NATIONAL HOUSING STRATEGY

National Housing Strategy (NHS)

Brand Style Guide

Canada

02/05/2018

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NHS Introduction

Through the National Housing Strategy (NHS), the federal government is re-engaging in affordable housing and bringing together the public, private and non-profit sectors to ensure more Canadians have “a place to call home”.

Canada’s first ever National Housing Strategy is a 10-year, $40-billion plan that will strengthen the middle class, fuel our economy and give more Canadians across the country “a place to call home”.

Over the next decade, the National Housing Strategy will remove 530,000 families from housing need, cut chronic homelessness by 50% and change the face of housing in Canada forever.

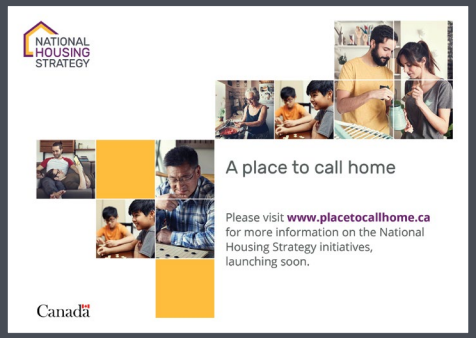
TAGLINE*

The NHS brand includes the tagline “A place to call home”. The tagline is designed to quickly summarize the goals of the strategy. It reinforces the strategies ideology and allows the audience to connect with our message.

THE VISION

The vision of the NHS is that Canadians have housing that meets their needs and that they can afford. Affordable housing is a cornerstone of sustainable, inclusive communities and a Canadian economy where we can prosper and thrive.

Please refer to this guide whenever you develop communications on behalf of NHS. For clarification on any branding related matters, please contact CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca).



***TAGLINE (optional)**

The tagline can be used as a main title combined with a call-to-action or to end a statement.

NHS Logo

The NHS logo is a visual expression, a symbol that stands for all that is expressed in the messaging platform. The two elements that compose the NHS logo – the logomark and the logotype – are designed to relate to one another in fixed proportions and must never be altered.

NATIONAL HOUSING STRATEGY

STRATÉGIE NATIONALE SUR LE LOGEMENT

THE CANADA WORDMARK

The Canada wordmark is an official symbol of the Government of Canada and is governed under the Treasury Board of Canada Secretariat. For complete information on the Canada wordmark and the Federal Identity Program (FIP), please consult:

Canada

tbs-sct.gc.ca

ARTWORK FILES

Electronic artwork files of the NHS logo are available upon request.
Do not recreate these files

Request artwork

Standard size

Buffer zones

LOGO SIZES

We use two specific sizes to keep the NHS logo and Canada wordmark consistent in various applications.

Standard Size

NHS logo
Width: 1.46” / 3.7cm / 140px
Canada wordmark
Width: 1.187” wide / 3cm / 113px

1. Any format within the sizes of 8” x 11.5” to 12” x 18” (20.3cm x 25.4cm to 30.5cm x 45.7cm)

Examples: publication covers, fact sheets, newsletters, press releases

Minimum Size

NHS logo
Width: 1.125” wide / 2.85cm / 108px
Canada wordmark
Width: 0.8” wide / 2cm / 76px

1. The minimum size restriction ensures that the logo and wordmark are clearly legible in all applications
2. This minimum size was determined by the Federal Identity Program (FIP) guidelines which state that the Canada wordmark must be a minimum of 0.8” (2cm) wide

OTHER SIZE REQUIREMENTS

Banners, signage, kiosks, etc., will require larger applications. Please contact CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) regarding scaling the NHS logo.

BUFFER ZONES

The Logo

To ensure the NHS logo is viewed as a unit, a buffer zone or clear area should appear around the logo. The buffer zone:

1. Is equal to the distance from the left edge of the logomark to the start of the logotype
2. Is indicated by an X in the diagram
3. Must remain clear of any graphic element, text, photo or pattern

The Canada Wordmark

The Federal Identity Program states:

“The Canada wordmark should be displayed in generous open space; free from close association with any interfering or distracting elements.”

SIZE RELATIONSHIP

The Canada wordmark must be the width of the English NHS logotype (as shown in the diagram).

