



PPCLI FOUNDATION

B R A N D I N G G U I D E



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Honour, Dedication and Service—these are the traits of our men and women in uniform. We strive every day to respect and support their service to our country and help them and their families through trying times. Our mission at the PPCLI Foundation is to provide support “For the Soldier, the Wounded, the Fallen and their Families”.

People across Canada know of the sacrifice of our soldiers but may be unaware of who to turn to if they wish to assist. The PPCLI Foundation can be that touchstone, but in order to do this we need one strong, unmistakable identity to clearly and effectively communicate who we are and what we do.

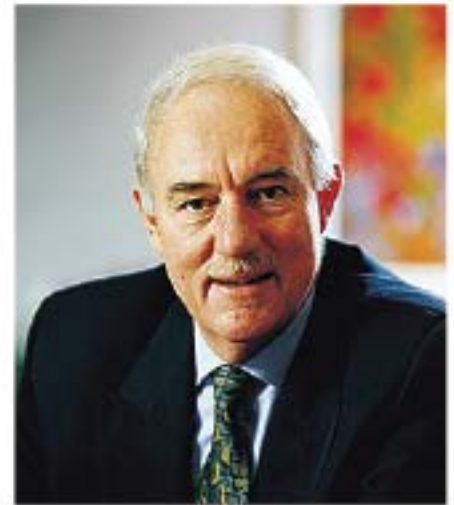
A strong, controlled brand is critical if we hope to achieve our mission. It is more than just a visual image of who we are - it helps us effectively make an emotional impact on our audience and can help change attitudes and behaviours.

Our guidelines are the result of extensive research and input from internationally recognized experts.

Our branding reinforces our brand awareness and increases consideration through consistent use. This heightens public awareness of our mission, enhances our credibility, differentiates us from competitors and increases our fund-raising potential.

We are all stewards of the PPCLI Foundation brand and it is our responsibility to adhere to these guidelines. All those within and outside the foundation who work with or communicate our brand must be encouraged to follow these guidelines when creating their materials. Our foundation will continue to grow and evolve and as it does, so will the awareness and credibility of our brand.

Thank you for your support.



A handwritten signature in black ink that reads "Barry Ashton". The signature is written in a cursive, flowing style.

Major-General (Ret'd) Barry Ashton,
President



Understanding the **Brand**

Who we are to the Public

B R A N D I N G G U I D E

Introduction

Why do we need branding guidelines?

In today's business environment, it's increasingly difficult for an organization to be noticed and remembered. It's becoming more and more difficult to be heard over the noise level. As a result, more businesses are developing a uniform, easily recognized "master brand" identity system to communicate who they are to the public. Other projects and events could have a specific identity but all fall under the master umbrella.

Our goals are to enhance the PPCLI Foundations identity, enhance consistency, simplify our brand's look and feel, and provide easy-to-use standardized design templates for using sponsors' logos.

We are committed to developing the PPCLI Foundation's brand and communications strategies and strengthening our image and identity in the marketplace. A strong organizational identity is vital because that's what the public recognizes and sustains loyalty. The benefits of a strong corporate identity include:

- Heightened public awareness of the PPCLI Foundation and our mission
- Enhanced credibility for the organization and our messages
- Differentiation from competitors
- Improved fund-raising potential from the general public and corporate partnerships

To achieve a stronger corporate identity, we need to refine and

coordinate various communications tools to create a unique organizational image (or "master brand") for the PPCLI Foundation. These tools include:

- Our signature
- Color
- Graphic devices such as the flag described later in this guide
- Consistent use of typeface(s)
- The style of our materials (tone, graphics, audio and editorial content)
- Media we use to deliver our messages

You will find specific strategies to enhance the PPCLI Foundation's identity and shape the perceptions of consumers. In all cases we have been sensitive to preserving the Foundation's reputation and heritage.

Who would use this guide?

The Foundation's communications staff and volunteers will use these guidelines when designing or producing their materials, or when directing outside vendors to produce materials.

These guidelines should also be given to corporate partners or other organizations that will produce materials with our name and logo. Staff who develop corporate sponsorships that result in the production of materials should discuss these guidelines during initial negotiations.

How should this guide be used?

This is a guide to the basics that must be followed in all instances. Its goal is not to limit creativity, but to provide direction that will guide us all to produce materials with greater unity, clarity and visual harmony.

