistent and looking its best. Consistency helps to maintain a strong brand identity that is professional, memorable, and recognizable at a glance.

### LOGO

The logo is an integral part of the brand. There are two versions of the stacked logo: bilingual-English and bilingual-French. An additional version contains the web addresses.



Public Service Alliance of Canada  
Alliance de la Fonction publique du Canada



Alliance de la Fonction publique du Canada  
Public Service Alliance of Canada



[psacunion.ca](http://psacunion.ca)  
[syndicatafpc.ca](http://syndicatafpc.ca)

### VARIATIONS

The horizontal logo should be used when deemed appropriate (ex: website banner) or when there is not enough room allocated for the stacked logo. In cases where there are colour restrictions, choose either the black or white version of the logo depending on the background. For optimal clarity, contrast between the background and the logo is needed. The white logo should be used on dark backgrounds, whereas the black version should be used on light backgrounds.



Public Service Alliance of Canada  
Alliance de la Fonction publique du Canada



Public Service Alliance of Canada  
Alliance de la Fonction publique du Canada



Public Service Alliance of Canada  
Alliance de la Fonction publique du Canada

## MINIMUM SIZE

To ensure legibility the words (Public Service Alliance of Canada) in the logo must not be smaller than 8pt.

## CLEAR SPACE

To ensure legibility there should always be ample space between the logo and other text or graphic elements. Clear space around the logo should be *at least* equal to the height of the two lines of text.



## INCORRECT USAGE

Please use the provided versions of the approved logos. The logo must be legible and should not be adjusted, altered, skewed or redrawn in any way.



- X Do not** place the logo over busy patterns or photographs.



- X Do not** use a logo file that has a white background over a photo (ex: jpeg or screenshot). Use transparent background versions.



- X Do not** distort logo proportions by condensing or stretching forms.



- X Do not** use the red version of the logo with a clashing background. Use the white version on background colours that negatively affect legibility.



- X Do not** add any effects to the logo, such as gradients or drop shadows.



- X Do not** combine the logo with text or other wordmarks or logos.



- X Do not** change the colour of the logo.

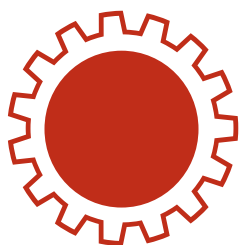


- X Do not** angle the logo.

## COLOUR

Red is the primary colour of PSAC and is a very recognizable part of our visual identity. The red version of the logo is preferred in most situations.

Below are the Pantone, CMYK, RGB and Hex code breakdowns for optimal use in print or on screen.



### Pantone

1805

### Print

C-18

M-92

Y-100

K-8

### Digital

R-192

G-49

B-26

### Web

#C0311A

## SECONDARY COLOURS

PSAC red (above) should be the primary brand colour used in graphics and print material.

These secondary accent colours (dark blue, light blue, yellow gold and dark red) make up a colour palette which provides variety and flexibility for our online graphics, while keeping a consistent look and feel.



#0F304A

R-15

G-48

B-74



#A7DEF7

R-167

G-222

B-247



#EBAF41

R-235

G-175

B-65



#81171D

R-129

G-23

B-29

## TYPOGRAPHY

Typography is another important visual aspect of the PSAC brand. The principal typeface for PSAC is Avenir. Avenir is a geometric sans serif font with a large family of typefaces that allows for flexibility. [myfonts.com/fonts/linotype/avenir](https://myfonts.com/fonts/linotype/avenir)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
aàbcdeéfg hijklmnoôpqrstuüvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**aàbcdeéfg hijklmnoôpqrstuüvwxyz**

Avenir is a paid font on Lynotype.com. If a free font is required, we recommend using Montserrat which is available on Google Fonts. Montserrat is also a geometric sans serif font with a large family of typefaces that allows for flexibility. [fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
aàbcdeéfg hijklmnoôpqrstuüvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**aàbcdeéfg hijklmnoôpqrstuüvwxyz**

## TYPOGRAPHY USE

Typography should be clear, legible and accessible. It is not recommended that the body copy font is smaller than 9 pts or larger than 14 pts as per typographical standards. Headlines can range from 20-28 pts and subheads should be between the headline and body copy size, usually 8-10 pts larger than the body copy. Use the light weight with caution due to decreased legibility. Italics can be used to add emphasis within a sentence but it is not recommended as a headline or body copy font.

Below are the recommended weights in order to create a hierarchy and add emphasis.

### Headline

AVENIR, 26PT, BLACK

### Subhead

AVENIR, 18PT, MEDIUM

### Body

AVENIR, 10PT, REGULAR

### Headline

MONTSERRAT, 26PT, BOLD

### Subhead

MONTSERRAT, 18PT, MEDIUM

### Body

MONTSERRAT, 10PT, REGULAR