



**Canadian
Race Relations
Foundation**

**Fondation
canadienne des
relations raciales**

www.crrf-fcrr.ca

The new Canadian Race Relations Foundation identity is distinctive and contemporary — conveying community and collaboration.

This Brand Standards Guide has been developed to provide a comprehensive understanding of our new identity and how it should be applied.

Our new identity will have a positive impact when used correctly. Please follow these guidelines at all times.

1.0 About Canadian Race Relations Foundation

The CRRF is committed to building a national framework to help address racism in Canadian society.

The CRRF aims to create and nurture an inclusive society based on equity, social harmony, mutual respect and dignity.

The CRRF was created as part of a 1988 agreement between the Government of Canada and the National Association of Japanese Canadians (NAJC). The Japanese Canadian Redress Agreement acknowledges the government's wrongful treatment of Japanese Canadians during and after World War II. As a symbolic redress for those injustices, the Agreement provided individual compensation to Japanese Canadians.

VISION

Creating a Canada in which individual, institutional and systemic racism are eliminated.

MISSION

The Canadian Race Relations Foundation is committed to building a national framework for the fight against racism in Canadian society. We will do this through knowledge-sharing and community support in the pursuit of equity, fairness, social justice and systemic change.

VALUES

Acknowledging Canada's racist past and recognizing the pervasiveness of racism today, we aim to be a leading voice in eliminating racism. The Canadian Race Relations Foundation's work is guided by a commitment to collaboration, fairness and justice, humility, human rights, respect and transparency.

2.1

CRRF Primary Wordmark

Bilingual horizontal lockup

The CRRF identity reflects our values while representing communities working together to eliminate institutional and systemic racism in Canada — combined with a modern typographic system — it is highly legible and accessible.

To see examples of the our Wordmark in context, please refer to 6.0 Design Examples.



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RECOMMENDED MINIMUM SIZE



Our wordmark is the universal signature we use across all our communications.

Our brand should be highly recognizable, consistent application is crucial.

Proper use of the wordmark is essential in maintaining a cohesive brand identity.

The wordmark should never be altered, distorted or re-created in any way.

2.2

CRRF Primary Wordmark

Bilingual vertical lockup

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RECOMMENDED
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--- 1.15"

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2.3

CRRF Secondary Wordmark

Unilingual horizontal lockup

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RECOMMENDED MIN. SIZE



1.2"



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1.2"

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2.4

CRRF Secondary Wordmark

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2.5

CRRF Acronym and Icon

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VERTICAL ACRONYM



**CRRF
FCRR**

HORIZONTAL ACRONYM



ICON



RECOMMENDED MINIMUM SIZE



RECOMMENDED MINIMUM SIZE



RECOMMENDED MINIMUM SIZE



Our Acronym is a secondary brand element. Please use selectively.

Our brand should be recognizable, consistent application is crucial.

Proper use of the Icon is essential in maintaining a cohesive brand identity.

2.6

Wordmark Exclusion Zone

To ensure that the wordmark has room to breathe, a clear area must be respected at all times. No graphic elements should appear within this safe zone. This applies to all versions of the wordmark.

The wordmark needs to be seen in isolation in order to communicate effectively, not only in terms of legibility but also to protect the integrity of our brand.



The exclusion zone refers to the dedicated clear space around the wordmark.

This zone is equal to the height of the type, indicated in the diagram above with an "X".

This clear space is indicated in the diagram above in grey.

2.7

Logo Misuse

Consistent use of our wordmark is crucial to maintaining brand cohesion.

The wordmark should not be misinterpreted, modified, or added to.

No attempt should be made to alter the wordmark in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



DO NOT change the configuration.



DO NOT use non-standard colour.



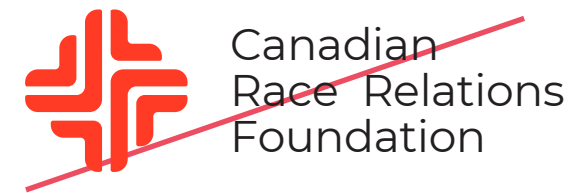
DO NOT rotate the logotype.



DO NOT distort or warp the logotype



DO NOT outline or create a keyline around the logo.



DO NOT change the typeface in any way.



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