

GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

French Services Logos

RADIO-CANADA

The French Services logo remains unchanged and includes a red gem.

- PMS: 485C
- CMYK: 0.100.100.0
- RGB Television: 180.2.0
- RGB Web: #dd0000

In a monochrome environment, the logo may be either white or black.



Examples



To download logos, go to reperes.ici.ca

GRAPHICS STANDARDS

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French Services Logos (cont'd)

Website:

Radio-Canada.ca

The ICI prefix has been dropped from the French Services website logo.



It has been replaced by the red gem (or white or black, as necessary).

The website address, whether spoken or written, is now Radio-Canada.ca.



GRAPHICS STANDARDS

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Property Logos

The group's seven properties now have a white gem in a coloured box. In the horizontal versions of the logos, the existing system syntax (ICI + gem + channel name) remains the same.



Horizontal Versions



Vertical Versions

There are also black-and-white versions of the seven logos, for use solely in a monochrome environment.

On all backgrounds, with few exceptions, the versions **without** a white outline are preferred.*



Horizontal Versions



Vertical Versions



* The logo with a white outline is to be used only when the background is too dark for the version without the outline to stand out.



GRAPHICS STANDARDS

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ICI RDI Logos

Colour

ICI RDI is branded RED.



- PMS: 485C
- CMYK: 0.100.100.0
- RGB Television: 180.2.0
- RGB Web: #dd0000
- RGB Web text AA*: #ee0000

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

BDU sites and social media

On BDU sites, the logo version used is square with rounded corners, and all letters must have the same font weight.

On social media, the white gem is alone in a red square or circle.



BDU



Social Media



Programs and on-air personalities on social media

On social media and *YouTube*, the red gem alone in a white square is used to label all TV programs. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



GRAPHICS STANDARDS

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ICI TÉLÉ Logos

Colour

ICI TÉLÉ is branded FUCHSIA.



- PMS: 233C
- CMYK: 15.100.0.0
- RGB Television: 188.25.140
- RGB Web: #c6007e
- RGB Web text AA*: #d13096

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

Versions

There are two versions of the ICI TÉLÉ logo: long and short. When the short version is used in on-air promos, the full property name is still stated on the audio portion.

The same goes for radio promos, as far as possible.



Long Version



Short Version

BDU sites and social media

On BDU sites, the logo version used is square with rounded corners, and all letters must have the same font weight.

On social media, the white gem is alone in a fuchsia square or circle.



BDU



Social Media



GRAPHICS STANDARDS

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ICI TÉLÉ Logos (cont'd)

Programs and on-air personalities on social media

On social media and *YouTube*, the red gem alone in a white square is used to label all TV programs. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Program apps

For all TV program apps, the white label with the red gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

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ICI PREMIÈRE Logos

Colour

ICI PREMIÈRE is branded ORANGE.



- PMS: 1585C
- CMYK: 0.65.100.0
- RGB Television: 228.82.21
- RGB Web: #fa6610
- RGB Web text AA*: #d14221

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

Broadcasting Platforms Versions

The ICI PREMIÈRE logo exists in two versions. A specific one (station frequency+app+web) and a generic one (radio+app+web). These logos are also available in reverse form.



95,1 | appli | web

Specific version



radio | appli | web

Generic version

Alternate version

A vertical version of the ICI PREMIÈRE logo is available for exclusive use on bus and giant outdoor billboards.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

ICI PREMIÈRE Logos (cont'd)

Social media

On social media, the white gem is alone in an orange square or circle.



ICI PREMIÈRE app

The white gem is alone on an orange background.



Programs and on-air personalities on social media

The white gem in an orange square is used as a label. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Other audio products

For products exclusive to ICI PREMIÈRE, such as podcasts and audio books, which are accessed digitally through *iTunes*, *Google Play*, *Tune In* or other sources, the white gem in an orange square is placed in the lower left-hand corner of the picture.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

ICI MUSIQUE Logos

Colour

ICI MUSIQUE is branded PERSIAN BLUE.



- PMS: 2131C
- CMYK: 80.70.0.0
- RGB Television: 55.55.181
- RGB Web: #4b5fde
- RGB Web text AA*: #596ce1

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

Broadcasting Platforms Versions

The ICI MUSIQUE logo exists in two versions. A specific one (station frequency+app+web) and a generic one (radio+app+web). These logos are also available in reverse form.



