



NATIONAL GRAPHICS STANDARDS MANUAL

Director Military Family Services

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This manual is available electronically at www.cfpsa.com/dmfs
in both English and French.

Foreword

This manual is to be made available to all Military Family Services Program (MFSP) stakeholders. It is particularly important that all Canadian /Military Family Resource Centre (C/MFRC) staff have access to this manual.

Within five years of the date of this manual, all existing materials that do not comply with the standards contained herein must be destroyed unless specifically exempted by the Director Military Family Services (DMFS).

This manual is available electronically at www.cfpsa.com/dmfs in both French and English.

Questions regarding the contents of this manual should be directed to DMFS Field Operations Managers (FOMs) whose phone numbers are listed on the above website.

DMFS acknowledges the extensive work done in making this manual available by the author Karen Dooks, the DMFS CentrepoinTE Managing Editor.

Director Military Family Services
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1. INTRODUCTION

1.1 Background

There are numerous benefits for any national organization to assume one national logo. Not only does it help to create an immediately recognizable national brand identity, it also reduces marketing costs, adds fund raising leverage, and helps to achieve enhanced client or stakeholder loyalty.

For the MFSP, a national logo provides a linking symbol between and among the centres and to the Department of National Defence (DND)/DMFS. It empowers the individual centres to retain their uniqueness yet affords them increased credibility, authority and visibility. For the military member or family, the use of a national logo might serve as a “seal-of-approval” or certificate of quality or trust. It is an implicit promise of positive outcomes – regardless of the services required.

In recognition of the above gains, and as part of its Brand Development Process, DMFS unveiled a new logo for the MFSP at the National Leadership Forum in April 2004.

This is now the official logo for the Program.

Since the MFSP is implemented through C/MFRCs at all Canadian bases, wings and stations, as well as through some foreign locations, there are several thousand employees, volunteers and other CF community members who may be involved with the logo’s use and application. This logo may be applied for a wide range of aims in a variety of formats.

Therefore, it is essential that national standards be observed to retain the integrity of the graphic image, as well as to ensure the Program’s identity is effectively communicated to its various publics, internal and external, across Canada and around the world.

This manual contains the official graphics standards for the MFSP logo.

1.2 Purpose

This manual has been created to clearly instruct you in the use and application of the new MFSP logo and its elements. It outlines the standards that are to be carefully followed to ensure consistency and accuracy in logo application and usage; the two components that will help us to achieve our goal of creating an immediately recognizable MFSP identity that will increase public awareness and create maximum exposure for the Program. It will also save time and money otherwise spent producing non-standardized materials.

Our primary objective in developing the new MFSP logo and this manual is to achieve an effective and consistent representation of the MFSP identity. It is critical, therefore, that all materials displaying the MFSP logo and/or name are developed in accordance with the enclosed standards.

1.3 Scope

The standards in this manual apply to all materials produced by or on behalf of the MFSP by anyone, in any format, for any purpose. This includes materials produced by employees, volunteers and/or contractors - regardless of whether the materials are targeted at an external audience, or at employees.

Whenever the MFSP logo or name is used, it must comply with the standards set out in this manual.

As every communications medium has visual identity implications, these graphics standards apply to all products created for any medium:

- **Print materials** (e.g. pamphlets, posters, report covers, folders, binders/manuals, bookmarks, certificates, etc.)
- **Electronic products** (e.g. Web sites, electronic documents, CD-ROMs, diskettes, etc.)
- **Promotional and specialty items** (e.g. banners, name tags, and other promotional/specialty products) * The range of promotional and specialty items to which the MFSP logo may be applied is virtually limitless. Use discretion and judgement in application.
- **Audio-visual products and expositions** (e.g. electronic presentations, portable and static displays, TV, video productions, etc.)

The responsibility for the correct application and usage of the MFSP identity rests with all stakeholders of the Program. Standards must be followed without exception unless exception is formally authorized by DMFS.

These standards allow room for creativity in design while maintaining overall visual continuity. When producing items that are not covered in this manual, use the information contained herein as a basis from which to work, and contact a DMFS FOM for advice.

If you have any questions concerning the proper use or application of the MFSP logo, contact a DMFS FOM.

