



CTF/FCE Brand Guide

Welcome to the Brand Guide of the Canadian Teachers' Federation (CTF/FCE). At the heart of our work is a commitment to the nobility of the teaching profession and the universal right to quality, publicly funded public education. This guide is your toolkit for capturing the essence of our brand and the values shared by the Member and Associate Organizations we proudly represent. Now let's dive in.



Table of contents

Page 03 Defining the CTF/FCE brand

Page 06 Design elements

Page 18 Design principles

Page 25 Contact and download

Defining the CTF/FCE brand

Here, we outline the foundation of the CTF/FCE's brand, our values, who we represent, our voice, and how we uphold our vision and purpose.

01

Who we are

We are the national, bilingual federation of teacher organizations leading a vision for quality publicly funded public education.

We are a non-profit organization and a national alliance of 18 provincial and territorial Member Organizations and Associate Organizations. With unity, we spark positive differences in the lives of teachers, education workers, and students, and make public education in Canada recognized among the best in the world.

Our brand values

Solidarity

Taking the interests of all Member and Associate Organizations, the teachers and education workers they represent, into account. Seeing ourselves as a staff team rather than as a collection of individuals.

Honouring the profession

Teachers face tremendous challenges. We honour the nobility of the profession by recognizing the dedication and hard work of teachers and education workers in all we do.

Land acknowledgement

We recognize the contributions of all First Nations, Métis, and Inuit peoples. In honour of truth and reconciliation in education, we acknowledge and give gratitude to the Indigenous peoples whose lands we are on today.

Open communication and dialogue

Communicating honestly, intentionally, and mindfully within our staff team, and outwardly with our Member and Associate Organizations, partners, the media, and governments.

Playfulness and professionalism

Remaining curious and open to an everchanging world. Understanding that playfulness is intrinsic to superlative professional work. We work hard, we play hard.

Positivity and realism

Allowing the realities and challenges of a complex society to inform our tone, while striving to see the best in it. We do not shy away from the world's injustices, while seeking to connect with the hope that weaves our collective resilience.

Design elements

Here, we outline the CTF/FCE brand's constituent parts, and their use.

02

Brandmark

Designed by the CTF/FCE's beloved former graphic designer Nathalie Hardy, our current brandmark ushered in our 100th year and helped to reinvent and revitalize our voice and visibility.

Within the maple leaf, a natural emblem of the land we work upon, the stylized mark is broken into 10 component parts, using bold colours that represent the diversity of our people, languages, and strengths.

Centered within the brandmark lies the apple, a ubiquitous symbol of the teaching profession.



Logo

The CTF/FCE logo is composed of our brand mark and the CTF/FCE stylized acronym set in Circular Black with slight rounded corners.

The horizontal logo is our primary logo and our standard for public-facing use cases, official documents, Board and Executive documents, and in local, national, or international campaigns.

The stacked logo is our secondary logo and should be used only when a document's design does not favour our horizontal logo.

Always use the logo files provided.
Do not re-create!



Logo (long form)

For specific cases, the CTF/FCE also has a version of the logo composed of our brand mark and our name in full, stacked bilingually, set in Circular Bold, and kerned at -50 pts.

Always use the logo files provided.
Do not re-create!



Canadian Teachers' Federation
Fédération canadienne des enseignantes et des enseignants



Canadian Teachers' Federation
Fédération canadienne des enseignantes et des enseignants

Logo sizing

For instances where the rendered height of the stacked logo is smaller than 50 px, the horizontal logo should be used.



The horizontal logo should never appear smaller than 20 px in height.



Logo spacing

Safe zones

Using the top red peak in our stacked logo and the C in CTF/FCE in our horizontal logo as sizing, this grid represents the minimum space required for separating the logo from competing elements.

Ensuring proper use of our logo is important to convey a professional, consistent, and trusted brand image.



