

ACADEMY • ACADEMIE
OF CANADIAN CINEMA & TELEVISION | CANADIENNE DU CINÉMA ET DE LA TÉLÉVISION

C O N T A C T

Natalie Grossi
Director, Marketing &
Communications
ngrossi@academy.ca

Ellie Manning
Creative Designer
emanning@academy.ca

BrandGuide.

03

04

07

08

09

10

ABOUT.

LOGOS.

TYPOGRAPHY.

COLOURS.

IMAGERY.

LANGUAGE.



01
Integrity.

02
Diversity.

03
Excellence.

04
Authenticity.



About the Academy.

The Academy of Canadian Cinema & Television is the largest non-profit professional media arts organization in Canada. With a membership of more than 4,000 emerging and established industry professions, we are dedicated to developing, recognizing, celebrating, and advocating for Canadian talent in the film, television, and digital media sectors.

The Canadian Academy strives to foster industry growth, knowledge, inclusion, and mentorship through a series of professional development programs, talent activation initiatives, and networking opportunities.

Aimed at creating a more equitable and diverse Canadian screen-based industry, we are committed to discovering and nurturing all levels of talent through professional training and guidance.

Academy Logo.

The Canadian Academy logo exists in three forms: bi-lingual, english and french; bi-lingual being the most used and front-facing.

The “CA” in “Academy” is subject to change based on the look and feel of the collateral, or representing an event of time of year; i.e Pride Month, winter holidays, etc.*

1 IvyPresto Headline Semi Bold

- 50 pt spacing
- All Caps

2 PROXIMA NOVA

- Bold
- All Caps
- One line to keep size and spacing consistent.

3 CA & DOT COLOUR

- The letters CA in all primary renditions of the logo will be coloured our Mid Gold colour along with black/white depending on the BG.

4 FILE TYPES AVAILABLE

- .jpg / .png / .eps / .ai / .svg
- Full colour / Full Black / Full White

BILINGUAL

BLACK - FOR LIGHT BACKGROUNDS



WHITE - FOR DARK BACKGROUNDS



EN

ACADEMY
OF CANADIAN CINEMA & TELEVISION



FR

ACADÉMIE
CANADIENNE DU CINÉMA ET DE LA TÉLÉVISION



Academy Logo Usage.

Our logo requires spacing from all artwork and graphics used in all collateral, particularly other logos. To measure the required distance we use dot in the middle of our logo. The scale of the logo in the collateral, will dictate the scale of the spacing required. Illustrated to the right.

[ALL ACADEMY LOGOS \(LINK\)](#)

[ALL ACADEMY PROGRAMMING LOGOS \(LINK\)](#)



APPROVED USAGE



Prefered Logo. (gold letters and dots)
All graphics and artwork are the required distance from the Academy logo.



Converting logo to Academy colours keeping CA and dot Mid Gold.



Z

***Any other useage must be approved by the Academy before use.**

UNAPPROVED USAGE

X



Give our logo the required spacing around all graphics and artwork.

X



Do not convert our logo to any colour other than Academy brand colours.

X



Do not outline our logo in any way.

X



Don't change the opacity of our logo.

X



Don't distort our logo in any way. Proportional scale only.

X



Our logo should only be horizontal. Do not place our logo vertical or on an angle of any degree.

Canadian Screen Awards Logos.

[ALL CANADIAN SCREEN AWARDS LOGOS \(LINK\)](#)

PRIMARY LOGO

With light photos use our black logo.



With dark photos use our white logo.



LOGO USAGE

APPROVED USAGE

All graphics are the the required distance away from the logo.



Our logo can be changed to solid colour inside the Academy brand palette.



The greyscale version can be used for black & white printing.
All black & all white logos can be used in a case by case basis but must be approved by the Academy before use.



UNAPPROVED USAGE

Do not rotate or skew our logo in anyway.



Do not use transparency on our logo.



Do not use outlines on our logo.



Do not change the logo to any colour out side of our brand palette



SPACING

Use the width of half the statue as reference of how far the logo should be from edges and other graphics.



Safe distance illustrated below.



Typography.

