

Secondary Logo

The classic Logo can be used where a more formal, corporate tone is required such as investor or board communications, or to represent the brand in international settings. The classic logo should also be used when the logo acts as a navigational aid, such as pilon signs, event tents, highway signs, etc. . The classic logo can also be used selectively in other instances such as consumer advertising if brand recognition might otherwise be compromised using the icon logo.



LARGE CLASSIC LOGO

Size range: 3" and above in height.

Includes the wordmark within the triangle icon and keylines proportioned for large size reproduction.



STANDARD CLASSIC LOGO

Size range: 1" to 3" height.

Includes the wordmark within the triangle icon and keylines proportioned for the most common medium size reproduction.

The classic logo should never be used smaller than 1" height



ONE COLOUR LOGO: BLACK (PREFERRED)

The Black, one colour logo is used for black and white newspaper applications, and where colour availability is limited to black.

Not to be used on dark substrates when printing white is unavailable



ONE COLOUR LOGO: CT RED (NOT PREFERRED)

The CT Red, one colour logo is used where colour availability is limited, such as silkscreened promotional items or shopping bags.

Must only be used when production value is good.

Do not use in newsprint

Do not use on red background

Not to be used on dark substrates when printing white is unavailable



KNOCKOUT LOGO

The knockout logo is used on dark substrates or backgrounds when only one colour is available.



REGISTERED TRADEMARK

The Canadian Tire Triangle is a registered trademark. In select applications the registration is identified with ®. Please consult Brand Stewardship prior to use.

Horizontal Wordmark

The horizontal wordmark should be used for the Canadian Tire flyer masthead, canadiantire.ca and corporate website mastheads, Canadian Tire retail store exteriors and select corporate stationery applications such as business cards, letterhead and envelopes.



HORIZONTAL WORDMARK

Like the icon logo, the horizontal wordmark has 3 different versions of each colour treatment, based on height with keylines proportioned accordingly. Refer to the size specifications below for proper usage.

Small Horizontal Wordmark:

Below 3/4"

Standard Horizontal Wordmark:

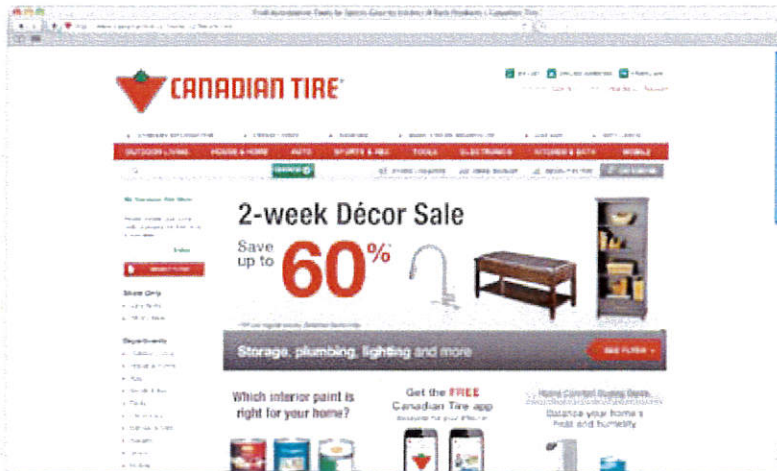
Above 3/4" to 3"

Large Horizontal Wordmark:

Above 3"

- Example of the Canadian Tire wordmark used on a dark background

Avoid using horizontal wordmark logo on a red background.



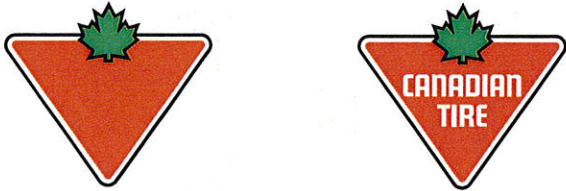
- Example of the Canadian Tire horizontal wordmark used online.



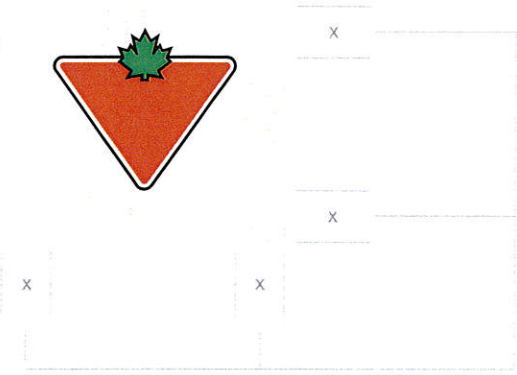
The Canadian Tire wordmark should never be used without the Icon Logo (triangle) and should always be used in one line – never broken over two lines.

Clear Space

Clearance on each side of the logo should be no less than the height of the leaf as used on the logo. This area should be clear of all images and other logos.



