Logo Guidelines

ARTHRITIS RESEARCH CANADA
ARTHRITE RECHERCHE CANADA

Introduction

Arthritis Research Canada/Arthrite-recherche Canada conducts clinical research aimed at preventing arthritis, facilitating early diagnosis, finding new and better treatments, and improving the quality of life for people with arthritis.

Proper logo use is necessary for building our brand. These standards provide the foundation for supporting the Arthritis Research Canada brand. These guidelines are designed to ensure our logo is used correctly and consistently across all applications.

Arthritis Research Canada's bilingual logo

The Arthritis Research Canada bilingual logo is our organization's standard use logo.

The Arthritis Research Canada bilingual logo mark and word mark are locked together in the format shown.

The relationship of the type to the logo, its size, font, placement, and colour usage must not be altered in any form. Do not add elements or reproduce the logo mark on an angle.

Logo mark

ARTHRITIS RESEARCH CANADA
ARTHRITE RECHERCHE CANADA

Logo Mark Reversed

ARTHRITIS RESEARCH CANADA
ARTHRITE RECHERCHE CANADA

ARTHRITIS RESEARCH CANADA
ARTHRITE RECHERCHE CANADA

Clear space

Leave a minimum clear space around the logo to ensure that other graphic elements do not crowd or weaken its impact. The minimum required clear space is based on the width of the capital letters in the word mark. Where possible, clear space distances should be greater than the minimum required. In certain applications, i.e. Wayfinding signage, the clear space guidelines may be relaxed due to legibility requirements.

Arthritis Research Canada's English and French Logos

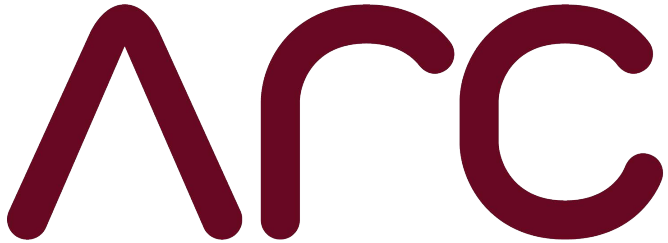
English Logo

French Logo

The English or French logos can be used in the following exceptions:

- Print ads or digital ads that have limited space/smaller dimensions
- In some cases, multiple logos are required for presentations. In these cases the English or French logo are likely a better option. The organization's full name must be readable in all cases.
- Designs that require a grey background but can’t use the black or reversed version of the bilingual logo

If you have any questions or need help using our logos, please contact Marketing and Communications at mc@arthritisresearch.ca



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