

Guidelines for using the Canada Post Logo



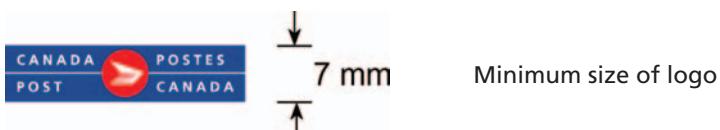
These guidelines apply only to third party use of the Canada Post logo (logo). The logo may never be used except in accordance with these guidelines. Use of the logo is also subject to the Terms and Conditions set out on the following page.

1. Always use original digital artwork files. Never recreate or distort the logo.
2. The logo should appear in its corporate colours: PMS 485 red, and PMS 280 blue or their CMYK equivalent. The black and white version of the logo is to be used only when it is not possible to reproduce the logo in colour.
3. Always maintain minimum clearances around the logo.
4. Use the appropriate version of the logo based on language requirement, i.e. English first or French first.
5. The logo should always remain stand-alone and may not be combined with any other objects, such as other logos, words, graphics, photos, slogans, numbers, design features or symbols. The logo may not be used in any way that might be seen as an endorsement of the products and services of a third party. The logo also may not be used in any way that might suggest that any non-Canada Post materials, activities or events are sponsored, endorsed or licensed by Canada Post, unless otherwise approved in writing.

If you need further information, please contact: info.brand@canadapost.ca



The minimum clearance around the logo is 1 square unit. This square unit is based on the distance from the bottom of the logo to the white horizontal line. This unit is shown in light blue in the illustration.



These examples show the logo used incorrectly.



Do NOT horizontally or vertically compress or distort the logo.



Do NOT skew the logo.



Do NOT put the logo on a busy, dark or conflicting background.



In a colour application, do NOT use any colours in the logo other than PMS 280 and PMS 485 or their CMYK equivalent.



Do NOT use a low resolution logo where high resolution is required, i.e. 72 dpi from the web in a printed piece.



Do NOT redraw or recreate the logo (notice the use of incorrect symbol and typefaces).

Terms and Conditions



Canada Post reserves the right to withdraw or amend, at the discretion solely of Canada Post, permission to display the Canada Post logo, and may request any party that has previously been granted permission to change or discontinue use of the logo. Canada Post also reserves the right to pursue any use that does not conform to the guidelines for using the Canada Post logo and these Terms and Conditions or any amendments to the guidelines or Terms and Conditions subsequently issued.

Please read the following carefully:

- ✓ The logo may not be used on any material that infringes on Canada Post's intellectual property or other rights, or that is in contravention of any applicable law.
- ✓ The logo may never be used in association with anything or in any way that would disparage or otherwise reflect negatively on Canada Post, its products or services, or its directors, officers or employees.
- ✓ The logo may not be imitated or used in any way as a design feature. The logo may not be distorted in perspective or appearance, or changed in any manner whatsoever.
- ✓ The logo may not be used to represent the words "Canada Post" in text, whether in a headline or within the body of the text.
- ✓ The logo may be used only on Web pages that make accurate references to Canada Post or its products or services, and must be displayed on the same page as the reference. The Web page should be set up so that it is clear to the viewer that the Web page is the company's Web page and not that of Canada Post. In particular, on any Web page on which it uses the logo, a Company must also display, in the primary and more prominent position, its own Web page title, trademarks, and logos.
- ✓ On a Web site, the logo must always be an active link to Canada Post's homepage at <http://www.canadapost.ca>.