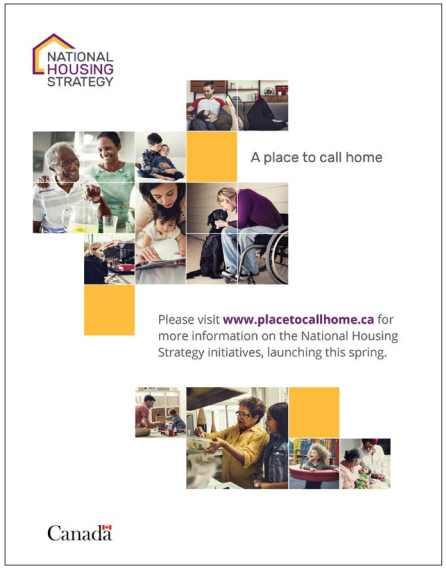
RELATIVE POSITIONING

- In the majority of instances, the NHS logo and Canada wordmark are to appear top and bottom, with the NHS logo on the upper left-hand side and the Canada wordmark on the lower left-hand side.
- The minimum amount of space between the two elements is the NHS logo's **buffer zone** (page 5).
- For exhibit signage, the NHS logo and Canada wordmark appear at the top for maximum visibility. Other exceptions are corporate stationery (envelopes, letters, etc.) and digital applications.

Size Relationship

Size relationship – Publication Cover

Advert - 8.5x11”



LANGUAGE CHOICE

There are separate bilingual English and French logos:

- English-first NHS logo
- French-first NHS logo

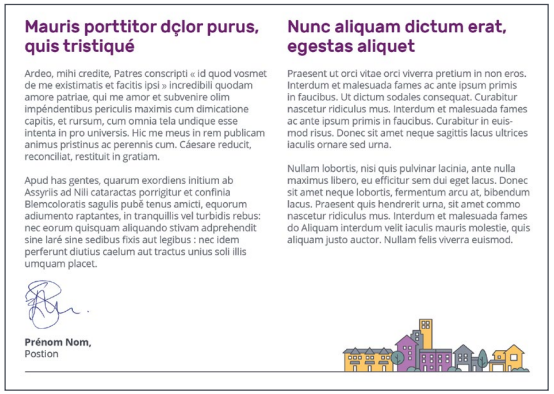
The choice of which to use depends on the language of the material on which it is to appear:

- In the case of a bilingual application, use English-first in all provinces and territories except for Quebec, where the French-first logo is to be used
- In a tumble format, with English on one side and French on the other, use the English-first logo on the English side and the French-first logo on the French side

Bilingual format

NATIONAL HOUSING STRATEGY | STRATÉGIE NATIONALE SUR LE LOGEMENT

STRATÉGIE NATIONALE SUR LE LOGEMENT | NATIONAL HOUSING STRATEGY



Logo Usage

PROPER USAGE

IMPROPER USAGE

Do not recreate the logo; always use original electronic artwork

Do not apply the logo on an angle

Do not alter the logo (e.g. stretch; condense, etc.)

Do not stack the logos

Do not change the size or relationship of any of the logo elements

Do not place the logo on a busy background or photography

REVERSE APPLICATIONS

Positive Application

The preferred application of the logo is in colour on a white background.

- Whenever you can, apply the NHS logo and the Canada wordmark in their official colours:
  NHS:
  Gold (Pantone 136 C)
  Purple (Pantone 259 C) and
  Grey (Pantone Cool Grey 11C)
  Canada wordmark:
  Red (Pantone 485) and black
- If you are limited to one colour, use the greyscale version

Negative (Reverse) Application

Although a colour application is always preferable, you may occasionally need to reverse the logo. If so:

- The background colour should be black or dark grey
- On a black background, the Canadian flag in the Canada wordmark, appear in Red (Pantone 485), with the remaining elements in white
- The NHS logo cannot be reversed out of a photograph

OTHER VERSIONS

Several versions of the NHS logo and the Canada wordmark have been created to accommodate various situations. The NHS logo and Canada wordmark are available in four different colour formats:

- **NHS:**
  All black (positive format)
  All white (negative format)
- **Canada wordmark:**
  All black (positive format)
  All white (negative format)
  Pantone 485 and black (positive format)
  Pantone 485 and white (negative format on black background)

Branding approval is required for reverse applications with a different background colour

Electronic artwork files of the NHS logo are available upon request. Do not recreate these files.