100,7 | appli | web

Specific version of Montreal (other versions available on request)



radio | appli | web

Generic version

Alternate version

A vertical version of the ICI MUSIQUE logo is available for exclusive use on bus and giant outdoor billboards.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

ICI MUSIQUE Logos (cont'd)

Social media

The white gem is alone in a Persian blue square or circle.



ICI MUSIQUE app

The white gem is alone on a Persian blue background.



Programs and on-air personalities on social media

The white gem in a Persian blue square is used as a label. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Program apps

The Persian blue label with the white gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

ICI ARTV Logos

Colour

ICI ARTV is branded PURPLE.



- PMS: 2593C
- CMYK: 60.90.0.0
- RGB Television: 122.47.136
- RGB Web: #84329b
- RGB Web text AA*: #9e5db0

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

BDU sites and social media

On BDU sites, the logo versions used are square with rounded corners, and all letters must have the same font weight.

On social media, the white gem is alone in a purple square or circle.



BDU



Social Media



Programs and on-air personalities on social media

On social media and *YouTube*, the red gem alone in a white square is used to label all TV programs. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Program apps

For all TV program apps, the white label with the red gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

ICI EXPLORA Logos

Colour

ICI EXPLORA is branded AZURE BLUE.



- PMS: 2925C
- CMYK: 80.20.0.0
- RGB Television: 0.156.222
- RGB Web: #009cde
- RGB Web text AA*: #007db2

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

BDU sites and social media

On BDU sites, the logo versions used are square with rounded corners, and all letters must have the same font weight.

On social media, the white gem is alone in an azure blue square or circle.



BDU



Social Media



Programs and on-air personalities on social media

On social media and *YouTube*, the red gem alone in a white square is used to label all TV programs. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Apps

The white label with the red gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

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ICI TOU.TV Logos

Colour

ICI TOU.TV is branded TURQUOISE.



- PMS: 7466C
- CMYK: 86.0.32.0
- RGB Television: 0.153.153
- RGB Web: #00a5ad
- RGB Web text AA*: #00848a

* These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

EXTRA premium service

When the premium service (EXTRA) is emphasized, a lighter turquoise extension is added to the logo.



- PMS: 7466C
- CMYK: 86.0.32.0
- RGB Television: 0.153.153
- RGB Web: #00a5ad
- RGB Web text AA*: #00848a

- background**
- PMS: 318C
- CMYK: 33.0.11.0
- RGB Television: 182.222.229
- RGB Web: #b6dee5

- TEXT**
- PMS: 7467C
- CMYK: 92.0.32.10
- RGB Television: 0.148.148
- RGB Web: #009ea6

Social media

On social media, the white gem is alone in a turquoise square or circle.



GRAPHICS STANDARDS

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ICI TOU.TV Logos (cont'd)

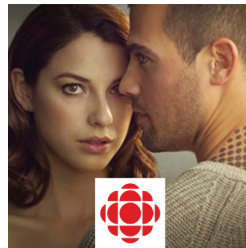
ICI TOU.TV app

The white gem is alone on a turquoise background.



Programs and on-air personalities on social media

The red gem alone in a white square is used to label TV programs. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Program apps

For all TV program apps, the white label with the red gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

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Fonts

Property names

The font used for all properties – ICI RDI, ICI TÉLÉ, ICI PREMIÈRE, ICI MUSIQUE, ICI ARTV, ICI EXPLORA and ICI TOU.TV – is Rubrik.

Rubrik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?&*()

Rubrik SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?&*()

GRAPHICS STANDARDS

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Use

Clear space

Horizontal logo

The size of the square in the centre is the unit measure. Around the logo, there should always be the equivalent of **one and a half units** clear.



Vertical logo

The size of the blue rectangle is the unit measure. Around the logo, there should always be the equivalent of **one unit** clear.

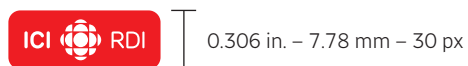


Minimum size of logo for reproduction and for digital version

The minimum size of the **horizontal logo** is 0.306 in. or 7.78 mm or 30 pixels high.