This will help us produce materials that the public recognizes as distinctly ours, whether the items are found in Atlantic Canada or the Yukon or come via the Web or direct mail, on video or in print.

We believe the result will be a more visible, more cohesive PPCLI Foundation brand image, which will benefit us all.

Who can I contact with questions?

E-mail:

officemanager@ppclifoundation.ca

Our Signature System Vertically Stacked

The PPCLI Foundat's signature system is built of 3 elements:

- Signature
- Word Mark
- Tag Line

The three elements of the signature system work in unison to support the overall brand strategy, identity and promise.

They can be displayed as single components within a communication vehicle or together within the specified proportions.

Signature



Word Mark

Signature positions 3 letters in

PPCLI FOUNDATION

3 letters in

3 letters in

Tag Line

For the Soldier, the Wounded, the Fallen and their Families

Signature, Word Mark and Tag Line
together in the specified proportion



PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families

Our Signature System Horizontal Presentation

The PPCLI Foundat's signature system is built of 3 elements:

- Signature
- Word Mark
- Tag Line

The three elements of the signature system work in unison to support the overall brand strategy, identity and promise.

They can be displayed as single components within a communication vehicle or together within the specified proportions.

Signature, Word Mark and Tag Line displayed Horizontally positioned



Signature, Word Mark and Tag Line displayed Horizontally in the proper proportion



Brand Promise

The brand promise is the commitment we make the public and what we aspire to live up to.

The PPCLI Foundation communicates its brand promise through a unique brand story, visual representation of our promise and personal contact that touches both emotional and rational chords with those who experience the brand.

The visual representation of the brand must instantly engage the public, and then paint a visual path to a brighter future that is delivered through the organization's brand promise.

Brand Attributes

The three brand attributes are the same ones we recognize in our men and women in uniform and these are at the core of who we are and the heart of our promise:

Honour

Dedication

Service

Our behaviours and our visual expression of the brand must align with each of our brand personality traits – This is who we are and this is what we stand for.

Our promise

The PPCLI Foundation can have an extraordinary Impact on soldiers and their loved ones to save lives, to recognize and reward their sacrifice and honour their service... We will be there.

Brand Voice

Everything we say helps others form an opinion about who we are. It could be a phone conversation, a visit to our Web site or a quick read of our support materials; people will have a clear picture of the PPCLI Foundation because in all those domains we speak with one voice.

Brand Personality

Canadians have come to recognize our men and women in uniform as:

Having Honour

Being Dedicated

Committed to Service

We are there for Them!

Every day we should strive to communicate messages that uphold these perceptions, but without explicitly announcing that "This is how we want you to see us." Having integrity is much more effective than telling someone that you do.

Brand Message

Our communications should: Show the benefits. Don't focus on "features of a program but rather on "this program will benefit soldiers because ..."

Encourage action in all your communications. Speak directly to your audience, compelling them to take action. This applies whether you're promoting a program, appealing to an audience to get involved or encouraging someone to make a donation.

Convey emotion and conviction. Think about our mission, which should drive everything we say and do.

Remember our promise:

The PPCLI Foundation can have an extraordinary impact on soldiers and their loved ones to save lives, to recognize and reward their sacrifice and honour their service.



Signature **System**

B R A N D I N G G U I D E

Signature System



The three elements of the master brand are the Signature, Wordmark and Tag Line displayed in the proper proportion

This is the PPCLI Foundation's masterbrand. Under the branding strategy the Wordmark "PPCLI FOUNDATION" can be linked to the signature in the proper proportion. It is larger, used more consistently and placed in a centered location on document or a column of text.

The PPCLI Foundation master brand should be used on all external materials except for text only documents.

Here are examples of products that should contain the PPCLI Foundation masterbrand:

Advertisements

Planned Events or Giving

Memorials

Corporate Relationships

Stationary

- Letterhead
- Business Cards
- Envelopes
- Forms

Business Literature

- Annual Report
- Presentation Materials

Architecture of the identity **System**

4 colour process



PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families



Cause programs with Foundation Participation with Foundation logo first as the parent brand.



Cause programs with Foundation Participation and other participating sponsor

Black and White



PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families



Halftone Cause programs with Foundation Participation and other participating sponsor

Black plus spot colour



PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families



Event branding or program pins etc.



