

**The Canadian Public Relations Society, Inc.
La Société canadienne des Relations publiques, Inc.**

**GRAPHIC STANDARDS
January 2003**

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Graphic Standards - January 2003

General Guidelines

The terms and concepts described in this document are those commonly used in professional graphic design. A design agency or printer will be familiar with this terminology. This standards document is intended to help you create professional quality materials that comply with CPRS national identity standards.

These graphic standards ensure that chapter member society materials are suitable for commercial printing reproduction while maintaining graphic consistency with CPRS corporate standards. For exact specifications of the CPRS corporate identity, please refer to the samples below. Be sure to use only the colours, typefaces and layouts specified below. By keeping consistent with one graphic format, the CPRS corporate brand and identity are reinforced at all levels. Please keep this consistency in mind when using the corporate identity on any printed or promotional materials. If you have any questions, please contact the CPRS National office.

The CPRS Corporate Identity

The CPRS corporate identity (logo) consists of a graphic image and the full corporate name - in English, French or both - separated by a two (2) point rule.

The CPRS national logo is provided in various formats:

- Encapsulated postscript (.eps) is a vector-based file. EPS images are non-resolution dependent, which means they will print at the same quality level at any size.
- Tagged Image File Format (.tif) files can be used for printing but when the size is altered, you can lose quality because these images are pixel-based.
- Graphic Interchange Format (.gif) files are only for use on the Web, in e-mail or for other electronic media. They are low-resolution files and are not suitable for printing.

Application of Local Chapter Name

For application of the CPRS corporate identity (logo) at the local level, use the logo that carries the name: The Canadian Public Relations Society. This logo is similar to the logo at use at the national level in that it consists of a graphic image and the full corporate name - in English, French or both - separated by a two (2) point rule. However, it does not contain "Inc." which is a legal description only to be used by the national organization.

In applying a local chapter name to any materials, it should be always be placed below the logo and should follow the font standards set forth in this document (Helvetica Regular or Arial Regular). As shown in some of the samples below, a local chapter name would replace "National Office."

The CPRS logo for local member society use is provided in various formats:

- Encapsulated postscript (.eps) is a vector-based file. EPS images are non-resolution dependent, which means they will print at the same quality level at any size.
- Tagged Image File Format (.tif) files can be used for printing but when the size is altered, you can lose quality because these images are pixel-based.
- Graphic Interchange Format (.gif) files are only for use on the Web, in e-mail or for other electronic media. They are low-resolution files and are not suitable for printing.

Variations of Corporate Identity

- The corporate name can appear independent of the graphic image, following the tpestyles and colour selection defined below.
- The graphic image cannot appear independent of the corporate name in any instance.

Maple Leaf Art

Some materials have been created with a maple leaf montage, reflecting the Canadian identity. This art was created specifically for the Canadian Public Relations Society and therefore its use and application must comply with the national standards outlined below.

- The art should always be applied with a vertical orientation where the stems of the lower leaves point toward the logo.
- The art can appear in colour (as defined above) or in grayscale.

The maple leaf art is provided in various formats:

- Encapsulated postscript (.eps) is a vector-based file. EPS images are non-resolution dependent, which means they will print at the same quality level at any size.
- Tagged Image File Format (.tif) files can be used for printing but when the size is altered, you can lose quality because these images are pixel-based.
- Graphic Interchange Format (.gif) files are only for use on the Web, in e-mail or for other electronic media. They are low-resolution files and are not suitable for printing.

Use of colour

Colour is an essential issue that affects output costs as well as graphic standards. The colour defined for the CPRS logo is PMS 485 or, if matched through four colour process, is 0% Cyan, 100% Magenta, 91% Yellow, 0% Black. PMS is an abbreviation for Pantone Matching System. The Pantone Matching System is a standard set of inks in the printing industry. PMS 485 refers to a colour and the ink mixture necessary for producing the colour designated for the CPRS logo.

When outputting any documents, if colour is used, the CPRS logo must be printed in the colour defined in these graphic standards. In computer graphics, colour is highly subjective. Only spot (PMS485) and process colours are acceptable for offset printing.

Your computer monitor will display colours differently unless it has been precisely calibrated to simulate a specified colour gamut. Colour shifts will occur when you convert files from one file format to another. Different software programs may display colours differently as well.

Variations of colour selection

- If the logo prints in colour, background material (i.e. paper, promotional materials, etc.) must be white.
- If the logo prints in black, background material (i.e. paper, promotional materials, etc.) can be any contrasting lighter colour.
- If the logo prints in white (knocked-out), background material (i.e. paper, promotional materials, etc.) can be any contrasting darker colour.