Brandmark vs. logo usage

Public-facing, official collateral, and CTF/FCE events

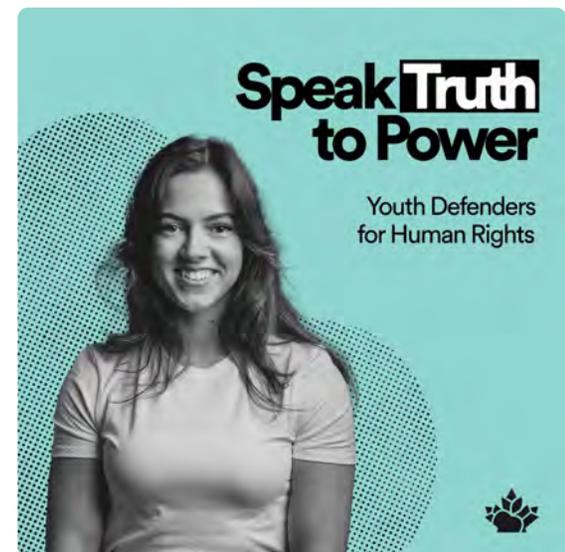
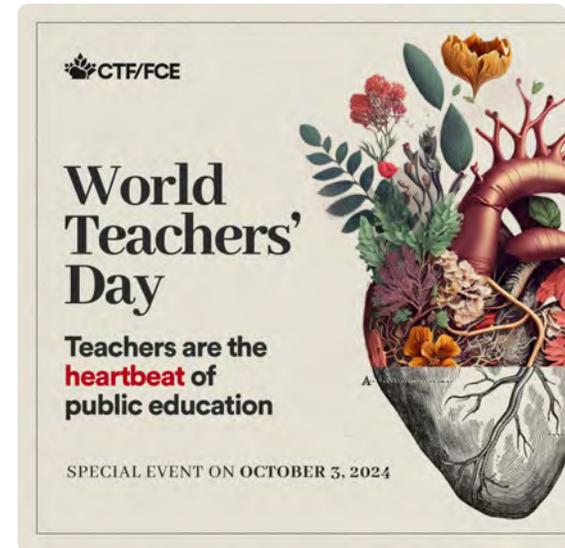
We use the full-colour horizontal CTF/FCE logo as a first choice, stacked when the design calls for it.

Specific examples include:

- Events
- AGM campaign designs
- CTF/FCE merchandise/swag
- Letterheads
- Envelopes

Special cases

We use the brand mark on its own only when the CTF/FCE name recognition needs no additional emphasis.



Full-colour-logo use

The full-colour logo should be used only on white or black backgrounds.

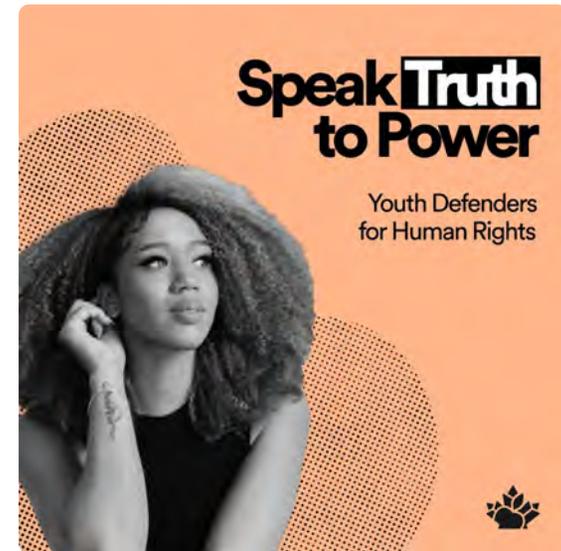
Avoid using the full-colour logo or brand mark on photographs or colour-rich designs unless the logo sits on a black or white area of the image.



One-colour-logo use

The one-colour logo can be used on photographs, colour backgrounds, and colour-rich designs.

The one-colour logo on a photograph should be used on dark or light areas to make it more visible.



Incorrect logo usage



Do not apply non-approved colors

Do not use the logo to create sub-brands

Do not apply gradients or effects

Do not alter the elements of the logo

Do not distort the logo in any way

Do not use the brand mark as an active graphic element

Brand core colours

Use these colours in any layout or collateral design.

Major events and campaigns should include at least one core colour to reinforce the brand. Do not exceed two or three colours per campaign, unless the creative lends itself to a rich palette.



Brand secondary colours

Sometimes, our core colours do not communicate the intended feeling of a particular campaign creative. Secondary colours can be used as alternate colourways, as needed.

Ideally, a core colour is used with one or two secondary colours.

#B20017	AAA	#0B615D	AAA	#70346D	AAA	#D69609	AAA
#E4002B	AAA	#00B2A9	AAA	#93328E	AA	#FFB81C	AAA
#F67F95	AAA	#90D4D0	AAA	#D99AD6	AAA	#FFD883	AAA
#FCCEDA	AAA	#D2ECEB	AAA	#FAE8F9	AAA	#FFEDC7	AA
#5B7717	AA	#A4450E	AA	#194673	AAA		
#97D700	AAA	#FF6A13	AAA	#00609C	AA		
#C6E57D	AAA	#FFB58A	AAA	#88B1D9	AAA		
#EAF4D2	AAA	#FFE4D4	AAA	#E6F1FC	AAA		