2. TERMINOLOGY

2.1 Proper Name Usage of the Program

- The official English name of the Program is:
The Military Family Services Program.
- The official French name of the Program is:
Programme des Services aux Familles des Militaires

The Program's name must appear in one, or both, of these forms whenever it is used.

When used as part of the MFSP logo, the Program name consists of the words: MILITARY FAMILY SERVICES PROGRAM and/or PROGRAMME DES SERVICES AUX FAMILLES DES MILITAIRES. The acronyms MFSP/PSFM also appear. The Program name and acronyms are all in uppercase.

2.2 Abbreviations

It is acceptable at any time to use the English abbreviation "MFSP" or the French abbreviation "PSFM," however care must be taken to ensure that the letters are written in the correct order. No periods are to be used in either "MFSP" or "PSFM."

When used as part of the MFSP logo, abbreviations appear *above* the full Program name.

2.3 Commonly Used MFSP Terminology

As terminology plays an important part in communicating and conveying images and impressions, it is important that clear, consistent and authorized terms be used in describing elements of our work.

With the release of the "MFSP: Parameters for Practice", some new language has been introduced. Refer to Appendix A for MFSP terminology and Preferred Word Usage.

2.4 MFSP Internal and External Publics

The term "internal publics" as used within this manual includes those groups inside the organization, such as staff, volunteers, Advisory Committee and Board Members, etc.

"External publics" are those not directly connected with the organization: the press, members of the community, suppliers, participants/users, etc.

3. LOGO ELEMENTS

3.1 Logo Purpose

The purpose of the official MFSP logo is to provide a distinct and consistent image to our publics. It now serves as the inclusive symbol for the MFSP. Do not alter the logo in any way. Limit use to the provided artwork.

3.2 Description of the MFSP Logo

In keeping with the Canadian Forces Administrative Order (CFAO) 2-15, there are two official bilingual MFSP logos. Both official versions are comprised of a stylized graphic symbol with the official French and English names of the Program on either side. The official language of the province or territory where the logo is to be displayed determines precedence of language.

For example, in English communities, the official bilingual MFSP logo is comprised of a stylized graphic symbol with the official English name of the Program on the left-hand side, and the official French name of the Program on the right-hand side, as below.



And, where the majority of the community is French, the official bilingual MFSP logo is comprised of a stylized graphic symbol with the official French name of the Program on the left-hand side, and the official English name of the Program on the right-hand side, as below.



The stylized graphic symbol is complementary to the Program name. They form a complete graphic entity and may not be used separately, nor modified, at any time without express permission from DMFS. If desired, an English-only and/or French-only version of the logo may be used. Both alternate versions are described below.

3.2.1 English-only version

The approved English-only version of the logo is comprised of the stylized graphic symbol with the official English name of the Program on the right-hand side, as below.



3.2.2 French-only version

The approved French-only version of the logo is comprised of the stylized graphic symbol with the official French name of the Program on the right-hand side, as below.



3.3 The Graphic Symbol

The MFSP logo symbol shows a stylized “open-concept” house with a maple leaf symbol on one side and a set of stripes on the other. A curved path leads to and from the house, effectively depicting a concept of openness and approachability.

The following Program attributes were identified through the branding project, and incorporated into the logo in the following ways:

- Canadian: represented by the maple leaf on top of the house
- Military: represented by stripes on left hand side of the logo
- Family / Community / Supportive / Umbrella: represented by the house
- Accessible / Welcoming Environment: represented by the open house and road (path leading in and out)

In solitary uses, the stylized graphic symbol should never be dissociated from the official name of the Program. Together, these form the official MFSP logo. However, should you wish to display the graphic symbol on its own, to create a dramatic design effect (such as on the cover of this manual), the official logo must always be displayed in its original form on the same page and approval must be granted by DMFS.

3.4 The Official Name and Logo Typeface

The official name of the Program is set in FritzQuadrata (Friz Quadrata) – TTF. Elegant, simple and easy to read, this True Type Font was selected for its originality, clarity and ability to keep a current, classic appearance.

3.4.1 Bilingual version

In both official bilingual versions of the MFSP logo, the Program name is applied in three lines, on both sides of the graphic symbol. The lettering is equidistant from the top and bottom of the graphic symbol.

