



# **Corporate Identity Standards**

**January 2008**

## *Corporate Logo*

The logo shown at right is the foundation of Dragon Boat Canada's graphic identity system. This distinctive symbol is designed to be easily recognized and remembered.

The colours and proportions of the corporate logo must not be altered. Consistent usage of the logo builds recognition.

When applying the corporate logo, always use the reproduction artwork supplied by Dragon Boat Canada. Do not redraw or in any way alter the artwork. All applications of the corporate logo must be approved by Dragon Boat Canada.



# Unacceptable Configurations

Any deviation from the acceptable logo configurations – no matter how minor – can undermine our valued corporate identity and void legal protection of our intellectual property. Therefore, no other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated at right. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate logo, use only the artwork supplied by Dragon Boat Canada. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

The name of the corporation, “Dragon Boat Canada/Bateau-Dragon Canada,” cannot appear in unilingual form; that is, in English or in French, alone.

The name of Dragon Boat Canada cannot appear to the left of the graphical elements.

The graphical elements cannot appear without the full bilingual name of Dragon Boat Canada.

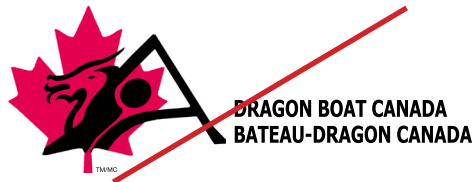


## Unacceptable Configurations cont'd.

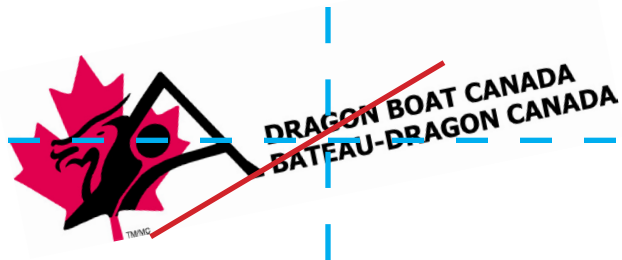
The name of Dragon Boat Canada cannot appear below the graphical elements.



The proportion of Dragon Boat Canada's name cannot be changed in relation to the graphical elements.



The logo cannot be tilted or rotated.



The type must not be altered.



Additional art or marks must not be attached to the logo.



The Small Dragon Boat Festival

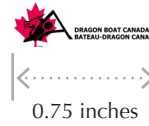
## *Area of Isolation*

Making sure that a reasonable amount of space surrounds the entire logo enhances its presentation. This area, referred to as the area of isolation, must remain clear of all graphic imagery, edges, folds and other visual elements. The preferred area of isolation is one full measure of the logo height expressed by the “DB” dimension. The absolute minimal area of isolation is one full measure of the “DB” dimension height extending from the outermost edges of the logo.



## *Minimum Size*

The Dragon Boat Canada logo should not be reproduced smaller than the minimum size shown to the right. The limitations of various media should be considered when placing the logo – newsprint, for example, will not hold tiny marks cleanly. The corporate logo must always appear crisp and clean.



# Corporate Colour

Dragon Boat Canada Red, as shown, is designated as the official corporate colour. This specific shade of red is to be used as the preferred colour treatment of the corporate logo.

DBC Red is equivalent to PMS 1925C for coated stock applications or PMS 1925U for uncoated stock applications.



PMS 1925  
C:11 M:100 Y:62 K:1  
R:228 G:0 B:80



PMS Process Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0

## Colour Reproduction

The standards for colour reproduction of the Dragon Boat Canada logo ensure quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications.

To ensure consistency and quality in the presentation of the logo, there can be no variation on the approved colours.

The acceptable colour treatments of the corporate logo are demonstrated below. No other treatment is permitted.

Preferred: Graphical elements are DBC Red with black; name of corporation is black.

Black on white.

Logos reverse to white from a background colour of sufficiently dark contrasting value. The letters knock out of the white box, so the background colour shows through.



# ***Intellectual Property Protection***

The failure of any person to maintain the integrity of any depiction of the logo can result in the loss of protection of intellectual property and proprietary rights. Inconsistent use of the logo undermines Dragon Boat Canada's legal position to defend its brand.

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