



CANADIAN TIRE  
**INNOVATIONS**

STYLE GUIDE | 2016

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# PURPOSE OF THIS DOCUMENT

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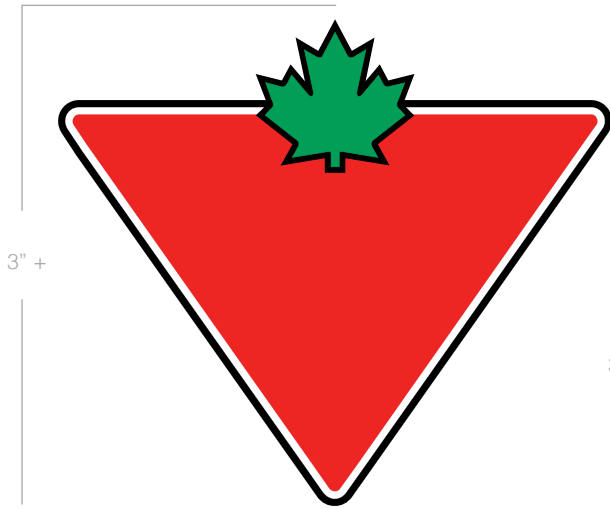
The Canadian Tire Innovations Logo Standards document is a reference for designers, printers, agencies and vendor partners. The purpose of this document is to ensure consistency in the application of our marks across multiple platforms.

## THE CANADIAN TIRE TRIANGLE

# THE CANADIAN TIRE TRIANGLE

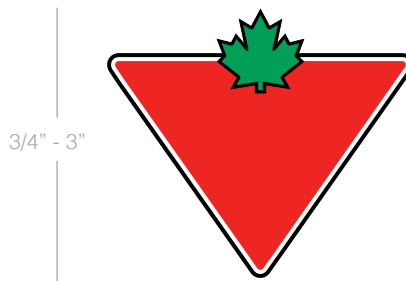
## THE TRIANGLE

The triangle guidelines will remain the same as the 2011 Logo Standards.



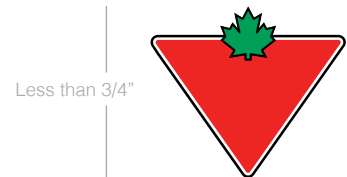
### LARGE LOGO

Size range: 3" and above.  
Keylines are proportioned for large size reproduction.



### STANDARD LOGO

Size range: 3/4" to 3" height.  
Keylines are proportioned for standard size reproduction.



### SMALL ICON LOGO

Size range: below 3/4" height.  
Keylines are proportioned for small size reproduction.



### ONE COLOUR LOGO: BLACK (PREFERRED)

The Black, one colour logo is used for black and white newspaper applications, and where colour availability is limited to black.

Not to be used on dark substrates when printing white is unavailable

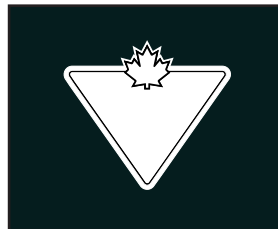


### ONE COLOUR LOGO: CT RED (NOT PREFERRED)

The Black, one colour logo is used for black and white newspaper applications, and where colour availability is limited to black.

Do not use in newsprint.

Not to be used on dark substrates when printing white is unavailable



### KNOCKOUT LOGO

The knockout logo is used on dark substrates or backgrounds when only one colour is available.



