

Trout Unlimited Canada

Graphic Standards

The guidelines in this document will consistently distinguish all Trout Unlimited Canada (TUC) publications, digital media and branded materials produced for TUC. This document is intended as a guideline for TUC staff. If your printer or other supplier has any questions about the logo, typeface or messaging please refer them to the Director of Marketing and Communications.

Logo Requests

Please refer logo request to the website (media resources in the footer menu) or to the Director of Marketing and Communications.

Logo and Colours

TUC's logo is available in 3 formats and 3 colours. Use the full logo with full colour and text whenever possible. The fish without text should only be used in unique circumstances. The logo is also available in all black and all white on the server (Marketing/logos). The logo is also available in all colour formats with a transparent background (Marketing/logos/Tiff)

When placing the logo within a document or sign, ensure there is white space surrounding the logo equivalent to or wider than the width of the letter "C" in Canada.

Do not make any additions or changes to the logo. No borders around the logo are permitted. No additions of stickers or 'limited' graphics are permitted.

Education Logos

TUC's education logos are available only in full colour as the colour denotes the specific program, but formats include solid and transparent background. If a solid black or white logo are required please use the corporate logo above. The logo with program name must include "Trout Unlimited Canada". The logo without text should be used in unique circumstances.

When placing the logo within a document or sign, ensure there is white space surrounding the logo equivalent to or wider than the width of the capital letters in the program title.

Do not make any additions or changes to the logo. No borders around the logo are permitted. No additions of stickers or 'limited' graphics are permitted.

Wordmark and Font

Trout Unlimited Canada should in all cases be referred to as "Trout Unlimited Canada" or "TUC". Always include the word "Canada" if spelling out the company name or the capital "C" if abbreviating.

Trout Unlimited education programming should be referred to as "Stream Rehabilitation Training Course", "Water Edu-kits" and "Yellow Fish Road". Acronyms (TUC, SRT, WEK, YFR) may be used in documents after the organization/program is first referred to in its full name.

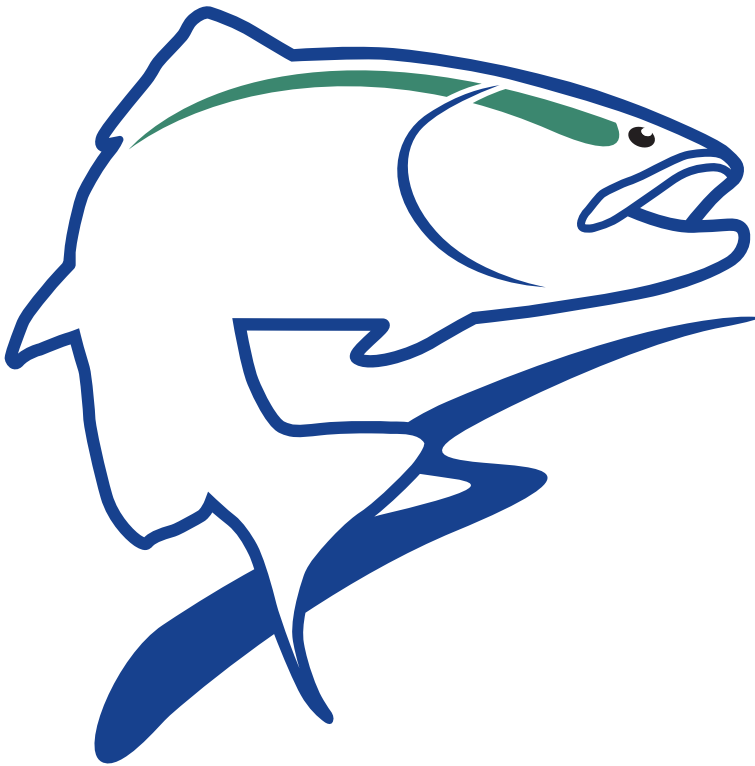
The official font for all internal and public TUC documents, including education programming, is Acumin Pro.

Stationary

All stationary including letterhead, business cards and labels have been created and are available on the server (Organization/Administration/Admin business forms and templates). If a template is missing or you need a document that is not provided, please contact the Director of Communications and Marketing.

Branded Merchandise

All branded merchandise must be approved by the Director of Communications and Marketing. This includes short or small run merchandise, event/project specific merchandise and educational merchandise. Any item that is given away or sold and had TUC branding is considered merchandise.



Trout Unlimited
CANADA



Truite Illimitée
CANADA

Trout Unlimited Canada



Truite Illimitée Canada

typeface

Aa

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(!@#%&*_+)1234567890

color codes



Pantone P Process Black U

CMYK 0, 0, 0, 100

HEX 000000



Pantone P 138-13 C

CMYK 62, 0, 49, 37

HEX 3B876F



Pantone P 102-16 U

CMYK 97, 81, 0, 14

HEX 18428F

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Stream Rehabilitation
Trout Unlimited Canada

Trout Unlimited Canada







Stream Rehabilitation

typeface

Aa Acumin Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%^&*+_)1234567890

Aa Acumin Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%^&*+_)1234567890

color codes

-  Pantone P Process Black U
CMYK 0, 0, 0, 100
HEX 000000
-  Pantone P 138-13 C
CMYK 62, 0, 49, 37
HEX 3B876F
-  Pantone P 102-16 U
CMYK 97, 81, 0, 14
HEX 18428F
-  Pantone P 145-8 U
CMYK 88, 0, 100, 0
HEX 00AC4E

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Water Edu-Kit
Trout Unlimited Canada

Trout Unlimited Canada



Water Edu-Kit

typeface

Aa Acumin Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&*_+)1234567890

Aa Acumin Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&*_+)1234567890

color codes



Pantone P Process Black U
CMYK 0, 0, 0, 100
HEX 000000



Pantone P 138-13 C
CMYK 62, 0, 49, 37
HEX 3B876F



Pantone P 102-16 U
CMYK 97, 81, 0, 14
HEX 18428F



Pantone P 2995 M
CMYK 79, 6, 0, 0
HEX 00B0EA

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Yellow Fish RoadTM
Trout Unlimited Canada

Trout Unlimited Canada



Yellow Fish Road





TM

typeface

Aa Acumin Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&*_+)1234567890

Aa Acumin Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&*_+)1234567890

color codes

-  Pantone P Process Black U
CMYK 0, 0, 0, 100
HEX 000000
-  Pantone P 138-13 C
CMYK 62, 0, 49, 37
HEX 3B876F
-  Pantone P 102-16 U
CMYK 97, 81, 0, 14
HEX 18428F
-  Pantone P 4-8 U
CMYK 0, 8, 100, 0
HEX FFE100

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