



STANDARDS GUIDE FOR USING THE TALENT FUND LOGO

April 2016



1. OFFICIAL VERSION OF THE LOGO

These “Talent Fund” logo user standards must be respected at all times and on all communication and broadcasting platforms. The various versions of the logo may not be modified or altered under any circumstances. Any use or duplication of the logo must first be authorized by Telefilm Canada. This guide explains how and where to use each version of the logo.

English Version



The English version of the logo features the word "TALENT" in a bold, purple, sans-serif font, followed by "FUND" in a lighter purple, sans-serif font. Below "FUND" is the French text "FONDS DES TALENTS" in a smaller, green, sans-serif font.

French Version



The French version of the logo features the word "FONDS" in a bold, purple, sans-serif font, followed by "DES" in a smaller, green, sans-serif font, and "TALENTS" in a bold, purple, sans-serif font. Below "TALENTS" is the English text "TALENT FUND" in a smaller, green, sans-serif font.

2. INSTRUCTIONS AND RESTRICTIONS FOR USING THE LOGO

2.1. **Minimum size**

The logo must always be big enough for the wordmark to be read. Therefore, the size will vary based on the resolution of the medium used. The logo should be no less than 3.8 cm (1.5 in.) wide, for the French version, and 3.175 cm (1.25 in.) wide, for the English version.

2.2. **Empty space**

Empty space refers to a protected area around the lettering of the logo whose external width and height correspond to the size of the letter “T” in the word “TALENT.” No visuals may appear in this empty space or be linked to the image of the logo. The background must not reduce the visibility of the logo.

2.3. **Background**

The logo may only be used on a black, white or grey background. Never put the logo on a background of any other colour or modify the above three colours by adding a tint, shading, etc.

2.4. **Prohibited use of logo**

In order to preserve the identity of the Talent Fund logo, the graphic design and position of the logo may not be changed under any circumstances. Do not position the logo vertically or diagonally. Do not use just one part of the logo on its own. Never put a box around the logo. Do not add colour. Do not use the logo in a box with other names or logos.

OFFICIAL COLOR CHART

ENGLISH VERSION:



VERSION FRANÇAISE:



CMYK Uncoated: C: 82 M: 97 Y: 0 K: 0
 C: 35 M: 95 Y: 0 K: 0
 C: 46 M: 0 Y: 90 K: 0

RGB: R: 87 G: 51 B: 147
 R: 171 G: 49 B: 146
 R: 150 G: 202 B: 79

HTML: 573393
 AB3192
 96CA4F

ENGLISH VERSION:



VERSION FRANÇAISE:



CMYK Uncoated: C: 35 M: 95 Y: 0 K: 0
 C: 46 M: 0 Y: 90 K: 0
 C: 0 M: 0 Y: 0 K: 0

RGB: R: 171 G: 49 B: 146
 R: 150 G: 202 B: 79
 R: 255 G: 255 B: 255

HTML: AB3192
 96CA4F
 FFFFFFFF

MONOCHROME / REVERSED VERSION

ENGLISH VERSION:

TALENTFUND
FONDS DES TALENTS

VERSION FRANÇAISE:

FONDS DES **TALENTS**
TALENT FUND

CMYK Uncoated: ● C: 0 M: 0 Y: 0 K: 100
● C: 0 M: 0 Y: 0 K: 50

RGB: ● R: 0 G: 0 B: 0
● R: 147 G: 149 B: 152

HTML: ● 000000
● 939598

ENGLISH VERSION:

TALENTFUND
FONDS DES TALENTS

VERSION FRANÇAISE:

FONDS DES **TALENTS**
TALENT FUND

CMYK Uncoated: ● C: 0 M: 0 Y: 0 K: 0

RGB: ● R: 255 G: 255 B: 255

HTML: ● FFFFFFFF

3. LOGO TO BE USED FOR PRODUCTIONS OR PROJECTS FUNDED BY TELEFILM CANADA'S MICRO-BUDGET PRODUCTION PROGRAM

This logo, in which the "Telefilm" and "Talent Fund" logos have been merged into one single image, may be used in the credits of a Canadian audiovisual production funded by Telefilm Canada's Micro-Budget Production Program. The logo must appear in the language of the project or production. For bilingual productions and projects or in cases where the language is neither English nor French (e.g.: projects in an Aboriginal language), only one of the two versions of the logo below may be used.

English Version

TELEFILM
C A N A D A

TALENTFUND
FONDS DES TALENTS

French Version

TELEFILM
C A N A D A

FONDS DES TALENTS
TALENT FUND

4. LOGO FOR PARTNERSHIPS

The Talent Fund is committed to acknowledging the financial support of **Bell Media** and **Corus** as the Fund's main partners. The following version of the Talent Fund logo that includes credits to Bell Media and Corus Entertainment must be used in Canada and abroad for promotion initiatives supported by the Talent Fund.

English Version



French Version



5. INFORMATION

For further information, please contact **Ludovic Jaouen**, Marketing and Brand Advisor, at **(514) 283-0838**, ext. 2149, or at ludovic.jaouen@telefilm.ca.