

1. General Information

These guidelines have been designed to help license agreement holders apply and manage the AdventureSmart look and feel and brand identity consistently and to a high quality.

AdventureSmart is a national SAR prevention program dedicated to encouraging Canadians and visitors to Canada to “Get informed and go outdoors”. Promoting fun and outdoor recreation, AdventureSmart balances key safety messages with an individual’s responsibility for safety; encouraging the public to obtain the knowledge, skills and equipment necessary for them to enjoy their outdoor pursuits.

Public Safety Canada (PS), in collaboration with its federal, provincial/territorial, municipal and volunteer SAR partners, injury prevention specialists and corporate partners manage the development and delivery of the AdventureSmart Program. This collaborative arrangement respects the intellectual property of contributors and imposes certain requirements in terms of organizational brand recognition for each of the partner’s contribution to the Program.

PS is the trademark holder for the AdventureSmart brand and the licensor of AdventureSmart program materials as well as other materials produced by or on behalf of Public Safety Canada.

Queries about how the AdventureSmart program and/or brand should be represented are to be directed to Program Manager, AdventureSmart Program and Senior Analyst for Prevention at Public Safety Canada.

Contact Information: Program Manager, AdventureSmart Program

E-mail: manager@adventuresmart.ca

Mailing address:

Public Safety Canada - National Search and Rescue Secretariat
269 Laurier Street West - 10th Floor
Ottawa, Ontario K1A 0P8

2. Look and Feel

a) General Guidance

Existing AdventureSmart program materials are designed to have a consistent look and feel; reinforce the contribution of each partner as well as complimentary programs; and adhere to universal safety messages.

As agreed by all partners, the following are the key messages and consistent wording that **MUST** be used throughout AdventureSmart materials:

- 1) AdventureSmart title
- 2) AdventureSmart Web address www.adventuresmart.ca
- 3) Key Tag Lines
 - a. "Get informed and go outdoors"
 - b. "Be AdventureSmart",
 - c. "Know before you go"
 - d. "Tips and advice to keep you safe"
 - e. "Trip Planning, Training and Taking the Essentials" - The headings must remain in this order.

b) AdventureSmart Branding

The preference is for unbranded material (AdventureSmart branding only) as it provides greater flexibility and universal use of materials by all AdventureSmart partners and supports uninhibited collaboration.

Partner Branding

Partners can promote their organizational brands in non-commercial activities and on AdventureSmart products that support the development and delivery of the Program. It is imperative however that the Government of Canada, as the trademark holder of the AdventureSmart brand, be recognized when partner brands are promoted. The Government of Canada and partner organizational branding must be of equal proportion and prominence.

Non-Partner and Commercial Branding

Non-delivery partner branding is undesirable for AdventureSmart and should therefore be avoided. Commercial licenses for use of the AdventureSmart brand are available. Interested partners and supporters should contact the Program Manager for AdventureSmart for details.

c) Modification of Existing Materials


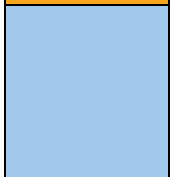

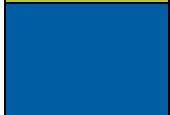
Licensed AdventureSmart partners are authorized to modify existing materials for specific target audiences, events and/or activities so long as message consistency as detailed above, the colour palette, and guidance on the use of pictures is maintained. A copy of modified artwork must be provided on CD/DVD to the Program Manager, AdventureSmart Program for inclusion in the AdventureSmart Materials Repository and that the partner must provide a royalty-free license to Public Safety Canada and AdventureSmart for the use of the materials.

d) Templates and Original Artwork (Design Files)

The Administration portion of the AdventureSmart Website contains a number of existing templates for PowerPoint presentations, posters, certificates etc. Original artwork (design files) for printed materials is available on CD/DVD to all partners on request.

e) Colour Palette

Each environment is represented by its own colour scheme which can be used as part of the design elements of new or existing materials. These colours are associated with the colours found in the AdventureSmart logo.