Future programs text only. No new icons or logo treatments

*Corporate Signature
Stationery, Buildings, Presentations,
Corporate Functions.
"Optional Tag Line"*

Architecture of the identity **System** Signature

4 colour process (Bitmapped png)



4 colour process (Vector rendering)



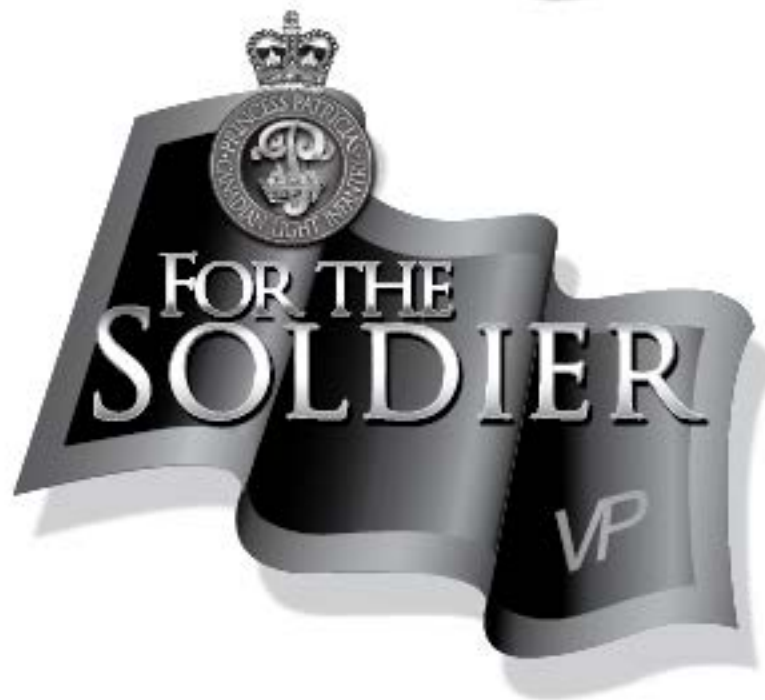
Architecture of the identity **System**

Signature

Black halftone plus Spot Colour Pantone 7623
(Vector rendering)



Black on White
(Vector rendering)



Architecture of the identity **System**

Signature

Line Art Black Only
(Vector rendering)



Line Art Black Plus Pantone 47-8
(Vector rendering)



Architecture of the identity **System**

Wordmark

4 colour process on White (Bitmapped png)

PPCLI FOUNDATION

4 colour process (vector version)

PPCLI FOUNDATION

Black Type (Trajan Bold Kerned +94)

PPCLI FOUNDATION

White on Black or Dark colour background (Trajan Bold Kerned +94)

PPCLI FOUNDATION

White on Black or Dark colour background with Spot colour Pantone 7549 (Trajan Bold Kerned +94)

PPCLI FOUNDATION

Colours

The standard maroon on all PPCLI Foundation products is Pantone® 7623 or a four-color process combination of 94% Magenta, 87% Yellow, 28% Cyan and 94% Magenta and 87% Yellow and 27% Black.



4 Colour Formula

94% Magenta
87% Yellow
28% Cyan
27% Black



PPCLI FOUNDATION

The standard gold on all PPCLI Foundation products is Pantone® 7549 or a four-color process combination of 32% Magenta and 100% Yellow..

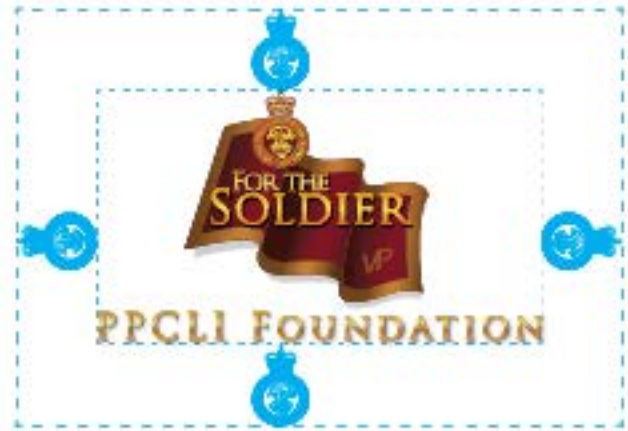
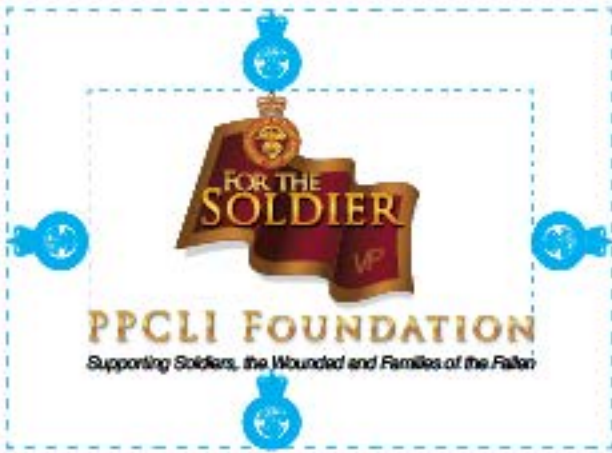