AAA Fully accessible

AA Accessible with large text only

Design principles

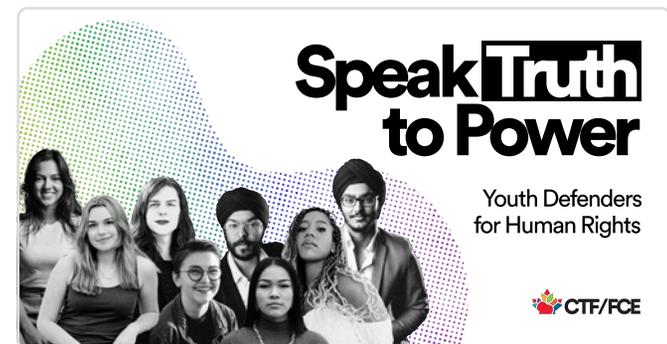
Here, we outline the CTF/FCE's visual style and typography.

03

Photography and illustration style

The CTF/FCE aims to use bespoke photography and illustrations that are graphic, punchy, and textural. We limit our use of non-edited stock imagery.

Photography or custom illustrations that have been stylized or edited in such a way to feel more graphic or textural are welcome.



Style

The CTF/FCE visual design has its roots in the minimalist, modern, Canadian design style. Movement, line, and texture lay at the core of our campaigns. In contrast to the understandably clinical and inoffensive visual styles often associated with education, the CTF/FCE attempts, in all its campaigns, to communicate the nuance, grit, and passion of what it means to participate in public education.

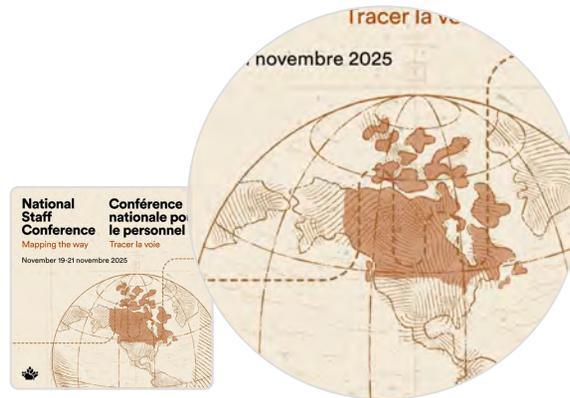
The following are examples of encouraged stylistic directions:



Texture and noise



Minimalism and abstract symbolism



Linear perspective and motion



Analogue styles, screen print, graphicism

Typography

Circular is a geometric sans serif typeface created by Swiss designer Laurenz Brunner and was released through Lineto in 2013.

Striking a balance between functionality, conceptual rigour, skilled workmanship and measured idiosyncrasy, **Circular** is a warm sans serif text font with unmistakable character yet universal appeal.

 [Download Circular](#)