Use of tpestyles

CPRS has established a standard font for printed materials. Authorized typefaces are Helvetica Bold or Arial Bold for the corporate name. For chapter member society names included on any materials, standards are Helvetica Regular or Arial Regular.

Samples

The images that follow are samples only and are not to be used for final print or electronic output.

National logo (English) on one line



The Canadian Public Relations Society, Inc.

Local logo (English) on one line



The Canadian Public Relations Society

National logo (French) on one line



La Société canadienne des Relations publiques, Inc.

Local logo (French) on one line



La Société canadienne des Relations publiques

National logo (English/French) on one line each



The Canadian Public Relations Society, Inc.
La Société canadienne des Relations publiques, Inc.

Local logo (English/French) on one line each



The Canadian Public Relations Society
La Société canadienne des Relations publiques

National logo (English) on two lines



Local logo (English) on two lines



National logo (French) on two lines



Local logo (French) on two lines



National logo (English/French) on two lines each



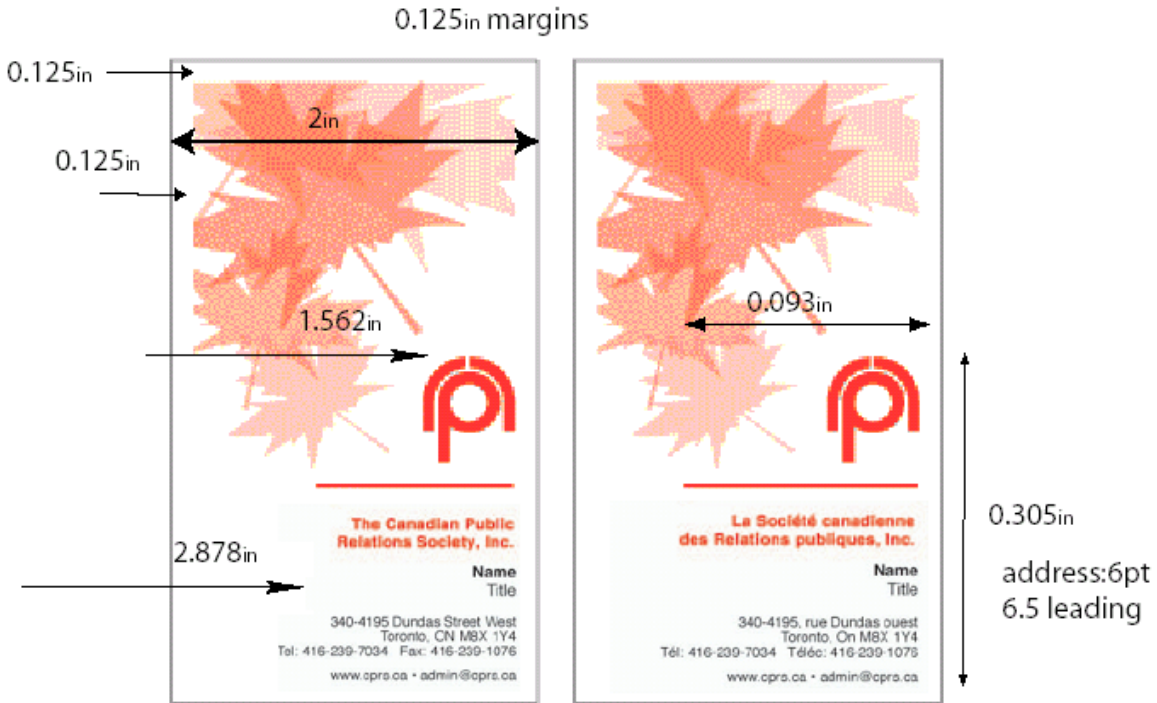
Local logo (English/French) on two lines each