Colour	Name	CMYK	RGB
	<i>Orange</i> General Survival Programs "Survive Outside"	C: 0% M: 40% Y: 100% K: 0%	R: 250 G: 166 B: 26
	<i>Light Blue</i> Winter Programs "Snow Safety Education" "Survive Outside – Snowmobile"	C: 35% M: 10% Y: 0% K: 0%	R: 160 G: 201 B: 236
	<i>Green</i> Children and Youth Programs "Hug-A-Tree and Survive"	C: 30% M: 0% Y: 100% K: 5%	R: 181 G: 204 B: 45
	<i>Dark Blue</i> Water Programs "PaddleSmart"	C: 100% M: 60% Y: 0% K: 10%	R: 0 G: 93 B: 164

f) Images

The use of images to support key messaging and target audience identification is strongly encouraged. All images must identify the source of the image either in a caption below the image, along the outer edge of the image or within the border of an image. Source identification can be in a reduced size font but must be legible without any visual aids. When using copyrighted images, proof of approval to use the images(s) must be provided to the Program Manager, AdventureSmart Program for inclusion in the AdventureSmart Materials Repository. All images that are used on AdventureSmart materials should be reflective of the principles of AdventureSmart program as well as the diversity of Canadians. Images must adhere to universal safety messages such as the wearing of personal flotation devices, helmets and other safety equipment which represent best practices for that activity.

3. The AdventureSmart Signature and Logo Elements

The AdventureSmart logo consists of three elements; the signature, tag line and the four environment-specific images mountain, snow, tree and water.

a) The AdventureSmart Signature

AdventureSmart is a trademarked name which can be used in both English and French. When referring to AdventureSmart, the name “AdventureSmart” should always be written as one word italicized with a capital letter on the A for Adventure and S for Smart.

b) The “Get Informed & Go Outdoors” Tag Line

The French equivalent is “Informez-vous et allez dehors!”. The tag line should in most applications be included as part of the logo. In cases where both French and English content are presented side-by-side such as on banner or as a result of space considerations, the tag line can be omitted from the logo.

c) Four Environmental Icons

The Four environmental icons consist of separate “white” images of a mountain, snow flake, pine tree, and wave with a coloured background within a circular frame that represent the environments associated with the AdventureSmart Program. The association between the environmental icons, colour and program is listed in the table below. Details regarding the colours are contained in Colour Palette.

Environmental Icon	Colour	Programs
Mountain	Orange	Survive Outside
Snow Flake	Light Blue	Snow Safety Education Survive Outside - Snowmobile
Pine Tree	Green	Hug-A-Tree and Survive
Wave	Dark Blue	PaddleSmart

d) Logo

English (Colour and B&W)



French



Without “Tag line”



e) Colour Palette

Colour	Name	CMYK	RGB
	Orange	C: 0% M: 40% Y: 100% K: 0%	R: 250 G: 166 B: 26
	Light Blue	C: 35% M: 10% Y: 0% K: 0%	R: 160 G: 201 B: 236
	Green	C: 30% M: 0% Y: 100% K: 5%	R: 181 G: 204 B: 45
	Dark Blue	C: 100% M: 60% Y: 0% K: 10%	R: 0 G: 93 B: 164
	Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0
	Grey	C: 0% M: 0% Y: 0% K: 50%	R: 147 G: 149 B: 152

f) Font

The font used in logo is **ScalaSans – Italic**.

4. Government of Canada Branding

The Government of Canada through the National Search and Rescue Program (NSP), which is managed and coordinated by the National Search and Rescue Secretariat, is a key partner in the funding, development and delivery of the AdventureSmart Program. The Government of Canada’s contribution to AdventureSmart must be acknowledged through appropriate use of the Government of Canada signature and the Canada wordmark. The Government of Canada signature is the only signature to be used when one or more federal departments or agencies is directly involved in the development of an AdventureSmart related product and/or activity.

Note: The Signature and Wordmark may not be altered in any way.



a) Signature and Wordmark Placement for Documents

Government of Canada signature should normally appear in the lower left corner of the document. The choice of layout and type size of the signature should complement the document's design.

The "Canada" wordmark should appear in the lower right corner of the document and be the dominant identifier in relation to the signature.

b) Limited Space Usage

In cases where there is insufficient space for both the Government of Canada signature and the Canada wordmark, the wordmark can be used as a minimum and must be given equal prominence to those of similar contributors.

5. Organizational Co-Branding

Most AdventureSmart products include a designated space for partner delivery organizations to include their organizational logos. In cases where a designated space is not provided, the organization /designer modifying the product must ensure that the placement of co-branding logos does not take away from the main purpose and design of an existing product and includes the appropriate recognition of the Government of Canada as outlined in Para 3.

In cases where a new product is developed by an AdventureSmart partner, space for co-branding must be included as part of the overall design and adhere to the AdventureSmart Brand Guidelines.