4 Colour Formula

32% Magenta
100% Yellow

Area of Non-Interference

The area of non-interference is defined by the height of the PPCLI Cap Badge located on the Signature



Unacceptable



Acceptable



Unacceptable



Acceptable



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ipsum velit, luctus eu sem nec, molestie pretium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ipsum velit, luctus eu sem nec, molestie pretiu.

Typography

Typography unifies our corporate identity system by adding consistency and continuity. Use the Trajan Pro and Helvetica type families.

These are our corporate typefaces. Trajan Pro is a classic serif typeface that provides contrast to the contemporary simplicity of the sans serif Helvetica.

The Trajan Pro and Helvetica type families were chosen for their readability, compatibility with each other, and their clean, corporate look consistent with the PPCLI Foundation signature. The range of roman and italic, sans-serif and serif styles in differing weights provides a multitude of creative options and gives our communications materials a neat, consistent, professional appearance.

It's important to apply our corporate typefaces to our products in the letterforms' original format. That is, don't extend, condense or skew the letterform in any way. By using Trajan Pro and Helvetica letterforms in their original form, we will add another branding element to support the family feel of our products and make our information easier to understand and friendlier to our customers.

The Wordmark, which contains the words "PPCLI Foundation" is set in Trajan Pro Bold. The Tag Line – the words "Supporting Soldiers, the Wounded and Families of the Fallen" – is set in Helvetica Light Italic.

TRAGAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

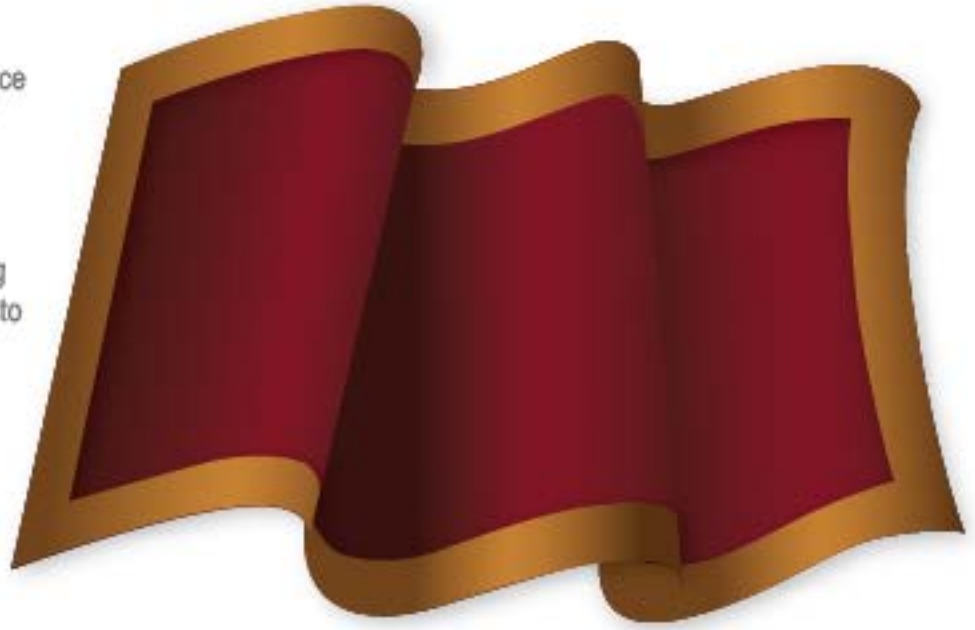
Graphic elements

PPCLI Regimental flag

Here are some examples of curved elements that can enhance your products' appearance and strengthen the impact of our Signature.

The color of the Regimental flag may not be changed. They help to establish the thematic colour scheme for PPCLI Foundation causes, events or programs.