CircularXX Thin

CircularXX Regular

Circular Std Book

Circular Std Book italic

Circular Std Medium

Circular Std Medium italic

Circular Std Bold

Circular Std Bold italic

Circular Std Black

Circular Std Black italic

CircularXX Extra Black

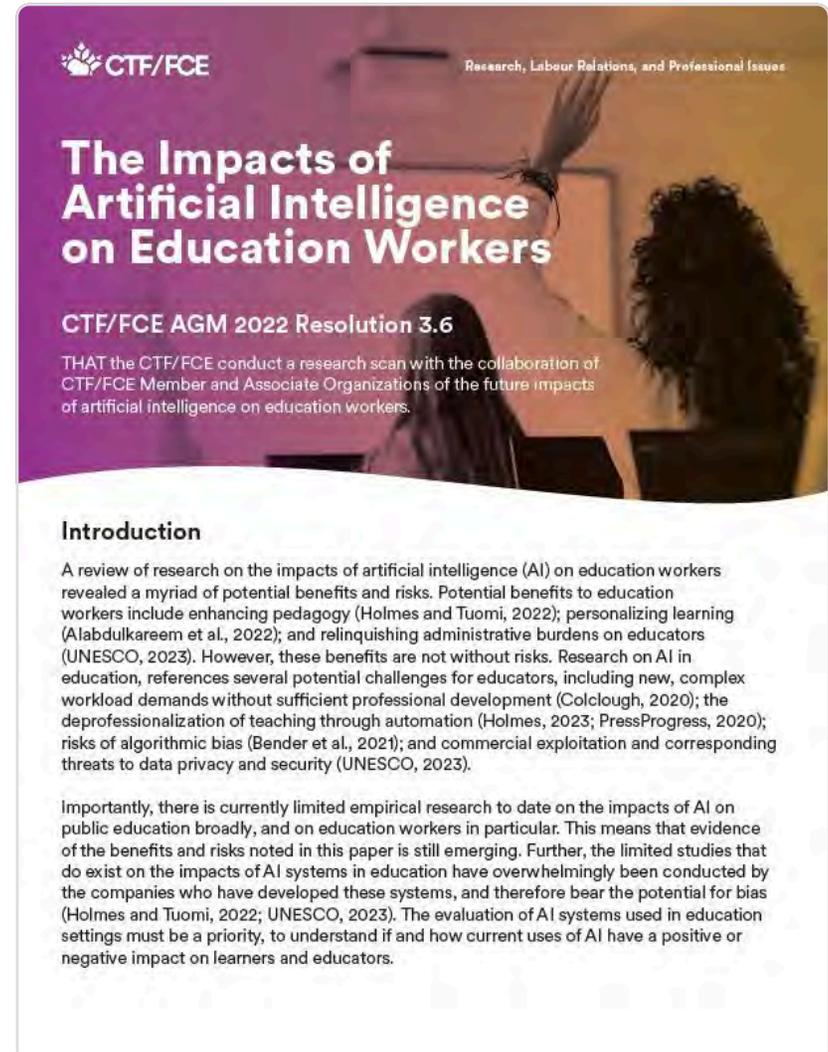
Typography

Header and titles

CTF/FCE headers are set in **Circular Bold**.

When using Circular to create headings on digital or printed material for the CTF/FCE, always typeset it with optical kerning set to 0 and set in title case. In French documents, titles are only set in sentence case.

Do not set in all caps or all lowercase. When using Circular to typeset headings on the web, set the letter spacing to -50 px for smaller headers and -100 px for larger headers.



Typography

Body copy

Typeset all text and paragraph text in **Circular XX** (Regular).

When using Circular to set text on digital or printed material, always typeset it with kerning set to 0, and set in title case or sentence case (as determined by the content). Again, in French, titles are always set in sentence case.

Guiding Questions

- How inclusive is my curriculum of 2SLGBTQIA+ people, history, and events?
- How can we dispel myths about gender identity?
- How can we make classrooms and schools safer for everyone?
- How can we reduce barriers?
- How can we respond in situations of bullying and harassment?
- How can we be a better ally?

Learning Targets

During this lesson, students will:

- Learn about different gender identities and communities;
- Learn to respect differences;
- Learn to cooperate to accomplish good and protect each other from bullying;
- Embrace the idea that everyone has the right to exist as they are;
- Recognize the shame and hurt that can result from bias, prejudice, or stereotyping;
- Respect the lived experience of others.

Skills Development

After this lesson, students will have improved the following skills:

- Being able to act in ways that are more consciously inclusive;
- Being more aware of the importance of acknowledging someone's pronouns;
- Taking action to reduce and end the stigma of 2SLGBTQIA+ individuals and communities;
- Being able to critically reflect on race, power, privilege, and the living legacies of history;
- Participating in activities that enhance their sense of belonging within their classroom, their school, and the greater community of 2SLGBTQIA+ and their allies.

Alternate Font

In cases where Circular is not embedded in a product (such as a publication or graphic), and there is a risk of it being arbitrarily replaced, we use **Inter**.

We use **Inter** because it is open source, a common system font, and one of the world's most used typefaces.

Inter Regular
Inter Italic
Inter Bold

 [Download Inter](#)

Type specimen: Ideal stack

H1
Circular Bold
font size 36/line height 38
kerning -25

World Teachers' Day

H2
Circular Bold
font size 24/line height 28

Making Sense of Our World

H3
Circular Bold
font size 18/line height 21

Equitable access to quality publicly funded public education

H4
Circular Medium
font size 16/line height 18

A Canada where every child has equitable access to quality publicly funded public education

P
Circular XX Regular
font size 12/line height 14

A strong publicly funded public education system is essential to creating and sustaining a diverse, inclusive, and equitable democratic society that works for the good of all citizens. As a bilingual federation representing teachers' organizations, we offer a wide variety of programs, services, resources, and events that support teachers' professional learning, economic and personal well-being, and

we take action on important issues affecting students, teachers, and other education workers everyday. We are also an active partner in the effort to ensure full respect for the rights of Francophones to quality education. Several strategies are used to support teachers in French-language minority schools and to intervene on their behalf with national partners.

Pull Quote
Circular XX Thin
font size 18/line height 21

“With unity, we spark positive differences in the lives of teachers, education workers, and students, and make public education in Canada recognized among the best in the world.”

Attribution
Circular Bold
font size 7/line height 9

Alain Monette
Super Hero

Contact and downloads

Logo downloads



Contact

For any inquiries, contact info@ctf-fce.ca.