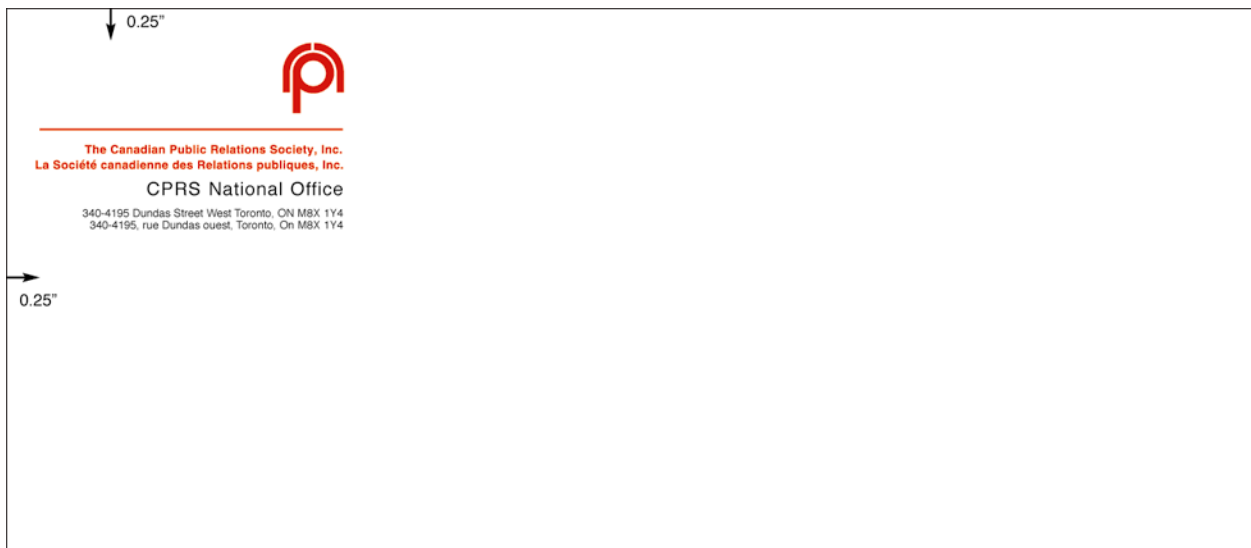
Application of the national logo in white (knocked out on a dark background colour) and in black (overprinted on a contrasting background colour).



Sample business card showing placement of logo, text and art. For use at the local level, the logo would be replaced with the CPRS local logo (without the “Inc”). The local chapter name would either be placed between the logo and the individual’s name or directly on the address line (using the same size font as the address).



Sample #10 envelope showing placement of logo and text. For use at the local level, “CPRS National Office” would be replaced by the local member society name and the logo would be replaced with the CPRS local logo (without the “Inc”).



Sample letterhead with English logo showing placement of the logo and address line. Local chapter names or National Office designation is centred below the address line.



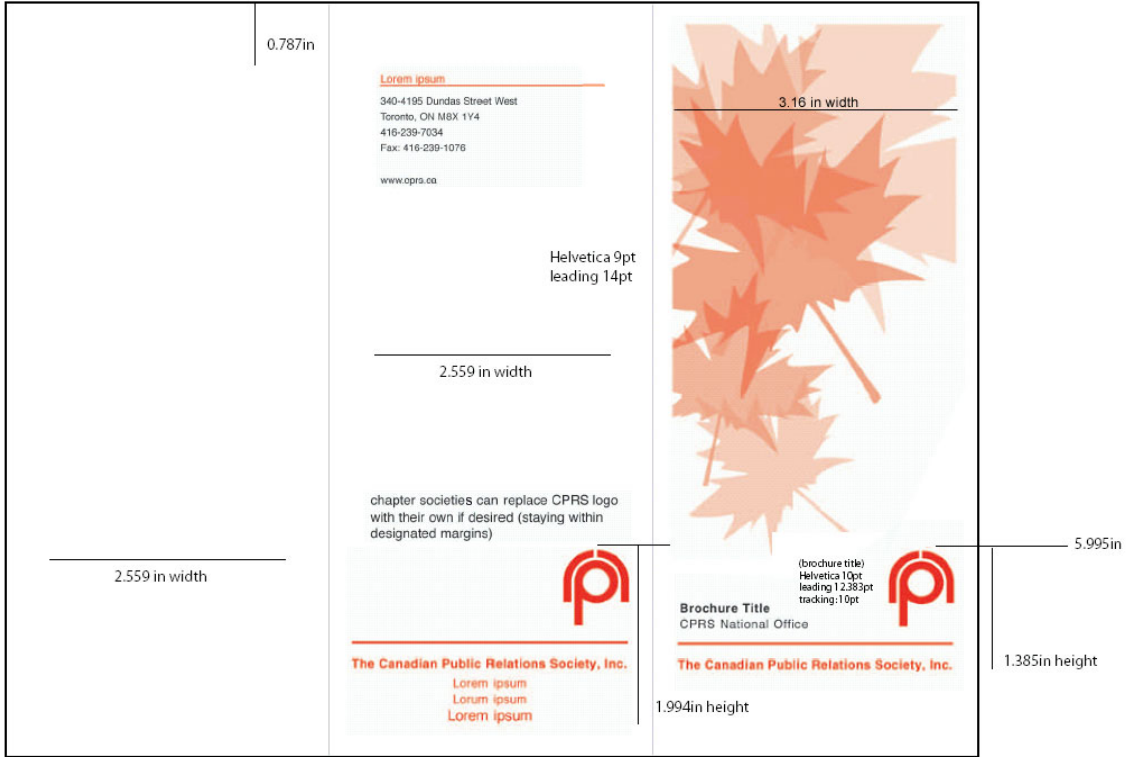
The Canadian Public
Relations Society, Inc.