4 colour process
(Vector renderings)



For many audiences the very first contact from the PPCLI Foundation will be through our business cards, letterhead and other stationery products. This is our first opportunity to make a professional impression.

A consistent stationary, including letterhead, business cards, envelopes etc. will reinforce the PPCLI Foundation brand identity. These guidelines include the size and placement of fonts, point sizes and colour of typed information.

8 1/2" x 11" inch Letterhead

Signature

The PPCLI Foundation Signature is positioned in the centered horizontally—exactly 1/2" below the top of the page. A gold line with drop shadow 1 1/8" from the top of the page completes the header for the letterhead and runs behind the Signature.

Wordmark

The PPCLI Foundation Wordmark is centred and located in the footer of the page and centered 3/4" from the bottom. The preferred typeface for the Wordmark is 21 pt. Trajan Pro.

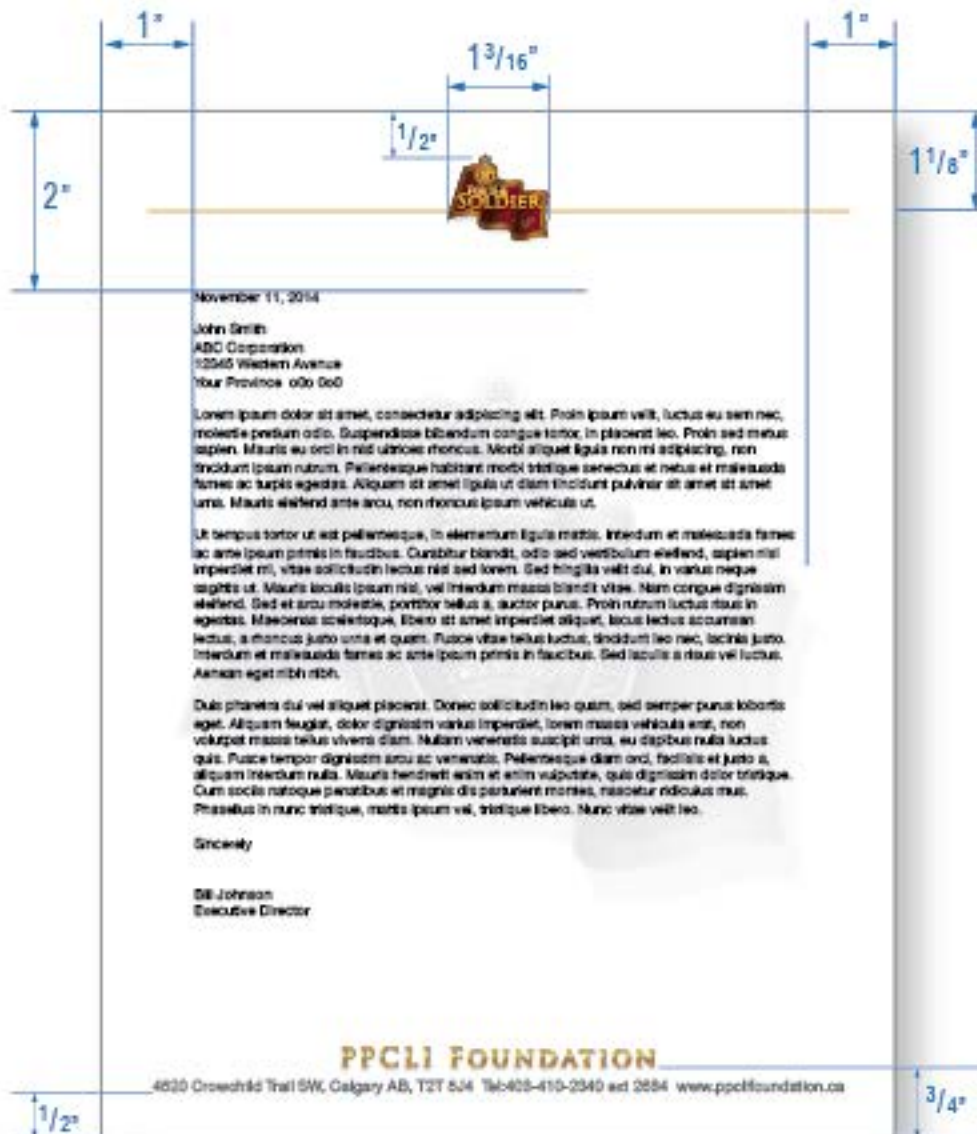
Address

The address, phone and web address are centered in one line and located 1/2" from the bottom. The preferred typeface for the address is 12 pt. Trajan Pro with no kerning.

