



## PAAB LOGO GUIDELINES

Our new logo represents us. And when we use it the right way, people can spot us at a glance.



# Our Brand

Our identity is the face of our brand. It's as important as the services we provide and should not be compromised. We've created this guide with all the relevant specifications needed in order to maintain brand integrity.

PAAB-approved APS must bear the Reviewed by PAAB logo on the display surface. An approved APS is therefore automatically granted authorization to display the logo. Expressed permission must first be obtained from the PAAB Commissioner for **all other** instances in which an individual or entity would like to display the PAAB logo or its likeness.



# Change Inspired by Purpose

PAAB and the healthcare product industry share the important goal of increasing the value of Advertising/Promotional Systems (APS) to healthcare professionals (HCPs). Information is only valuable if its recipients consider it to be both trustworthy **and** relevant.

## Worthy of HCP trust

With respect to trustworthiness, the new logo more clearly conveys that the APS has undergone an independent review to meet high standards that support the health and safety of Canadians. This is the primary reason for the logo change. Additionally, the logo has been designed to reinforce the key messages in the PAAB's upcoming healthcare professional outreach campaign.

## Relevant to HCP needs

With respect to relevance, the PAAB will be launching a long-term healthcare professional outreach campaign which will support two-way collaboration between PAAB and HCPs. The aim is to ensure PAAB code standards support the creation of advertising materials that are relevant to the healthcare professionals' needs.

# Timeline

## Prepare

The new PAAB logo will be affixed to all APS approved as of October 1, 2020. All APS approved prior to this date will be grandfathered until approval expiry. This means that, with exception of approval extensions granted in accordance with PAAB code section 1.6.D, all APS actively distributed or disseminated beyond October 1, 2021, will bear the new logo.

## Prepare but wait

Please do not use the new logo on any APS approved prior to October 1, 2020. This logo launch date was selected in consideration with our HCP outreach launch date.

**2020**

Oct.  
1

Begin using the  
new logo on **ALL APS**



**2021**

Oct.  
1

**ALL APS** actively  
distributed will bear  
the new logo

# Primary Logo

The PAAB logo is fixed artwork. It may not be altered or recreated in any way. The logo is the primary element of our company identity.



Preferred version on white or light colour background.



Preferred version on dark colour background.

## Secondary Logo

The secondary logo should be used sparingly, only when the primary uses aren't appropriate. In cases where the APS was already planned as a 1-colour (B&W) print, the secondary logo may be used. When placing over photography, ensure contrast by placing over a dark area **or** negative space.



Greyscale version on white or light colour background.



Greyscale version on dark colour background.

# Clear Space and Sizing

The PAAB logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to half the height of the logo is drawn around the logo to create an invisible boundary for the isolation area.

Sizing should always be determined based on proper legibility.



# Incorrect Logo Use

We pride ourselves on brand consistency. When using the PAAB logo, the following rules should be adhered to at all times.

## IMPORTANT:

The logo should be reproduced only from approved art files and should not be redrawn, re-proportioned, or modified in any way.



✗ **DO NOT** remove border.



✗ **DO NOT** distort.



✗ **DO NOT** modify.



✗ **DO NOT** redesign.



✗ **DO NOT** add special effects.



✗ **DO NOT** change opacity.



✗ **DO NOT** rotate.



✗ **DO NOT** knock out.



# Colour Palette

Colour is a powerful means of identification. Consistent use of our primary colours will help build visibility and recognition for the PAAB brand.

Our PAAB Navy Blue is the iconic element of our colour palette.

## PAAB NAVY BLUE PANTONE 2755

C-99 M-98 Y-35 K-31

R-36 G-33 B-85

## PAAB LIGHT BLUE PANTONE 7683

C-73 M-51 Y-18 K-1

R-85 G-118 B-161

## PAAB LEAF RED1 PANTONE 185

C-0 M-100 Y-100 K-0

R-237 G-28 B-36

## PAAB LEAF RED2 PANTONE 7621

C-18 M-100 Y-100 K-11

R-184 G-31 B-37

## PAAB LEAF RED3 PANTONE 1815

C-29 M-100 Y-100 K-39

R-124 G-19 B-21

## PAAB PANTONE 325

C-55 M-0 Y-20 K-0

R-104 G-201 B-208

## PAAB PANTONE 380

C-19 M-0 Y-98 K-0

R-217 G-224 B-39

# Contact Information

For any questions or requests regarding this brand guide, please contact:

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Files are available to download at:

**[www.paab.ca/resources.htm](http://www.paab.ca/resources.htm)**



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