Fonts

The NHS font set is Rubik and Open Sans. They are highly versatile sans serif font family offering a variety of styles and weights. We recommend using the following styles:

Rubik: Regular / **Medium** / **Bold**

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(.,:;?!£$&@*)
0123456789

Open Sans: Light / Regular / **Semibold**

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(.,:;?!£$&@*)
0123456789

Heading Level 1

Rubik Regular

Heading Level 2

Rubik Bold

Heading Level 3

Rubik Medium

Heading Level 4

Open Sans Light / Regular

Body

Open Sans Light / Regular

Bullets

- Open Sans Light / Regular

Emphasis Notes

Open Sans Regular / **SemiBold**

Captions

Open Sans Regular

Footnotes

Open Sans Regular

Light Italic, Medium and Medium Italic, Bold and text in CAPS may be applied sparingly to words and passages within body copy for emphasis.

Open Sans and Rubik are both open sourced fonts. They can be downloaded using the links below.

MS OFFICE FONTS

Use the PC system fonts as a replacements: Gulim for Open Sans and Arial for Rubik.

Heading Level 1
Gulim, upper–lower

Body text and bullets
Arial / regular

Colour Palette

The NHS colour palette has two layers: primary and secondary palettes. Using colour appropriately is one of the easiest ways to make sure the materials reflect a cohesive visual story.

It is important to maintain a sense of hierarchy, balance and harmony when using the NHS colour palette. The color system is extremely flexible, but exercise restraint and do not recreate additional colourways.

Screen Values

Colours can be used at 100% value or screened at 20%, 40%, 60% and 80%.

For the web, colours can be screened from 20% to 99%.

Background Colour

The use of white is integral to the NHS brand. White space provides an open feel and a clean backdrop for your story. Most material's should have a white background with plenty of white space.

In some layouts, tinted background colours may be used to define or highlight content such as sidebars.

Colour Swatch	Pantone (PMS)	Print (CMYK)	Digital (RGB)	Web: (Hex Colours)
Primary Palette				
	PMS 259 C (NHS purple)	55/96/6/25	110/33/111	#6e216f
	PMS 136 C* (NHS gold)	0/28/87/0	254/189/59	#febd3b
	Cool Grey 11C (NHS grey)	40/30/20/66	71/76/85	#474c55
	White	0/0/0/0	225/225/225	#000000
Secondary Palette				
	PMS 258 C (NHS violet)	37/72/0/0	166/99/168	#a663a8
	PMS 7544 C (NHS light grey)	49/37/29/1	138/146/159	#8a929f
	PMS 532 C (NHS midnight blue)	85/78/49	37/40/61	#3c6e71
	PMS 7475 C (NHS teal)	78/43/49/16	60/110/113	#3C6E71

* For readability, for the most part, text should appear in grey. Colour may be applied to Heading Level 1 or 2, but only in the darker colours from NHS's palette from Primary/Secondary (PMS 259 C and PMS Cool Grey 11 C)

Colour Palette - Accessibilty

The NHS colours presented have been tested against the **Accessibility Design Standards (ADS)** and therefore should be adhered to when producing materials. The aim is providing equal treatment to everyone with visible or non-visible disabilities.

The use of colour can enhance comprehension, but do not use colour alone to convey information. Make sure colour contrast is strong, especially between text and background.

Note: The three colour swatches to the right are the recommended text and background colour combinations.
* For accessibility the dot indicates the ideal tint the text / content should be placed upon. For optimal contrast, black text should be used over tinted colours.

Guide for colour used for accessible type

PMS 259 C	size 9pt and up
PMS 136 C	DO NOT USE FOR TYPE
Cool Grey 11C	size 9pt and up
PMS 258 C	size 18pt and up
PMS 7544 C	size 18pt and up
PMS 532 C	size 9pt and up
PMS 7475 C	size 9pt and up

Font is in **Black***

Pantone	100%	80%	60%	40%	20%
PMS 259 C			●	●	●
PMS 136 C		PMS 136 C			
Cool Grey 11C			●	●	●
Secondary Palette					
PMS 258 C	●	●	●	●	●
PMS 7544 C	●	●	●	●	●
PMS 532 C				●	●
PMS 7475 C		●	●	●	●

Font is in **NHS Grey***

Pantone	100%	80%	60%	40%	20%
PMS 259 C					●
PMS 136 C		PMS 136 C			
Cool Grey 11C					●
Secondary Palette					
PMS 258 C				●	●
PMS 7544 C				●	●
PMS 532 C					●
PMS 7475 C					●

