



The Professional Institute
of the Public Service
of Canada

Visual Identity Guide



Introduction

From Apple to Nike, most organizations use a consistent visual image to build and maintain name recognition and reputation in the eyes of the public. PIPSC is no different. This Visual Identity Guide provides a set of standards to reinforce graphic symbols throughout all Professional Institute communications, including print, web, display, broadcast and electronic formats.

The Visual Identity Guide is designed to

- increase and reinforce public and member awareness of the Professional Institute by creating a consistent image that can be easily recognized.
- provide a unified “visual look and feel” that connects all areas of the Professional Institute.
- help build member and public support.
- maintain consistent and precise production of the PIPSC brand by constituent bodies, vendors and designers.

More than a list of rules regarding logos, colours and typefaces, the guidelines create a unified and strong organizational image. Every PIPSC member plays an important role in bringing the standardized identity to life through consistent use and application.

Please consult a formally trained graphic designer at the beginning of any project. Always ensure designers consult the visual identity guidelines and send proof copies of work for approval prior to printing.

The PIPSC Communications Policy requires that designs are approved by the PIPSC Executive Committee prior to use. For graphic design assistance and further information, please contact Communications at viguide@pipsc.ca.

PIPSC visual identity: an evolution



The original PIPSC badge: a beaver on a circle that contained the name of the Institute. It was adopted during the 1922 annual general meeting.



The Institute logo circa 1970s, early 80s.



THE PROFESSIONAL INSTITUTE OF THE PUBLIC SERVICE OF CANADA

This version, circa 2000, uses a condensed font treatment that has proven hard to read in small sizes, especially with the rise of electronic media.

Official signature

This new and modern version is less static and more dynamic. It is easier to adapt to campaign material, and for use in smaller sizes and in electronic media.



Versions of the PIPSC signature

All versions of the PIPSC signatures are available for download at: www.pipsc.ca/viguide.

Please leave plenty of protective space around the PIPSC signature in your projects. No text, graphic, photographic, illustrative or typographic element must encroach upon this space.

Space should be equal
to the height of the signature, on all sides.



(Left) Symbol only
(Right) Symbol and acronym



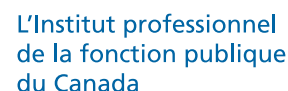
English only
and French only signature



Bilingual centred signature



Bilingual flush left signatures



Prohibited logo treatments

The Institute expects that the creation of all design projects, including all promotional items, will be performed by a trained graphic designer or a person with a graphic design background.

To ensure a consistent visual brand image it is important to use only the artwork available through Communications at www.pipsc.ca/viguide.

Artwork should never be altered.

If you have any questions or special needs using files or the PIPSC graphic standards, please contact PIPSC Communications at : **1-800-267-0446** or email at viguide@pipsc.ca. We are always pleased to help.



Do not alter the vertical and or horizontal scaling of the logo.



Only use the approved colours outlined in this document.



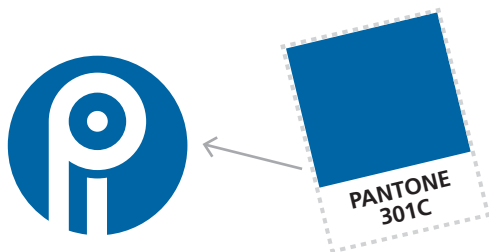
Do not change the integrity of the logo or hide part of it. Do not substitute fonts.



Do not use the logo on busy backgrounds.



Do not change the aspect or use “effects” like embossing or drop shadows on the logo.



Official colours

PIPSC official colours are as follows:

Pantone: 301C

Process: C=100, M=45, Y=0, K-18

RGB: R=0, G=101, B=164,

Web: 0065A4

Pantone 301C is the only colour that can be applied to the logo. The other possibilities are monochrome black or white on a contrasting background (see below).

Logo in Pantone 301C
This is the only color that can be applied
on the logo



The Professional Institute
of the Public Service
of Canada

The logo can be used in black
if it is over a contrasting background



The Professional Institute
of the Public Service
of Canada

The logo can be used in White
if it is over a contrasting background



The Professional Institute
of the Public Service
of Canada

Accompanying typefaces

Below are the three most common typefaces PIPSC uses in the creation of the various printed communication tools and publications, including *Communications Magazine*.

Frutiger LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Memphis LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Memphis LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Examples of the PIPSC signature





PIPSC logo and its integration in other campaigns

At times, PIPSC will conduct campaigns or create a special logo for an event and will require the **circular symbol** to be part of another visual element. The circular symbol is easily adaptable and incorporated with new elements.

Below, is an example of the *Better Together* campaign where the circular PIPSC symbol is the central part of a new campaign visual. This logo treatment visually reflects the Institute's image as a dynamic organization of great potential, reaching out to invite partnerships and collaboration.

Print



Better together
The Professional Institute
of the Public Service of Canada



Count me in!

Yes, I support the *Better Together* campaign to protect public services, jobs and PIPSC.

☐ Keep me informed about the *Better Together* campaign.

☐ I want to become a *Better Together* campaigner.

Language Preference: ☐ English ☐ French

Name:

Email: (home)

Tel.: (home)

Tel.: (cell)

Email: (work)

Tel.: (work)

Department:

Bargaining Group:

Signature:

Notes:

Please return to PIPSC.
www.pipsc.ca

Promotional items



Presentation template



Banners



Better Together campaign signature

Depending on your specific needs and the space available and because each project needs a special treatment, the Better Together logo comes in various configurations to maximize its adaptability to the final product.

English first and French first
bilingual signatures for all
bilingual documents
(Please see example of a presentation
slide on previous page)



English only and French only
(When space is restricted and limited.
(Please see sign-up card example on previous page)



English first and French first bilingual
signatures for vertical space treatment
(Please see example of a roll-up banner
on the previous page)



At times, for some promotional items, you
might use the slogan and symbol only without
the name of the Institute. The use of a
monochrome version or negative on PMS 301
is permissible (see t-shirt on previous page).



Stationery

The layouts on this page show the letterhead, business card and #10 envelope. These versions integrate the *Better Together* campaign as a visual element.



