



The Terry Fox Research Institute
L'Institut de recherche Terry Fox

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Terry Fox Research Institute Visual Identity Guidelines

August 2010

www.tfri.ca

Visual Identity Guidelines

A guide for consistent use of the Terry Fox Research Institute logo

These guidelines and graphic standards for usage of the Terry Fox Research Institute logo will aid in consistent and uniform presentation of TFRI's visual identity. We thank you in advance for your co-operation and support in following these guidelines when applying the TFRI logo (e.g. scientific presentations or posters, web, signage or letterhead).

Please note: These guidelines are subject to revision.

Acceptable Logo Files

There are four logo files provided that are acceptable, however, the centered, full-colour logo should be used wherever possible. The horizontal logo should only be used in situations where the centered logo is not possible.



The Terry Fox Research Institute
L'Institut de recherche Terry Fox

TFRI_Logo_COL.eps (.jpg)



The Terry Fox Research Institute
L'Institut de recherche Terry Fox

TFRI_Logo_BW.eps (.jpg)



The Terry Fox Research Institute
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TFRI_HorizLogo_COL.eps (.jpg)



The Terry Fox Research Institute
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TFRI_HorizLogo_BW.eps (.jpg)

Logo Files, Formats & Naming

- The four optional logo files are named as follows:

TFRI_Logo_COL (*centered logo, full colour - should be used wherever possible*)

TFRI_Logo_BW (*centered logo, black & white*)

TFRI_HorizLogo_COL (*horizontal logo, full colour*)

TFRI_HorizLogo_BW (*horizontal logo, black & white*)

- All logo files provided are bilingual English & French.

- All logo files are provided in EPS and JPEG formats:

EPS - This format is for external uses, such as: printers, signage, newspapers, magazines, corporate gifts, etc. (please note that you may not be able to open this format on your computer, but the suppliers you send it to will be able to work with it).

JPEG - This format can be used internally. Simply double-click to open, or 'insert' or 'place' into any of the Microsoft Office applications, etc.

Correct Logo Usage

The Terry Fox Research Institute logo is the signature of our organization. Please do not change or modify it. Always use the original files provided and the correct logo proportions.



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← MINIMUM 1.5" →

NOTE: The correct method to proportionately scale a logo file is to hold down 'Control' and 'Zero' on your keyboard while re-sizing.



Never stretch, compress or break apart the logo.

Restricted Area / Free Space

The Terry Fox Research Institute logo is our most important visual element, and it is crucial that it be clearly visible. By adding a restricted area, also called 'free space', around it, the eye will more easily recognize the logo. The larger the free space around the logo, the greater the visual impact, but there should be a minimum area around all four sides of the logo at all times.



NOTE: The minimum space around all four sides should be equal to the height of the two lines of text (shown as 'x' in this illustration).

Logo Colour & Background

The Terry Fox Research Institute colours – blue and red – are an essential part of the visual identity and should be used whenever possible. The specific colours are as follows:



Spot: pms 288
Process: 100c / 60m / 0y / 20k
RGB: 0r / 84g / 150b
Hex: #005496



Spot: pms 186
Process: 0c / 100m / 80y / 0k
RGB: 237r / 26g / 59b
Hex: #ed1a3b

The colour logo should be used on a white background whenever possible. When using a dark background it may be necessary to reverse the logo to white for visibility. Furthermore, for economical and practical reasons, you may have to reproduce it in black:



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Never print the logo
 in a tint or screen.



The Terry Fox Research Institute
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Never use the colour logo
 on a dark background.



The Terry Fox Research Institute
 L'Institut de recherche Terry Fox

Never substitute
 the colour.

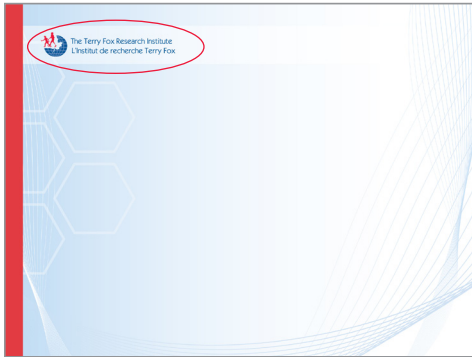
Logo Placement

Scientific Presentations (e.g. posters, slides)

Where TFRI is the primary/lead funding agency or initiator of a project, the logo must appear on the **upper left-hand corner of the documents/materials** and comply with the guidelines in this document.

Where TFRI is a represented partner (secondary or otherwise) or co-funder of a project, event, announcement, etc., we request that the logo guidelines regarding *Logo Used in Conjunction with Other Logos* (see page 5) be applied.

If you have used the Terry Fox Foundation logo on your presentations, please replace it with the TFRI logo. It is not necessary to use both logos.



TFRI as a primary / lead funding agency



TFRI as a represented partner

Press Releases/Announcements/Posters

Where TFRI is the sole/primary sponsor/funder/initiator of a press release, the logo will appear in the **upper right-hand corner**.

Where TFRI is a represented partner (secondary or otherwise) or co-funder of a project, event, announcement, etc., we request that the logo guidelines regarding *Logo Used in Conjunction with Other Logos* (see page 5) be applied.



TFRI as the sole/primary sponsor/funder/initiator



TFRI as a represented partner

Complementary Font Usage

When preparing letters, reports, presentations and other documentations, use the font family **Calibri** whenever possible.

Calibri Regular **Calibri Bold**

Calibri Italic ***Calibri Bold Italic***

Logo Used in Conjunction with Other Logos

When using the TFRI logo together with other logos:

- Please ensure that the free space and minimum logo size is respected (*see reference to Restricted Area/Free Space on page 2*)
- Please ensure the TFRI logo is of similar proportion to the other logos
- Please ensure that the logos are aligned with one another
- Please keep hierarchy in mind when adjusting the size of the logos (e.g. if primary funder or otherwise)
- Follow our guidelines with respect to preferred placement where applicable.

Approval Procedure

Where the logo is used in materials that are public and promotional in nature, we request that you contact us directly for approval to use. Where the logo is used for scientific purposes for sanctioned and funded TFRI projects/presentations this is not required; however, we would be pleased to receive notification of where the presentation is being made.

If you have any questions about our graphic standards, please contact us:

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