margins 0.5"

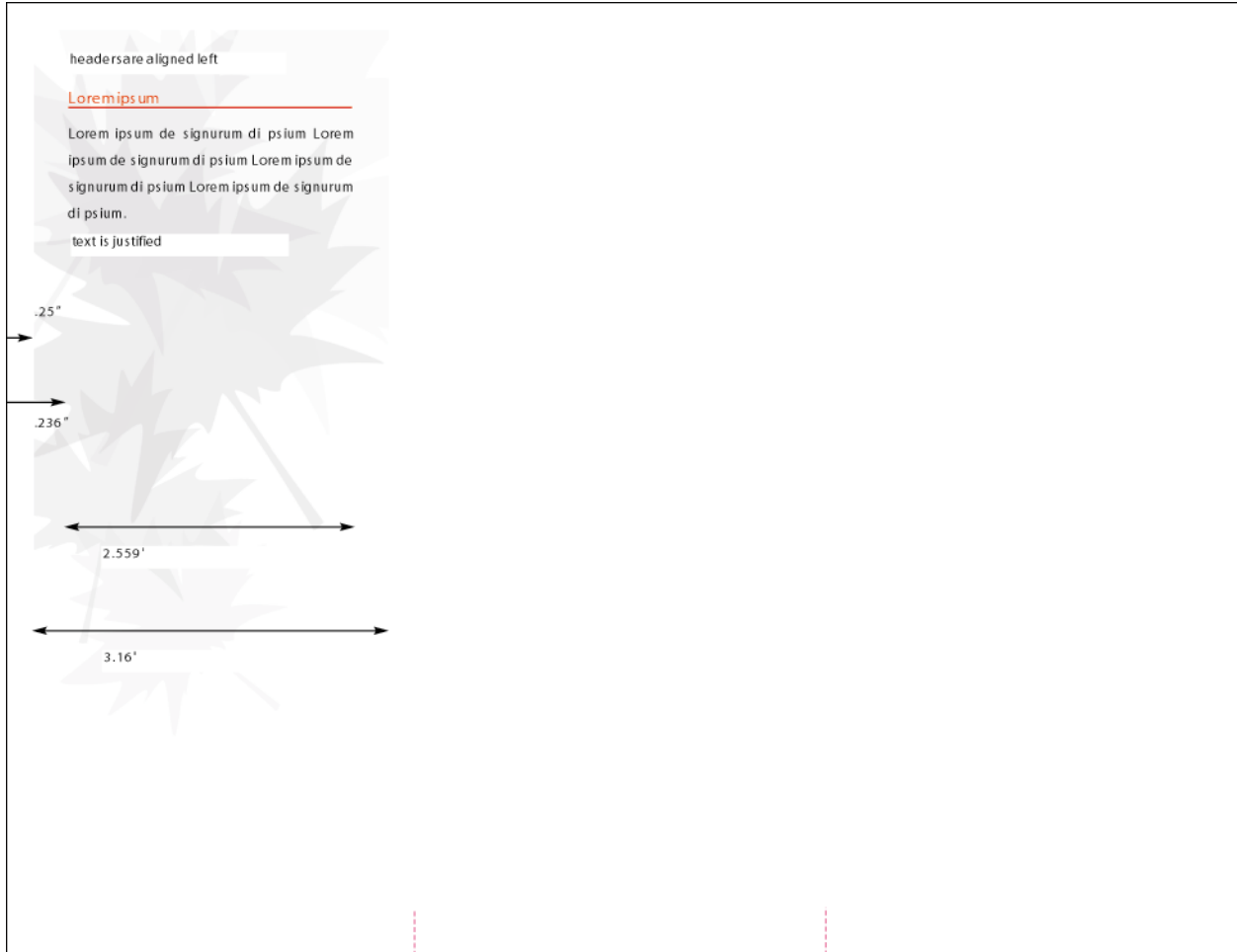
address 7.4 pt Helvetica, leading 10 pt
centred below 1 pt rule

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CPRS National Office

Sample three-panel brochure cover showing placement of logo, art and text. Chapter names or National Office designation is placed below the brochure title. Chapter identities or logos can be placed in the white space on the back panel of the brochure (shown here as the middle panel).