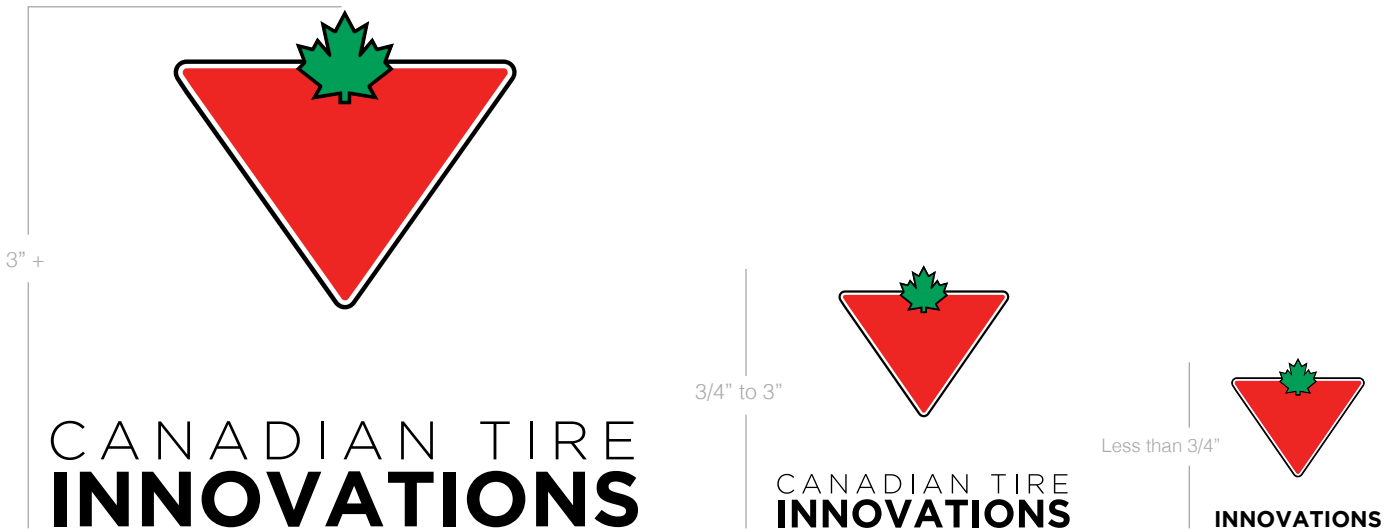
### REGISTERED TRADEMARK

The Canadian Tire Triangle is a registered trademark. In select applications the registration is identified with a ®. Please consult Brand Stewardship prior to use.

**THE CANADIAN TIRE INNOVATIONS LOGO**

## PRIMARY LOGO

This version should be used for the majority of Canadian Tire Innovations applications, such as consumer advertising and promotions, social media, events, in store p.o.p., gift cards and internal communications.



### LARGE LOGO

Size range: 3" and above.

Keylines are proportioned for large size reproduction.

### STANDARD LOGO

Size range: 3/4" to 3"

Keylines are proportioned for standard size reproduction.

### ICON LOGO

Size range: below 3/4" in height.

Keylines are proportioned for small size reproduction.



### BLACK BACKGROUND, FULL COLOUR

The full colour, white text logo is used on dark substrates where multiple colours are available.



### ONE COLOUR LOGO: BLACK (PREFERRED)

The black, one colour logo is used when colour availability is limited to black.



### KNOCKOUT LOGO

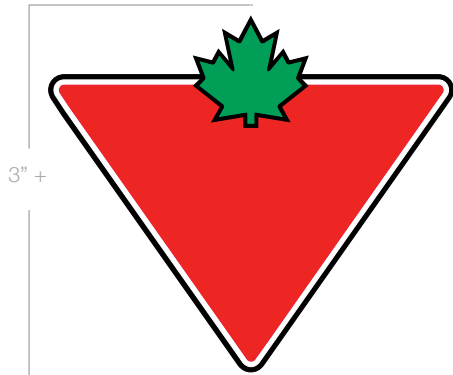
The knockout logo is used on dark substrates or backgrounds when only one colour is available.

**Not to be used on dark substrates when printing white is unavailable.**

# CTi | SECONDARY LOGO - HORIZONTAL

## SECONDARY LOGO - HORIZONTAL

This version should be used for widescreen applications, such as banners, cover photos, and websites. The horizontal logo allows for more coverage and better text legibility on these applications



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HORIZONTAL, LARGE, FULL COLOUR, BLACK TEXT

Size Range: 3" or above. Keylines are proportioned for large size reproduction.



CANADIAN TIRE  
**INNOVATIONS**

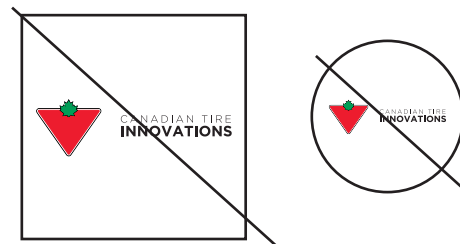
HORIZONTAL, STANDARD, FULL COLOUR, BLACK TEXT

Size Range: 3/4" - 3" height. Keylines are proportioned for standard size reproduction.

## RESTRICTIONS: HORIZONTAL LOGO



**Do not use this logo for icon size (less than 3/4"). See Icon Logo.**



**Do not use this logo for square or circular applications (e.g. profile photos on social media should use the main or icon logo). See main logo.**



# CTi | SECONDARY LOGO - HORIZONTAL

## SECONDARY LOGO - COLOURS



FULL COLOUR, BLACK TEXT

The white text version of the full colour logo can be used on dark backgrounds to ensure that the text is visible.



ONE COLOUR LOGO, BLACK (PREFERRED)

The black, one colour logo is used when colour availability is limited to black.  
***Not to be used on dark substrates when printing white is unavailable.***