- Protected space for both the icon and the classic logo is indicated by the grey shaded area that completely surrounds the logo. This area ensures legibility and recognition, and should remain free of type, rules, photos, or any other graphic elements.



- The amount of protected space for the logos, is defined by 'X'.
- Regardless of the size of the logos, X is always equal to the height of the green maple leaf

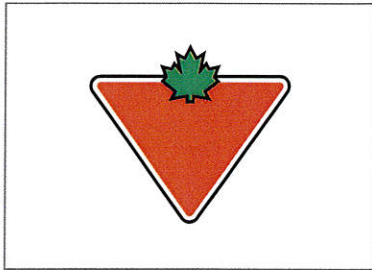


HORIZONTAL WORDMARK ALIGNMENT

The horizontal wordmark type aligns with the red triangle of the icon for an optical alignment of the two elements. This should not be altered.

Backgrounds

The Canadian Tire Triangle should appear on a uniform background that does not compete with the mark itself. White is the preferred background color, ensuring the best contrast and colour reproduction. Shades of gray are also commonly used. Photographic or illustrated backgrounds are allowable as long as they are not visually distracting and the logo is clearly visible.



White is the preferred background colour for the Canadian Tire logo. It ensures maximum legibility, reproduction, and brand recognition.



Photographic backgrounds can be used when the icon logo is surrounded by a white keyline, and imagery is uncluttered, providing sufficient contrast for the logo to be clearly visible.



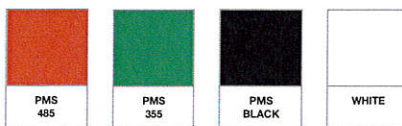
On dark backgrounds the logo should be surrounded by a white keyline.



The classic logo should be used when appearing on red backgrounds.

The classic logo must be used when appearing on a red background

Colour Specifications



PANTONE (PMS#)	CMYK	RGB	HEX (ONLINE)	THREAD
PMS 485	0/100/100/0	238 37 36	#EE2624	18-1561 TCX
PMS 355	100/100/0/0	15 185 87	#0fa557	15-5534 TCX
PMS BLACK	0/0/0/100	0 0 0	#000000	19-4006 TCX

Primary Typeface

The Helvetica Neue type family should be used for all Canadian Tire corporate or brand communications.

HELVETICA NEUE 75 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
abcdefghijklmnopqrstuvwxyz123456789!@#% ^ & * ()

HELVETICA NEUE (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
abcdefghijklmnopqrstuvwxyz123456789!@#% ^ & * ()

HELVETICA NEUE LIGHT

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
abcdefghijklmnopqrstuvwxyz123456789!@#% ^ & * ()

Secondary Typeface

The Arial type family should be used only when Helvetica Neue is unavailable.

ARIAL 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
abcdefghijklmnopqrstuvwxyz123456789!@#% ^ & * ()

ARIAL 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
abcdefghijklmnopqrstuvwxyz123456789!@#% ^ & * ()



KEEP IT SIMPLE

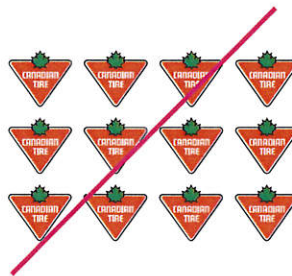
Follow the basics of working with type. Lowercase is more friendly and approachable, and easier to read. Uppercase more formal and impactful.

Using the Logo as Provided

This guide outlines how the logo should appear. Below are some examples of logo misuse.



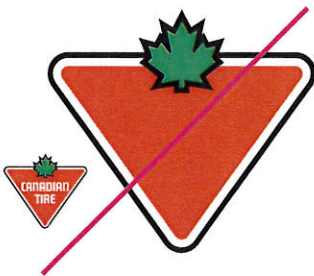
Do not distort or scale disproportionately.



Do not use logo as pattern or background treatment.



Do not use the wordmark without the icon or split the elements.



Do not scale logo outside dimensions as provided in this guide.



Do not rotate.



Do not screen or ghost the logo.



Avoid distracting backgrounds.



Avoid mimicking the triangle shape for other graphic elements.



Do not clutter with taglines or additional words.



Do not use 50/50 split colour backgrounds.



Do not change the Canadian Tire font.



Do not alter or replace the leaf.

CANADIAN TIRE | Improper Usage Continued



Do not reverse the logo out of a background.



Do not print other words inside the triangle.



Do not change colours used in the logo.



Do not use the logo as part of a graphic device.



Do not apply dropshadow effects.



Do not apply glow effects.



Do not combine with elements from other logos.



Do not combine logo with any other graphic elements or images.



Do not remove keylines from the logo.



Do not alter the size or position of the wordmark.