In English communities:

- On the left side of the graphic, the abbreviated English form “MFSP” is applied on the top line, upper case and right aligned. The full English name of the Program follows directly below the abbreviation on the next two lines, in upper case and right aligned.
- On the right side of the graphic, the French acronym “PSFM” is applied on the top line, upper case and left aligned. The full French name of the Program follows below, upper case and left aligned.

In French communities:

- On the left side of the graphic, the abbreviated French form “PSFM” is applied on the top line, upper case and right aligned. The full French name of the Program follows directly below the abbreviation on the next two lines, in upper case and right aligned.
- On the right side of the graphic, the English acronym “MFSP” is applied on the top line, upper case and left aligned. The full English name of the Program follows below, upper case and left aligned.

3.4.2 French-only and English-only versions

In either of the English-only or French-only versions, the Program name is applied in three lines. The abbreviated form is applied on the top line, upper case and left aligned. The full name of the Program follows directly below the abbreviation, upper case and left aligned. The lettering is equidistant from the top and bottom of the graphic symbol.

4. LOGO COLOUR AND COLOUR APPLICATIONS

4.1 Logo Colours

The use of precise colour standards is vital to the consistent representation of the MFSP logo. To ensure exact colour reproduction, the Pantone Matching System (PMS) shall be used. The two official colours for the MFSP logo are:

Black
Red (PMS 185)

- In addition to the MFSP logo, PMS 185 (red) is used for the PSP logo, and the “Canada wordmark;” the global symbol of the Government of Canada.
- No other red should be used.

4.2 Colour Applications

Colour is an important aspect of the MFSP logo and must be used consistently. The design standards on colour are based on the following goals:

- to enhance the effectiveness of the MFSP identity;
- to conform with corporate standards, where applicable; and
- to achieve cost savings through standardization.

The MFSP logo may be presented in the following colour variations:

Two colour: The maple leaf, path, and abbreviated Program name (letters MFSP and/or PSFM) appear in Pantone 185 (a four-colour process mix of 91% magenta and 76% yellow). All other elements appear in black.

One colour: All elements appear in the same colour. For items with white or light backgrounds, use a dark grey or black to ensure sufficient contrast. For items with black or dark backgrounds, set the logo in reverse (i.e. in white), or in a light grey, as long as there is sufficient contrast.

All colour reproductions must be carefully checked for accurate colour usage. Do not hesitate to reject items that fail to match the official Pantone colour (PMS 185).

Adherence to these standards is required.

5. APPLICATION OF THE LOGO

In keeping with the spirit of a national identifier for the MFSP, the official MFSP logo will appear on all materials directed towards the MFSP internal and external publics. It is acknowledged that there may be specific times where design, lack of space or expense will not allow for logo reproduction, but for those situations where the logo is used, the following criteria apply to ensure its integrity:

- in solitary uses, it should be displayed as one distinct element, inclusive of the stylized graphic symbol and the official Program name;
- it may not be altered or embellished in any way;
- it may be produced only from an authorized master copy (use is limited to the provided artwork files from DMFS);
- it should be displayed in generous open space, free from close association with any interfering or distracting elements;
- it may not appear on a visually conflicting background.

Minor deviations can become magnified over time and will undermine the impact of the MFSP identity program. Specific application rules are listed below. Since they are fundamental to the Program identity, they must be observed whenever the logo is used.

5.1 MFSP Publications

All DMFS generated MFSP publications will include the Personnel Support Programs (PSP) logo, MFSP logo and the Canada wordmark. For specific instructions pertaining to usage and application of the PSP logo, refer to *Part 2 A, PSP Headquarters Personnel Support Programs (PSP) Division, Logo Application and Identity Protocol Policy* of the Canadian Forces Personnel Support Agency (CFPSA) Graphic Standards document.

5.2 C/MFRC Materials

For publicly funded material that is produced by C/MFRCs for the MFSP internal and external publics, include the C/MFRC logo, the Canada wordmark, and the MFSP logo. The Canada wordmark denotes that there is public funding.

5.3 Logo Placement

Exact layout and placement specifications are not provided in this manual as the precise location of the logo varies across a wide range of product formats. However, when used, the MFSP logo must be displayed in a prominent position on all materials, such as on the first page of all print publications.

5.4 Logo Reproduction

Reproduction of the logo must always be made from reproduction quality proofs (camera-ready artwork) or approved digital artwork. Both are available from the DMFS website. Samples of the logo included in this manual are provided for information only.