The minimum size of the **vertical logo** is 0.826 in. or 20.98 mm or 80 pixels high.

At these heights, the typeface is 9 point.



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Channel names use in text form

Channels

All the elements are in capital letters.

Une émission d'ICI RADIO-CANADA TÉLÉ (long version) or ICI TÉLÉ (abridged version), where applicable

Un balado d'ICI RADIO-CANADA PREMIÈRE (long version) or ICI PREMIÈRE (abridged version), where applicable

Un reportage d'ICI RDI

Une nouveauté d'ICI ARTV

Un documentaire d'ICI EXPLORA

Un concert d'ICI MUSIQUE

Une présentation d'ICI MUSIQUE CLASSIQUE

Une comédie d'ICI TOU.TV

Une série d'ICI TOU.TV EXTRA

Regional stations

The word «ICI» is in capital letters and the region's name is in upper and lower case letters.

ICI Acadie

ICI Alberta

ICI Colombie-Britannique–Yukon

ICI Est-du-Québec

Nota:

Multiple parts region's names carry dashes (Île-du-Prince-Édouard). But connected region's names carry an em quad (Saguenay–Lac-Saint-Jean, Mauricie–Centre-du-Québec, Colombie-Britannique–Yukon, Gaspésie–Îles-de-la-Madeleine).

One exception to this rule: Ottawa-Gatineau carries a simple dash.

Radio-Canada's website

The letter R and C are capitalized and the other letters are lower-cased.

Radio-Canada.ca est la plateforme toute désignée pour...

Une capsule à voir à Radio-Canada.ca/emission...

Specialty channels websites

All the elements are in lower case.

Écoutez cette entrevue à icimusique.ca...

Voyez-en des extraits à ici.artv.ca...

Obtenez tous les détails du concours à ici.exploratv.ca...

Pour vous abonner, visitez ici.tou.tv...

Pour plus de renseignements, consultez ici.tou.tv/extra...

Radio-Canada Properties

Colours

					PANTONE 485C CMYK 0.100.100.0 RGB TELE 180.2.0 RGB WEB #dd0000 RGB text AA* #ee0000
					PANTONE 233C CMYK 15.100.0.0 RGB TELE 188.25.140 RGB WEB #c6007e RGB text AA* #d13096
					PANTONE 1585C CMYK 0.65.100.0 RGB TELE 228.82.21 RGB WEB #fa6610 RGB text AA* #d14221
					PANTONE 2131C CMYK 80.70.0.0 RGB TELE 55.55.181 RGB WEB #4b5fde RGB text AA* #596ce1
					PANTONE 7466C CMYK 86.0.32.0 RGB TELE 0.153.153 RGB WEB #00a5ad RGB text AA* #00848a
					PANTONE 2593C CMYK 60.90.0.0 RGB TELE 122.47.136 RGB WEB #84329b RGB text AA* #9e5db0
					PANTONE 2925C CMYK 80.20.0.0 RGB TELE 0.156.222 RGB WEB #009cde RGB text AA* #007db2

* Type colours: These colours are to be applied to copy only, in compliance with WCAG 2.0 AA accessibility standards.

GRAPHICS STANDARDS

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Main Areas of Expertise Logos

INFO (NEWS) expertise

The logo for this expertise is usually displayed in reverse, with white lettering and a white gem on a red or dark background. On a pale or white background, the gem is red and the lettering is black.

The font for all areas of expertise is Radio-Canada Bold, in uppercase, with the serif version of the uppercase i.

- PMS: 485C
- CMYK: 0.100.100.0
- RGB Web: #dd0000



Horizontal Versions



Vertical Versions

Social media

On social media platforms, INFO is displayed on a red background and its square avatar can be reframed in a circle, where required.



Radio-Canada INFO (RC INFO) app

The logo is square and consists simply of the white gem on a red background.



GRAPHICS STANDARDS

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Main Areas of Expertise Logos (cont'd)

SPORTS expertise

The logo for this expertise is usually displayed in reverse, with white lettering and a white gem on a blue or dark background. On a pale or white background, the gem is black and the lettering is blue.

The font for all areas of expertise is Radio-Canada Bold, in uppercase.