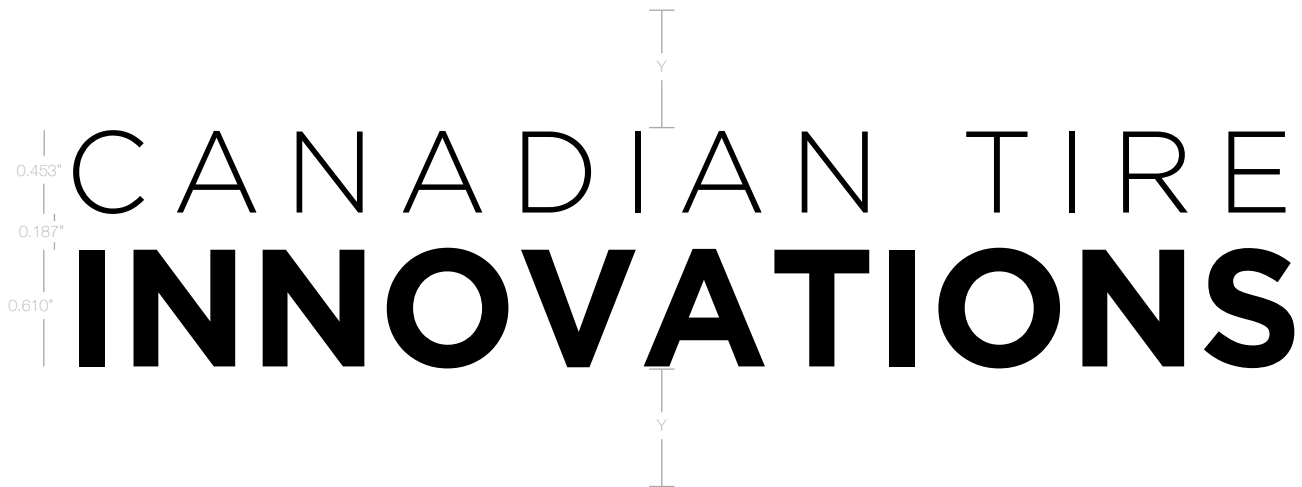
KNOCKOUT, WHITE (NOT PREFERRED)

The knock-out logo is used on dark substrates or backgrounds when only one colour is available.

***Not to be used on dark substrates when printing white is unavailable.***

## TEXT ONLY LOGO (PRIMARY)

This logo can be used for promotional material within the Canadian Tire organization and on select applications.



*The amount of protected space for the logo is defined by Y. Regardless of the size of the logo, Y is always equal to the height of "Canadian Tire".*



***Note that this logo must be at least 3/4". The icon logo must be used for smaller applications.***

## TEXT ONLY LOGO (ALTERNATE)

This logo can be used for Microsoft Word and PowerPoint templates. Other applications require permission.

CANADIAN TIRE **INNOVATIONS**



*The amount of protected space for the logo is defined by Z. Regardless of the size of the logo, Z is always equal to the height of the text.*

CANADIAN TIRE **INNOVATIONS**

***Note that this logo must be at least 3/4". The icon logo must be used for smaller applications.***

## PRIMARY TYPEFACE

### GOTHAM BOLD (“INNOVATIONS”)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz0123456789!@#\$%^&\*()

### GOTHAM LIGHT (“Canadian Tire”)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz0123456789!@#\$%^&\*()

## COLOURS



**PMS 485**  
HEX (Online): #EE2524  
CMYK: 0/100/100/0  
RGB: 238 37 36  
THREAD: 18-1561 TCX



**PMS 355**  
HEX (Online): #0fa557  
CMYK: 100/100/0/0  
RGB: 15 165 87  
THREAD 19-4006 TCS

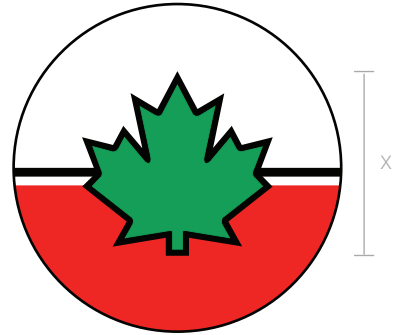


**PMS BLACK**  
HEX (Online): #000000  
PMS BLACK  
CMYK: 0/0/0/100  
RGB: 0 0 0  
THREAD: 19-4006 TCX



**WHITE**  
HEX (Online): #ffffff  
CMYK: 0/0/0/0  
RGB: 255 255 255

## PROTECTED SPACE



This is the amount of protected space for the logo. Regardless of the size of the logos, X is always equal to the height of the green maple leaf.

# CTi | IMPROPER USAGE

## USING THE LOGO AS PROVIDED

This guide outlines how the logo should appear. Below are some examples of logo misuse.



CANADIAN TIRE  
**INNOVATIONS**

Do not distort or scale disproportionately.



CANADIAN TIRE  
**INNOVATIONS**

Do not rotate.



CANADIAN TIRE  
**INNOVATIONS**

Do not change the spacing between the triangle and the text (for proper spacing see primary logo).



CANADIAN TIRE  
**INNOVATIONS**

Do not change the colours of the logo or text.



Do not put the text on top of the triangle.



CANADIAN TIRE  
**INNOVATIONS**

Do not change the spacing of the text.



CANADIAN TIRE  
**INNOVATIONS**

Do not change the heights of the text.



CANADIAN TIRE  
**INNOVATIONS**

Do not change the orientation of the triangle (it must be centred).



CANADIAN TIRE  
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"Canadian Tire" and "Innovations" must be the same horizontal length.