All MFSP stakeholders responsible for the production of MFSP materials must ensure that the official logo colours are reproduced in the correct shade and colour density. The coding for the proper red colour is PMS 185; the same colour used in the Canada wordmark and PSP logo. Pantone colour chips are available through most print shops.

5.5 Logo Sizing

Keep the size of the logo in proportion to the selected medium and maintain its original aspect ratio. The minimum permissible size of the logo is one-quarter of an inch (1/4") high. This size is equal to:

- 18 pixels
- 18 points
- 1.5 picas
- 0.64 cm

Official reproduction quality proofs (camera-ready artwork) and approved digital artwork can be enlarged or reduced to the appropriate size.

5.6 Logo Spacing Requirements

A minimum amount of space must be maintained around the official logo in order to strengthen its visual impact. This space must be at least equal to the height of one line of type in the Program name. This space serves as a buffer; do not allow text or graphics to intrude into the critical area.

5.7 Logo Language Requirements

Usage of the bilingual MFSP logo is in keeping with the Official Languages Act (OLA) legislation and the Canadian Forces Administrative Order (CFAO) 2-15.

Bilingual applications: When the official bilingual MFSP logo is applied, it must read with the predominant language of the community on the left-hand side of the graphic symbol and the other official language to the right of the graphic symbol.

Unilingual applications: Unilingual application is acceptable for those projects that appear simultaneously in each language market. When the logo appears with English-only or French-only applications, it must read with the relevant language text on the right-hand side of the graphic symbol.

5.8 Joint Logo Usage

When the official MFSP logo is used in conjunction with other logos (such as those of C/MFRCs or other external organizations), every effort must be made to ensure that the MFSP logo is equal in size to the other logos and that the MFSP logo is featured in the most prominent location possible.

For MFSP-originated materials, it is appropriate to have a larger MFSP logo.

5.9 Signage at C/MFRCs

Signage at C/MFRC buildings must bear the MFSP logo and the C/MFRC logo.

6. INCORRECT USES OF THE LOGO

Avoid the unacceptable applications of the MFSP logo illustrated below:

- The Program name can never be substituted with another font.



- The size relationship between the stylized graphic symbol and the Program name must always be consistent.



- In the bilingual version of the MFSP logo, never apply the graphic symbol anywhere but in the centre of the two Program names



- In the English-only or French only versions of the logo, never apply the graphic symbol anywhere but to the left of the Program name.



- Always use PMS 185 and black in the two-colour version; never apply the logo in a percentage colour or substitute other colours. Always use black, white or light or dark grey in the one-colour application; never substitute another colour.



- Never revise or alter the MFSP logo in any way.

Should deviations from this manual or other applications not specifically addressed be required, you are invited and encouraged to contact Director Military Family Services.

APPENDIX A

With the release of the MFSP Parameters for Practice, some new language has been introduced. For instance:

- **Mandated Services:** Services approved by DND/CF and publicly funded through DMFS to respond to essential needs of CF families.
- **Mandated Services Categories:** These services are mandated and grouped into four categories – e.g. Personal Development and Community Integrations, Family Separation and Reunion, etc.
- **Service Category Components:** Services and activities that appear under each mandated service – e.g. Welcome and Community Orientation, Activities and Initiatives for Children and Youth, etc.
- **Site-specific Services:** Locally-funded family services consistent with the goals and objectives of the MFSP.

Review the following chart for MFSP Terminology and Correct Word Usage:

MFSP Terminology and Correct Word Usage

Old Language and Terminology	New Language and Terminology
Military Family Support Program	Military Family Services Program
MFSP Operational Plan	MFSP: Parameters for Practice
Universal (Core) Services	Mandated Service Components
Site-Specific (Second Level) Services	Site-Specific Service Components
Support	Services
Dependants	Civilian Spouses of CF Members or Family Members
Mandated Programs	Mandated Service Categories
Education and Quality of Life, Education Information, Information and Referral, Employment Assistance Service, Second Language Training	These are Service Components within the Personal Development and Community Integration Service Category
Deployment Support Service	Family Separation and Reunion Service Category
Prevention and Intervention Program	Prevention, Support and Intervention Service Category
Child and Youth Program	Child/Youth Development and Parenting Support Service Category