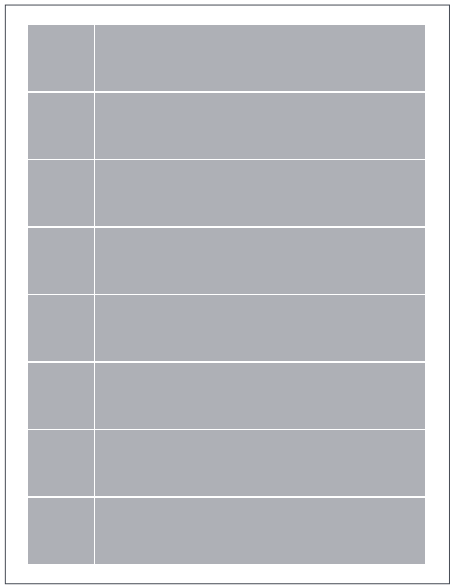
Font is in **White***

Pantone	100%	80%	60%	40%	20%
PMS 259 C	●	●			
PMS 136 C		PMS 136 C			
Cool Grey 11C	●	●			
Secondary Palette					
PMS 258 C					
PMS 7544 C					
PMS 532 C	●	●	●		
PMS 7475 C	●				

Graphic Elements

The photo grid

The grid is devised up of a series of squares that can be combined to form larger squares or rectangles.



Publication cover

Yellow squares

These act as an image divider and should be used sparingly 2-3 per image combination. Do include negative space; including white squares to give the images additional breathing space.

Publication cover

Housing Continuum

These are specific graphic representations of communities.

Electronic artwork files of the Housing Continuum graphic are available upon request. Do not recreate these files.

Request artwork

Imagery

Images are an important part of the NHS visual style and should be featured prominently wherever possible because our audience likes to see themselves reflected in our material. They help us set the tone and get our story across. You should choose images that are simple, compelling and relevant.

Photography Selection and Usage

Photographs are an important part of the NHS brand. You can use as many as you like to tell your story.

Photographs should:

- Adhere to the photo grid (as metioned on page 13)
- Be high quality and high resolution
- Be simple and clear
- Look natural and authentic, not contrived
- Show Canada's diversity in cultures, demographics, economic circumstances, family units, lifestyles, abilities and housing types
- Reflect the Canadian environment (unless only for international audiences)
- Be accurate and up-to-date when showing technical detail and specific industries – consult an expert when needed
- The NHS photography style includes applying a filter to give a unified look. The filter is applied through a plug-in/ stand alone application called ON1 Effects. Once this application has been installed, choose the photo you wish to apply the effect to. Edit a copy of the photo so the original is preserved. Choose Presets > Hipster > Brandon. The "Brandon" filter will give a de-saturated, yellow tint to your photo. Adjust this by changing the overall setting opacity to roughly 30. Adjust to desired effect as every photo will look different depending on how light or dark the image is to begin with. Save your photo according for use, whether print/digital format.

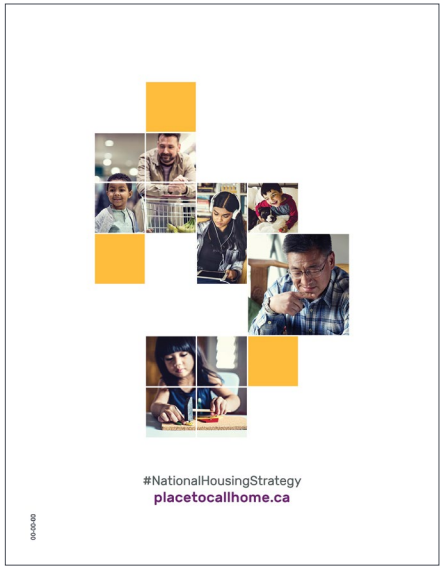
PLEASE ENSURE

You have the reproduction rights to the image

Photos are properly credited as agreed with the photographer or another organization

Brand Application

Publication cover



Publication back cover

PUBLICATION COVERS

Templates for commonly used layout formats can be obtained from CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external documentation.

Covers include the following design elements:

- White space
- Compelling imagery (number of images is flexible)
- The NHS logo
- Canada wordmark
- The tagline (optional)

Back Covers

- The back cover provides a space that can be used for additional information about the publication, to highlight other NHS publications or for other marketing opportunities

CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external documentation.