- PMS: 3035C
- CMYK: 100.70.45.35
- RGB Web: #003C55



Horizontal Versions



Vertical Versions

Social media

On social media platforms, SPORTS is displayed on a blue background and its square avatar can be reframed in a circle, where required.



Radio-Canada SPORTS (RC SPORTS) app

The logo is square and consists simply of the white gem on a blue background.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Main Areas of Expertise Logos (cont'd)

ARTS expertise

The logo for this expertise is usually displayed in reverse, with white lettering and a white gem on a pink or dark background. On a pale or white background, the gem is black and the lettering is pink.

The font for all areas of expertise is Radio-Canada Bold, in uppercase.

- PMS: 7636C
- CMYK: 10.100.57.0
- RGB Web: #D92455



Horizontal Versions



Vertical Versions

Social media

On social media platforms, ARTS is displayed on a pink background and its square avatar can be reframed in a circle, where required.



GRAPHICS STANDARDS

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Secondary Areas of Expertise Logos

The secondary expertise are Économie, Politique, Science and Techno, with exclusive use of their logos on social media.

Here, the gem is in red and the expertise's name is in black.

The Radio-Canada font in capital letters with the serified "I" is used.

The square avatars can be reframed in a circle, where required.

■ RGB Web: #dd0000



Social Media



Social Media



Social Media



Social Media



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Archives Space Logo

The gem is in red and the space's name is in black.

The Radio-Canada font in capital letters with the serified "I" is used.

The square avatar can be reframed in a circle, where required.

■ RGB Web: #dd0000



Social Media

GRAPHICS STANDARDS

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Kids' Space Logos

Zone des petits

The Zone des petits [preschoolers' space] logo is usually white on a green or dark background.

On a pale or white background, the logo is white in a green box (or dark box in a monochrome environment).

- PMS: 2421C
- CMYK: 77.0.100.0
- RGB Web: #1bb600



Prohibited Uses

Zone des petits app

The white gem with a character in the centre is alone on a green background.



Zone des petits on social media and YouTube

The white gem with a character in the centre is alone in a green square or circle.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Kids' Space Logos (cont'd)

Kids' programs and on-air personalities on social media

The white gem with a character in a green square is used as a label. Labels may be centred on the right or at the bottom of the picture. The template provided is suitable for both square and round avatars.



Kids' program apps

The green label with the white gem and a character is centred at the bottom of the picture.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Kids' Space Logos (cont'd)

Zone jeunesse

The Zone jeunesse [youth space] logo is usually white on a green or dark background.

On a pale or white background, the logo is white in a green box (or dark box in a monochrome environment).

- PMS: 2421C
- CMYK: 77.0.100.0
- RGB Web: #1bb600



Prohibited Uses

Zone jeunesse on social media and YouTube

The white gem is alone in a green square or circle.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Kids' Space Logos (cont'd)

Youth programs and on-air personalities on social media

The white gem in a green square is used as a label. Labels may be centred on the right or at the bottom of the picture, as needed. The template provided is suitable for both square and round avatars.



Program apps

The green label with the white gem is centred at the bottom of the picture.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Espaces autochtones Logo

Main version

Most often, the Espaces autochtones logo must be used in its vertical version, where all the elements are gathered in a white circle.

CMYK

9.6.7.0

3.20.94.0

0.100.100.0

40.30.20.100 (deep black)

0.0.0.100 (black)

RGB

#e5e6e6

#f9c828

#dd0000

#000000



Horizontal use

If necessary, an horizontal version of the logo can be used.



Espaces autochtones on social media

On social media, only the totem symbol appears in a white circle.



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Radio Canada International Logos

The Radio Canada International logo does not carry a dash in its French, English and Spanish versions. For those, the Frutiger font is used, but it can also appear in Chinese and Arab.

- CMYK: 0.100.100.0
- CMYK: 100.72.0.18
- RGB: 221.0.0 _ #dd0000
- RGB: 0.73.144 _ #004990



GRAPHICS STANDARDS

BRAND REFRESH – APRIL 2019

Concours Logos

Main logo

The CONCOURS logo must be positioned in front of the contest's name and is available in four versions for all design usages.

- CMYK: 0.100.100.0
- RGB Web: #dd0000



Secondary logos

When the contest promotes a specific channel, one of these versions is favored.