PRIMARY FONT A

IvyPresto Display.

One of two primary fonts, this editorial-style font can be used for headlines and body copy. Used primarily for headings and titling. Ivy prest thin is the preferred font out of this family although all are acceptable.

USEAGE

Titling - Ivy Presto Thin 25 pt tracking between letters.
Sub Titling - Ivy Presto Thin 25 pt tracking between letters.

PRIMARY FONT B

P R O X I M A N O V A

The second primary font, this font has a number of variations in the family giving it a wide range of uses.

USEAGE

Titling - Proxima Bold, 100-500pt tracking between letters.
Sub Titling - Proxima Semi-Bold & Medium. All Caps 100-250pt tracking between letters.
Body - Light (15pt + above) or Regular (14pt below). 25pt tracking between letters.

SECONDARY FONT

RIFT

The secondary font, this strong, bold font is very clean and modern looking. Mostly used within the Prism and MVP brands.

USEAGE

Titling & Subtitling - All caps, 25pt max tracking between letters.

IvyPresto Display Bold
IvyPresto Display SemiBold
IvyPresto Display Regular
IvyPresto Display Light
IvyPresto Display Thin

Proxima BOLD
Proxima SEMIBOLD
Proxima MEDIUM
Proxima REGULAR
Proxima LIGHT
Proxima THIN

RIFT BOLD
RIFT DEMI
RIFT MEDIUM
RIFT REGULAR
RIFT LIGHT

Colour Palette.

The Canadian Academy uses an array of bold, strong colours alongside a selection of muted light colours to allow for a wide range of uses.

Rich Red

RGB
R 127 // G 12 // B 0

CMYK
C 29 // M 100 // Y 100 // K 37

HEX
#7F0C00

Mid Red

RGB
R 171 // G 126 // B 119

CMYK
C 32 // M 52 // Y 47 // K 4

HEX
#AB7E77

Light Red

RGB
R 204 // G 185 // B 176

CMYK
C 19 // M 25 // Y 26 // K 0

HEX
#CCB9B0

Rich Gold

RGB
R 225 // G 157 // B 0

CMYK
C 11 // M 40 // Y 100 // K 0

HEX
#F0AB00

Mid Gold

RGB
R 172 // G 156 // B 111

CMYK
C 35 // M 35 // Y 60 // K 0

HEX
#AC9C6F

Light Gold

RGB
R 217 // G 207 // B 174

CMYK
C 25 // M 23 // Y 38 // K 0

HEX
#C0B59C

Black

RGB
R 0 // G 0 // B 0

CMYK
C 60 // M 40 // Y 40 // K 100

HEX
#000000

Grey

RGB
R 128 // G 128 // B 128

CMYK
C 52 // M 43 // Y 43 // K 5

HEX
#808080

White

RGB
R 255 // G 255 // B 255

CMYK
C 0 // M 0 // Y 0 // K 0

HEX
#FFFFFF

Photography.

Our brand relies heavily on the usage of photography helping convey emotion throughout our collateral.

TALENT PHOTOGRAPHY

by George Pimentel



CUT OUTS



Academy Language: Written.

CORRECT USAGE	INCORRECT USAGE
• the Academy of Canadian Cinema & Television • the Academy • the Canadian Academy • the Canadian Screen Awards • the 2021 Canadian Screen Awards	• ACCT • Academy of Canadian Cinema and Television • The Academy of Canadian Cinema & Television • The Canadian Academy • the CSA’s or The Canadian Screen Awards • the Canadian Screen Awards 2021

Academy Naming Conventions.

the Canadian Academy	the Academy	Case-by-case basis
• Press release headlines • When you are referring to the Academy for the first time in a piece of content (i.e a blog post, event description, press release etc)	• Titles/Headers when the Academy logo appears (including something that appears on the website) • When you are referring to the Academy for the second time or further in a piece of content.	• Program titles • Social Media copy

Handles.

Hashtags.


@thecdnacademy


@TheCdnAcademy


@thecdnacademy


@TheCdnAcademy

PRIMARY
#CdnScreenAwards

SECONDARY
#CdnTalent #CdnTV #CdnFilm