canadadrives®

BRAND GUIDELINES

MISSION

At Canada Drives® our mission is to be the easiest place to buy and sell your car in Canada.

WHO IS THIS GUIDE FOR AND WHY IS IT IMPORTANT

This guide is for anyone who wants to use the Canada Drives logo and brand assets for marketing and advertising purposes. Brand assets outlined in this guide are available for download in our media kit.

Our brand is a visual representation of our mission and values. Guidelines outlined in this document are the general rules to follow when using Canada Drives brand assets and showcasing our content. It is important to keep our brand consistent as it helps people recognize our brand and protects our trademark.

If there is something you cannot find in this guide, or when in doubt, please contact our brand team.

TABLE OF CONTENTS

▶ *LOGO*

Our logo is a powerful symbol of our brand and is the key to our identity, the primary and most important visual element that identifies us. It is essential that our logo is used correctly and consistently in all forms of communication. It should never be redrawn or modified. The logo should only be reproduced in the authorized colour palette.

LOGO

Using the Logo

The Canada Drives logo is our most recognizable brand asset. It is used to represent our product and to promote our company's presence in the world.

Logo Configuration

The Canada Drives logo consists of three distinct elements: the wordmark, the road mark icon and the registered trademark symbol. All elements are precisely defined and balanced, and should not be modified. Proportions, placement of the elements and space between them should be maintained as well. Together, all elements form a mark that conveys our mission and should not be separated.

®

Refer to the Canada Drives Trademark Guide for proper use of our brand name and registered trademark symbol in copy.

Icon Element

canadadrives®

Wordmark   Registered Trademark

LOGO

Clear Space

It is very important to keep our logo mark clear of any other graphic elements or text. Whenever you use our logo, it should be surrounded with clear space to ensure its visibility and maximize impact.

To regulate this, an exclusive zone has been established around the logo that should be at least equal to the length of the top bar.

Minimum Size

There are no predetermined sizes for our logo. Scale should be determined by the available space, function and visibility. However, to ensure the logo maintains its visual impact, do not use the logo at a size smaller than 80px for digital use or 28mm for print use.

X
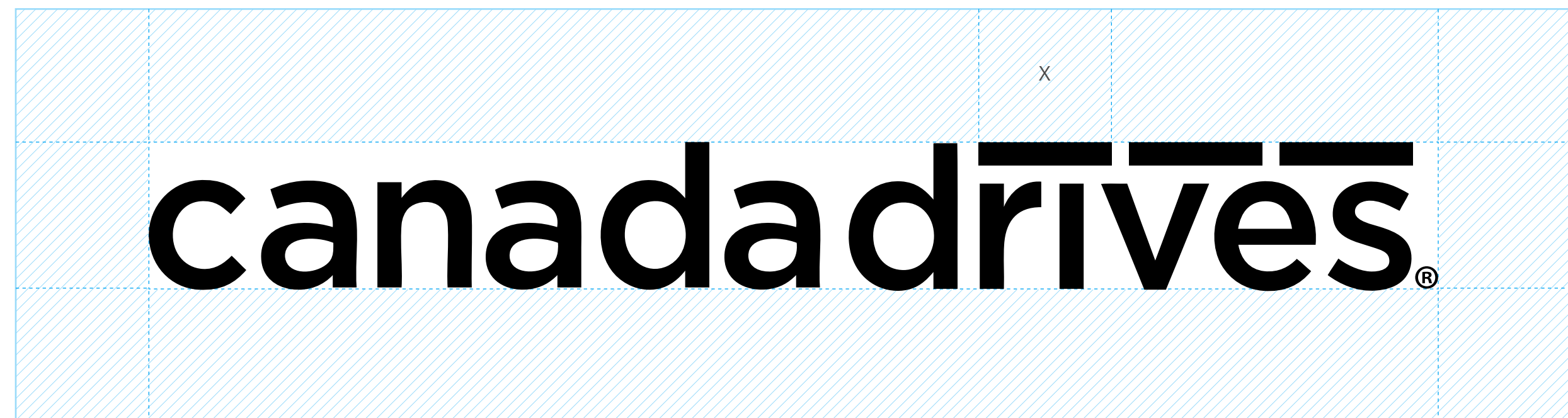
canadadrives

Digital: 80px
Print: 28mm

LOGO

Applications

The preferred colour combination is to use the white logo against the Canada Drives blue.

The black logo against a white background may be used for black and white printing or when a white background is required.

LOGO

Misuse

Please respect our logo and ensure accurate and consistent use. Avoid any forms of logo abuse. Never alter, rotate, change proportions or attempt to recreate the Canada Drives logo.

✖ DO NOT use other colours

✖ DO NOT change typeface or font weight

✖ DO NOT apply effects

✖ DO NOT create outlines

✖ DO NOT add a gradient

✖ DO NOT add any elements

✖ DO NOT skew, rotate or stretch

✖ DO NOT place the logo in a box

✖ DO NOT rearrange elements

✖ DO NOT place on a busy background

TRADEMARK

Our name is our trademark and is a very important element of our brand identity. Please use it correctly and consistently while referring to our company or product in any form of oral or written communication.

TRADEMARK

Wordmark

While using the Canada Drives name in a sentence you should always capitalize both the 'C' and 'D'. Do not make Canada Drives plural, use it as a verb, or abbreviate it.

® Registered Trademark

Like most things powerful, the registered trademark symbol speaks by itself and we are proud that our brand has been registered with the Intellectual Property Office. The registered trademark symbol is part of our logo and should never be omitted. When referring to Canada Drives in text, the symbol should appear the first time Canada Drives is mentioned in a document, webpage, or advertisement.