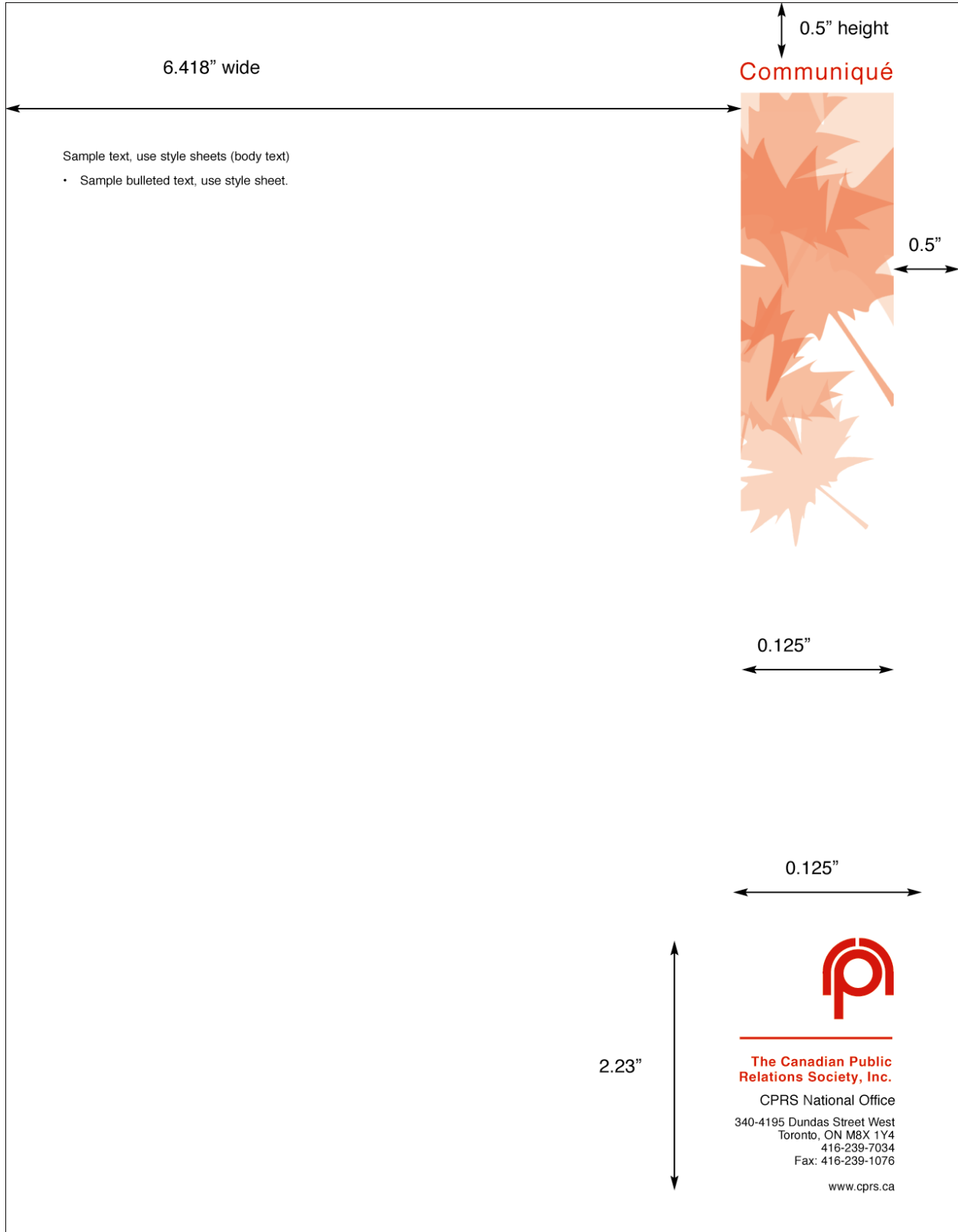
Sample inside of the three-panel brochure showing placement of logo, art and text. Maple leaf art is used once on the inside front panel of the brochure (seen here in the first panel) and is screened back.



Sample one-panel brochure showing placement of logo, art and text. Chapter names or National Office designation is placed below the brochure title.



Sample communiqué sheet showing placement of logo, art and text. Chapter names or National Office designation is placed below the brochure title.



Sample folder cover showing placement of logo, art and text.

