



Retail Council of Canada Identity Standards and Usage

Updated 2006

Introduction

Retail Council of Canada's identity has been developed to establish us as the retail association speaking out on and standing up for the most important issues to our sector. In other words, to position RCC as the voice of retail. Our identity is a bold, dynamic representation of our organization and its leading position as a retail industry advocate.

General Guidelines for Use

The following manual provides general guidelines for the use of the RCC logo. This logo has two components: RCC and "the voice of retail" contained fixed in the box as shown below. Please do not modify the logo in any way.

In the identity system, Retail Council of Canada appears outside the box to the right (a) or beneath the box (b). In some cases the RCC logo can be reproduced without the Retail Council of Canada text (c). This application can be used where Retail Council of Canada is clearly spelled out elsewhere – in the text of an ad, for example. As RCC gains wider recognition, the Retail Council of Canada portion of the identity can be dropped.

For your use, a full complement of stationery has been printed in bulk, including letterhead, business cards, envelopes and labels. If you have any questions regarding use of our identity, please contact Communications.

a



b



c

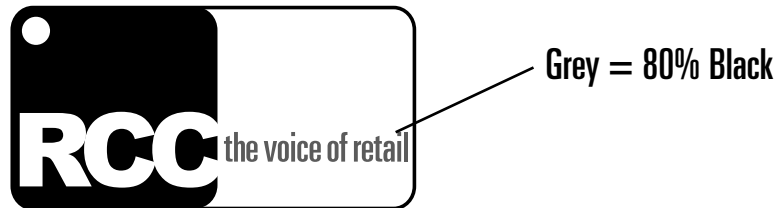


Colours

The RCC identity must always be reproduced in either blue and red or in black and white. In colour applications, colours must match the PMS or process colours outlined below. The logo must always be printed on white stock.

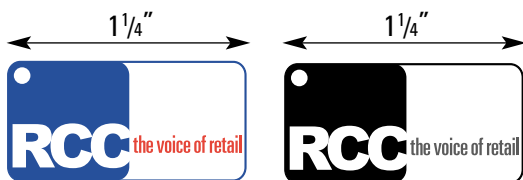


In some cases, like a newspaper ad, a black-and-white logo will be needed. In this case the RCC type and dot should be reversed out on black. “the voice of retail” appears as 80% black.

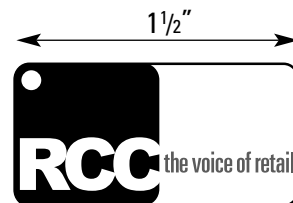


Minimum Size

While there is no maximum size at which the logo can be reproduced, the RCC logo should not be reproduced smaller than as represented below. For newspaper applications, the minimum recommended size is slightly larger.



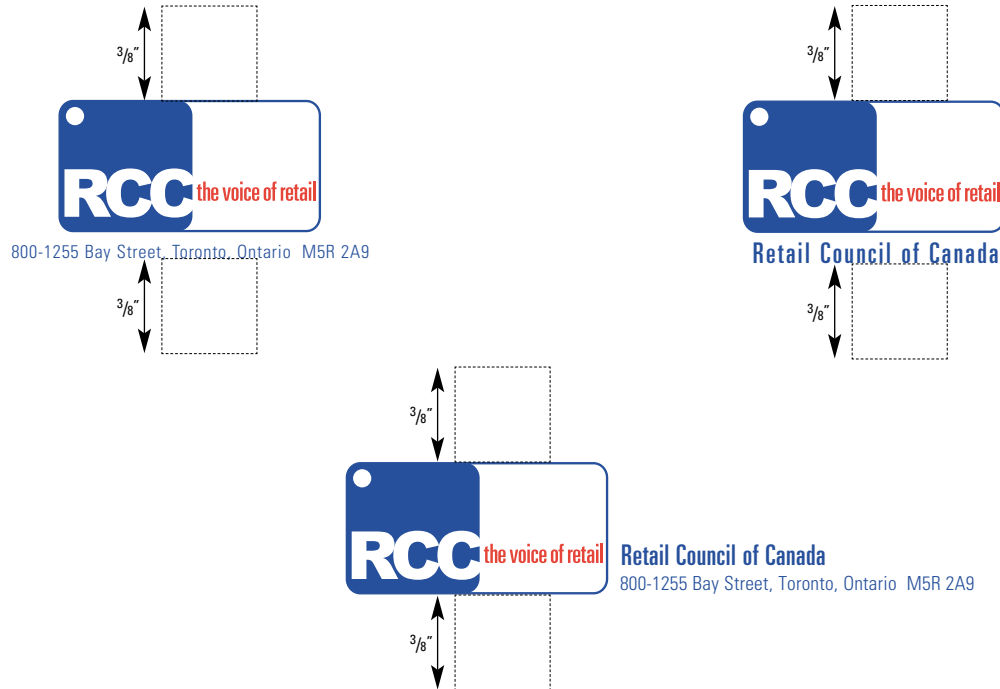
Minimum size for magazine and brochures



Minimum size for newspaper

Clear Space

RCC's identity appears best when surrounded by clear space. The amount of clear space above and below the logo should be $\frac{3}{8}$ inch minimum. Wherever possible, the space on either side should be kept clear of type and other graphic elements.



Typography

The Fonts used in the logo are *Arial Black* and *Univers Ultra Condensed*. The text that appears for the address line is set in *Univers Condensed*.

French Applications

A French version of the RCC identity system has also been designed. All guidelines for use outlined above apply to the French logo.