Trademark symbols are set as superscripts. No space is needed between the text and the symbol. Please use the ® symbol, not an alphabetic approximation such as (R).

Since 2010 canada drives has been helping Canadians find a car they love.
✖ DO NOT use our name without capitalizing both the 'C' and 'D'

Since 2010 Canada Drives has been helping Canadians find a car they love.
✔ DO capitalize Canada Drives at all times

At Canada Drives(R), we put people at the centre of everything we do.
✖ DO NOT modify the registered trademark symbol

At Canada Drives®, we put people at the centre of everything we do.
✔ DO use the proper trademark symbol

COLOUR PALETTE

Colours are an integral part of our visual identity and should be used consistently to help maintain recognition of our brand. True to our brand, our colour palette is neutral, inviting, and adaptable. The colours are specified in RGB (for web use, on screen presentations and pdfs), CMYK (for four colour printing) and Pantone (for single colour printing).

COLOUR PALETTE

Canada Drives Blue

Canada Drives Blue is our primary colour that has been meticulously chosen to represent our brand. This is the colour of trust, honesty and loyalty. This colour exhibits an inner security and confidence.

RGB	29, 155, 240	**CMYK**	70, 30, 0, 0
HEX	#1D9BF0	**Pantone**	2925 C

Black

Black is used for our logo and as the main text colour. Black symbolizes power, sophistication and timelessness. Whether in a formal or casual setting, black always makes a strong statement.
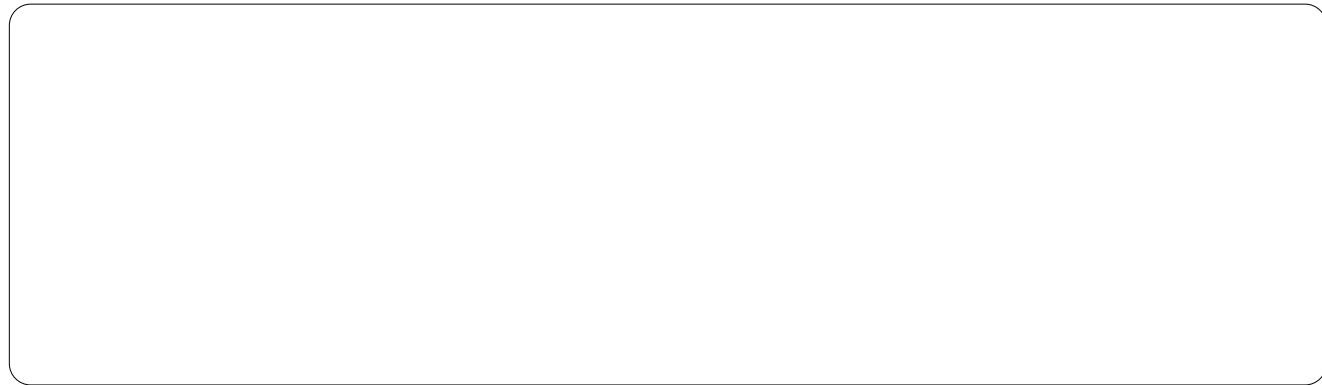
RGB	0, 0, 0	**CMYK**	0, 0, 0, 100
HEX	#000000	**Pantone**	Black C

White

White is used for our logo and as support for a clean background. Whether in a modern or traditional setting, white always makes a crisp and refreshing statement.

RGB	255, 255, 255	**CMYK**	0, 0, 0, 0
HEX	#FFFFFF		

TYPOGRAPHY

The Canada Drives brand identity is clean and contemporary. Sofia Pro and Open Sans are our chosen typefaces approved for use in all forms of communication to represent the brand. Both typefaces are sans serif with contemporary, neutral, friendly appearances, and excellent legibility characteristics.

TYPOGRAPHY

Sofia Pro

Sofia Pro is a sans serif font which gives an impression of both modernism, harmony and roundness. These nuances give it a harmonious and sensible appearance for headlines and titles. As a general rule, the preferred use of this typeface is Title Case.

Sofia Pro Regular

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

Sofia Pro Semibold

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

Sofia Pro Bold

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

TYPOGRAPHY

Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson. It was optimized for print, web, and mobile interfaces, and has clean, uncomplicated, open forms.

Open Sans is the primary Canada Drives typeface recommended for use for body copy in print and web, for paragraphs and quotes that need to be emphasized, for any important information, buttons and call to actions.

Open Sans Regular

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

Open Sans Semibold

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

Open Sans Bold

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

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

0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )

Open Sans Italic

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

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

*0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )*

Open Sans Semibold Italic

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

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

*0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )*

Open Sans Bold Italic

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

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

*0 1 2 3 4 5 6 7 8 9   ! @ # $ % & * ( )*

TYPOGRAPHY

Visual Hierarchy

All information should be communicated with clarity and can be achieved by differentiation in size and colour between headings, titles, quotes, paragraphs, notes, and other text. Here are the examples of the preferred font weights for use across different medias.

To keep the communication noticeable and legible, the number of different font weights and point sizes should be kept to a minimum. Generally, 2-3 different type sizes and 2 font weights is sufficient.

Headlines
Sofia Pro Semi Bold

Main Title
Sofia Pro Semi Bold

Secondary Title
Open Sans Semi Bold

Text main copy
Open Sans Regular

Text emphasis
Open Sans Semi Bold

Quotes
Open Sans Italic

Buttons
Open Sans Semi Bold

THANK YOU

We work hard to provide a customer centric experience and truly appreciate that you follow these guidelines to help us maintain the integrity of our brand.

If you have any questions please contact us at:
media@canadadrives.ca