Typed information

The preferred typeface for typed text is 10 pt. or 11 pt. Helvetica Regular, flush left. This should begin at least 2" from the top of the page and with 1" left and right margins.

NOTE: Manually typing or word processing letters may cause this alignment to be slightly off. However, the text of letters should be positioned as closely as possible to that pictured.





PPCLI FOUNDATION

4520 CROWCHILD TRAIL SW, CALGARY AB, T2T 5J4 TEL:403-410-2340 EXT 2684 WWW.PPCLIFOUNDATION.CA

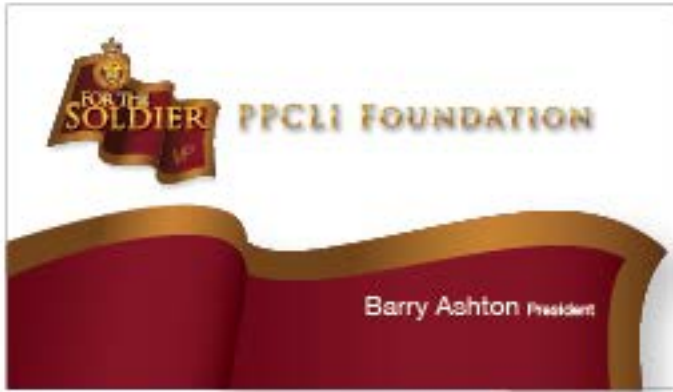
Business Card 1 Front



Business Card 1 Back



Business Card 1 Front



Business Card 1 Back



Business Card 1 Front



Business Card 1 Back



Business Card 1 Front



Business Card 1 Back



These guidelines are for four standard sizes: 4 1/8" x 9 1/2", 6" x 9", 9" x 12" and 10" x 13". When producing other sizes of envelopes, use these guidelines for the envelope closest in size to the one you're producing and adjust to fit. As closely as possible, maintain the proportional relationships between elements as shown here.

4 1/8" x 9 1/2" (No. 10)

General and Window Envelope

Signature

The vertical depth from the left point of the flag From the top of the envelope is 1". It's placed as shown, 1/2" from the left edge of the envelope. The Word Mark is positioned horizontally to the word "Soldier" in th Signature The return address is flush left 1/8" below the Signature.

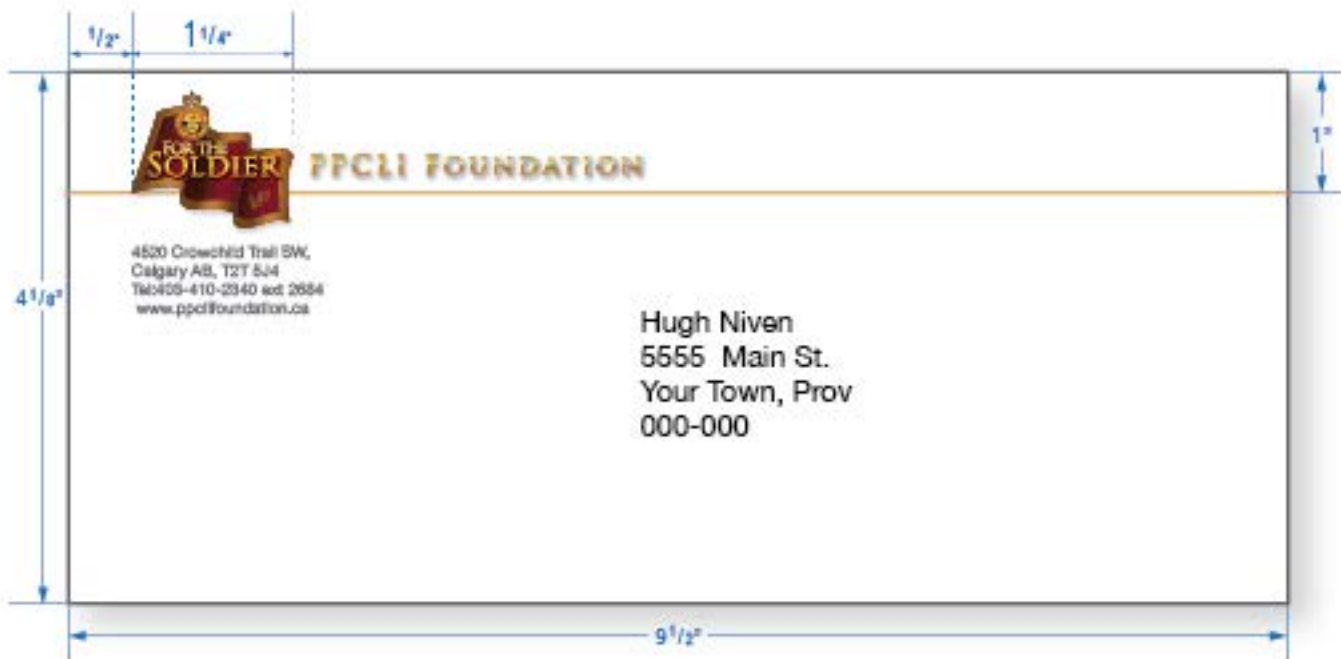
A gold line with drop shadow runs horizontally across the envelope 1" from the top of the envelope.