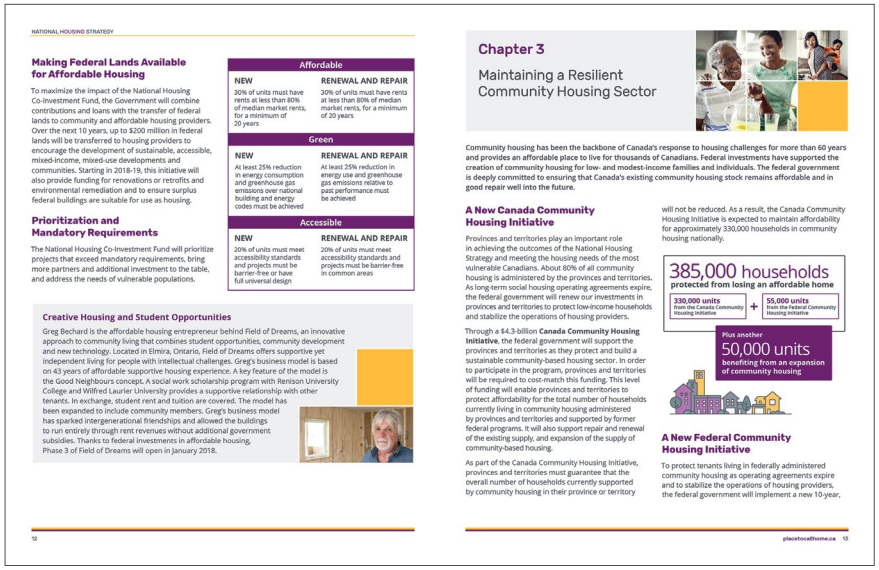
Publication Interiors

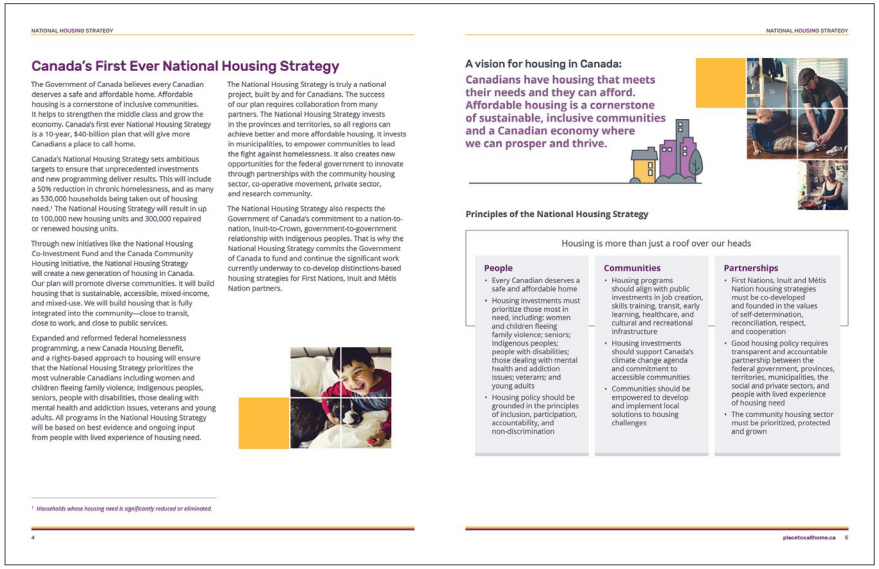
- NHS publications follow an internal layout grid and style sheets (fonts, point sizes, line spacing, running footer and other style and typographical elements are defined)
- Publication interiors should include the wording National Housing Strategy either in the header or the footer

Running Footer/Folio

At the bottom of each interior page, there is a standard running footer which is comprised of:

- Document title
- The folio is in NHS Grey Rubik bold





Partnership 1 Partner

Partnership 2 Partners

Partnership Branding

PARTNERSHIP

- A partner's logo can be used, in conjunction with the NHS logo and the Canada wordmark, on specific mutually agreed upon material.

PARTNERSHIP LOGO USAGE

- When NHS has full authorship and/or ownership of copyright, full NHS branding guidelines are required, including the prominent display of the NHS logo and the Canada wordmark.
- When the initiative is a full collaboration, logos can be placed side-by-side. The partner's logo start from the right hand side, and be on the same baseline as the Canada wordmark. Furthermore the partner/s logo should not overpower the NHS logo or the Canada wordmark.
- When NHS is the major contributor to a collaborative arrangement or sole partner of an event or initiative, full NHS branding guidelines apply – including the prominent display of the NHS logo and the Canada wordmark.
- Partnership branding can vary from case to case, the NHS guidelines will assist in consistent and appropriate application of the brand.

CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external partnership documentation.

Partnership Brand Application

TEMPLATES

Always use the offical designed templates for all internal / external communications.

These cover the following;

- Presentation decks
- Fact / Product sheets
- Applications Guides
- Report covers

Templates can be sourced from CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca):

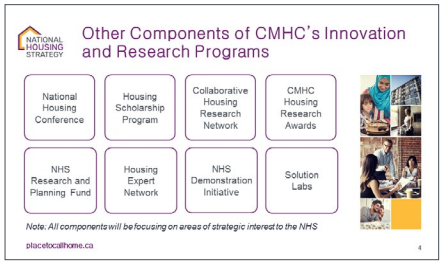
BRAND APPROVALS

To ensure brand standards are met, please send a copy of the materials to CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca).

Product sheet

Application Guide

PowerPoint 16:9



CMHC / NHS Initiatives

INTRODUCTION

All CMHC initiatives follow the NHS branding style with additional design elements for differentiation within marketing communications.

INITIATIVES TITLES

These have been developed by key business stakeholders to convey the appropriate marketing message and should not be altered in any way. The format / layout should be consistent (as shown to the right) type size is variable depending on the product.

HERO IMAGES

For the base initiatives a hero image/s has been established - these aid in giving each initiative its own idividuality.

ICONOGRAPHY

The icons have been specifically designed for each business initiative. No further additions should be made.

CMHC INITIATIVES

Affordable Housing Innovation Fund

Federal Community Housing Initiative

Federal Lands Initiative

Human Rights-Based Approach to Housing

National Housing Co-Investment Fund

Rental Construction Financing

Innovation and Research

NHS Demonstrations Initiative

Solutions Labs

Collaborative Housing Research Network

NHS Research and Planning Fund

CMHC Housing Research Scholarship Program

CMHC Housing Research Award Program

CMHC / NHS Initiatives

HERO IMAGES

These are set 2x larger than the standard image and is used with other supporting imagery.
The same imagery principles apply (review pg14)

Affordable Housing Innovation Fund

Sample

Federal Community Housing Initiative

Federal Lands Initiative

Human Rights-Based Approach to Housing

Innovation and Research

National Housing Co-Investment Fund

Rental Construction Financing

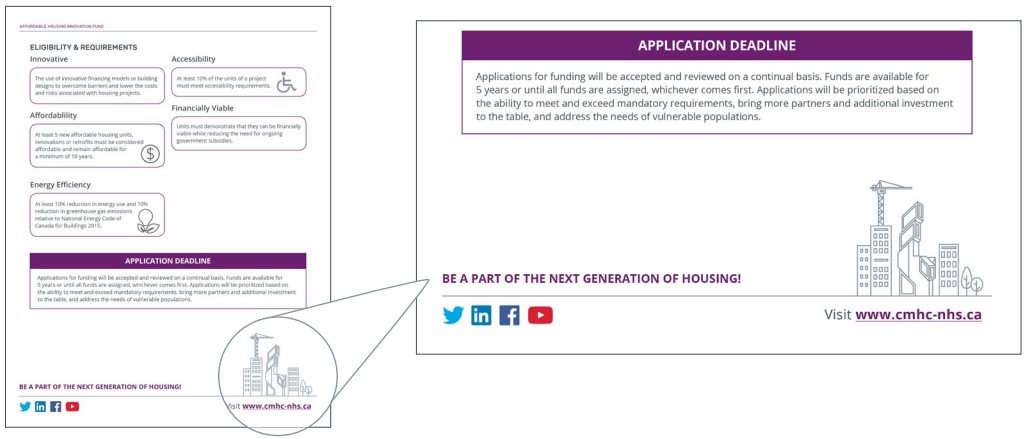
CMHC / NHS Initiatives

ICONOGRAPHY

The icons have been set to a specific pixel size and scaled proportionately. Option to use this on the cover of Applicants' Guides - though mainly used within the footer of communication materials to close off the document in conjunction with the vanity url.

Affordable Housing Innovation Fund	Federal Community Housing Initiative	Federal Lands Initiative	Human Rights-Based Approach to Housing	Innovation and Research	National Housing Co-Investment Fund	Rental Construction Financing

Sample



Sample