Return address

Helvetica Neue Regular Flush Left.

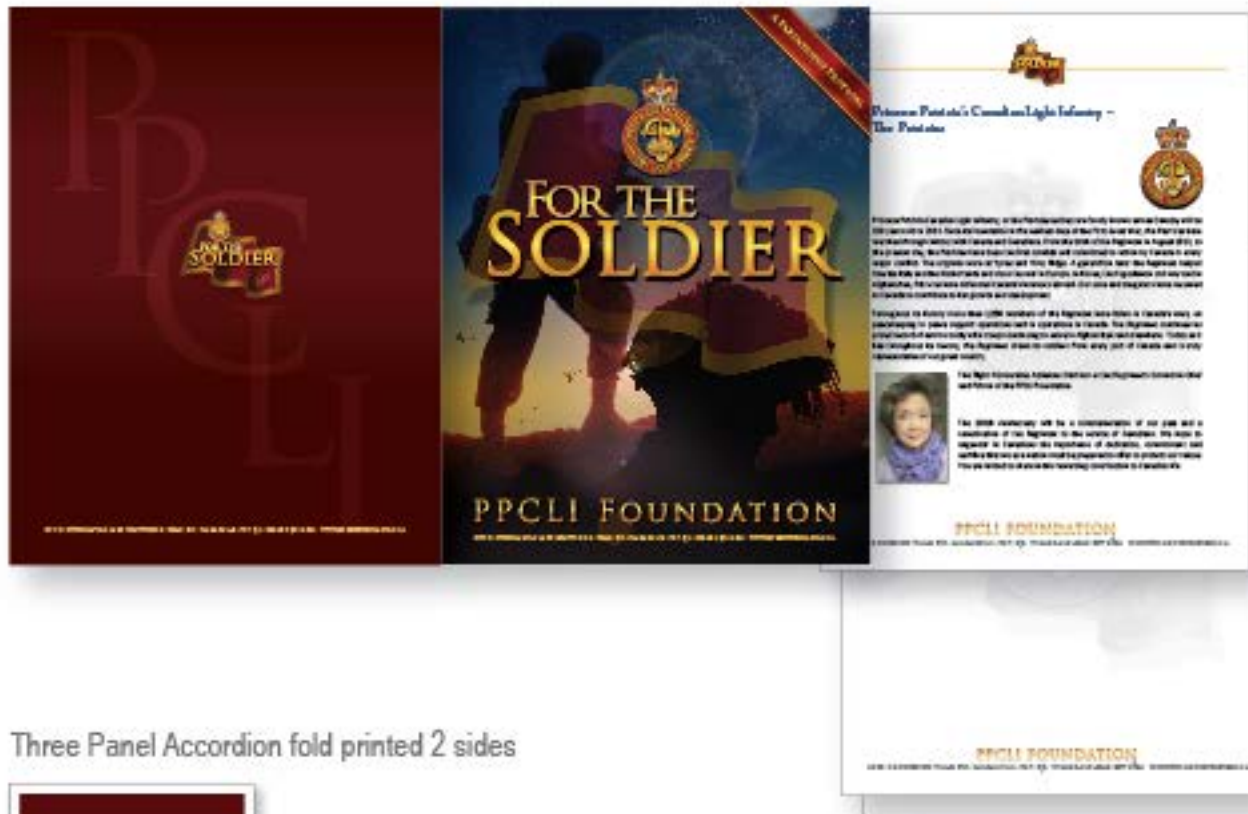
Typed information

The preferred typeface for the typed text is 10 pt. or 11 pt. Helvetica Neue Regular, flush left. Align as shown.



Sample literature

Saddle Stitched brochure folded to 8 1/2" x 11"

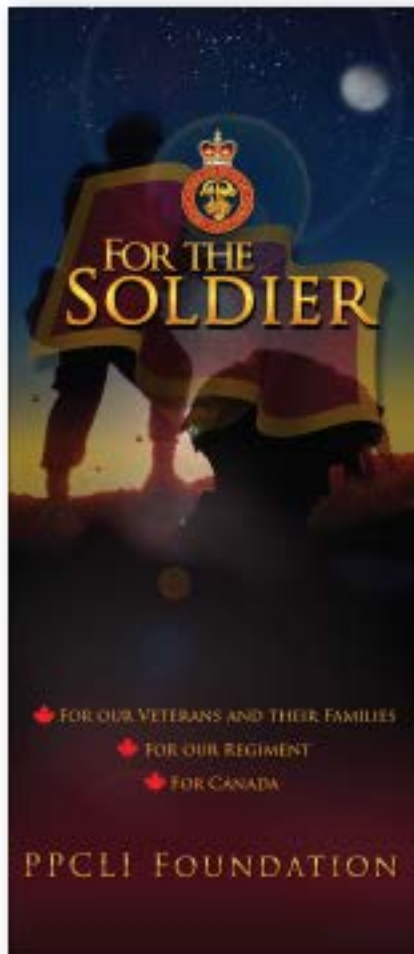
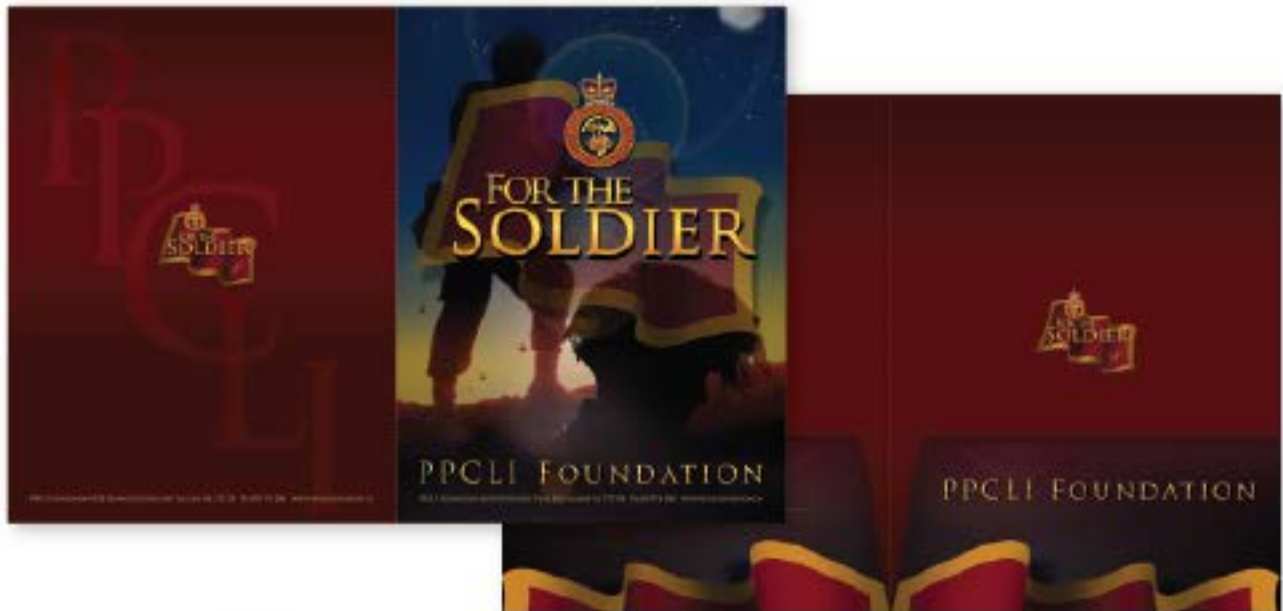


Three Panel Accordion fold printed 2 sides



Sample literature

Presentation Folder folded to 8 1/2" x 11"



PPCLI Foundation Banner



Veterans Tribute Night

Poster 11" x 17"