Brand standards guide

April 2024

Canadian Life & Health Insurance Association

Association canadienne des compagnies d'assurances de personnes

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April 2024

This guide provides an overview of the visual elements of the CLHIA ACCAP brand and apply to your use of the CLHIA ACCAP Trademarks (the “Trademarks”).

Those using the brand with the permission of the Canadian Life and Health Insurance Association (CLHIA) are strictly required to adhere to these guidelines. For additional information, see Legal on page 13.

Questions concerning the use of these assets can be directed to comms@clhia.ca.

The logo

The logo presents the initialism of the Canadian Life and Health Insurance Association / Association canadienne des compagnies d’assurances de personnes in the Gotham Ultra typeface on three circles, three squares and two ovals, in four colour combinations. The blue-grey-yellow-green combination is meant to represent Canada’s oceans, mountains, prairies and forests. A red maple leaf and two red lines separate the two initialisms.

The logo was adopted in 2014 and most recently modified in 2024.

The logo

The logo lockup

Logo lockup with exclusionary area

Primary logo lockup

The primary logo lockup, consisting of the logo and the trade name in Avenir Roman /CLHIA Blue should be used in most instances. The logo should not be used on its own, except in instances where the primary logo lockup is displayed prominently earlier in a piece or where it is certain the audience is familiar with CLHIA.

Logo lockup exclusionary area

When used in documents the logo lockup and core logo should always be surrounded by a minimum area of clear space, which can be determined by measuring the width of the “A” taken from the logo size being used. As shown below, this surrounding boxed area should be free of any type or graphic elements. Use the width of the maple leaf to ensure the difference of vertical spacing between the badge and association name.

Stacked logo lockup

Use both the maple leaf and the “A” from the logo to gauge spacing

Primary logo lockup details

Minimum logo size: 13mm in height,
Minimum size of 7pt font.
Trade name font: Avenir Roman
Tracking: +11
Vertical bar: CLHIA Yellow
Lockup text: CLHIA Blue

Please see page 08 for detailed colour information and Pantone colours.

Canadian Life & Health Insurance Association
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NOTE: Vertical bar should be just slightly thinner than text ascender width. The stroke or width should be approximately 15% thinner than the “I” in ‘Insurance’.

Insurance

Logo use in preferred priority:

Colour usage • Full colour

3 colour (White, Red, Yellow)

1 colour (White)

Use 1 colour or 3 colour logo lockup on backgrounds that are similar to any colour appearing in the logo

Grey tones for monochromatic printing.

2 tone grey for monochromatic printing. (preferred)

Horizontal separate English and French logo lockups

The bilingual logo lockup is preferred as it complements the bilingual initialisms in the logo. These unilingual lockups should be used only rarely.
Use “A” from the logo to gauge spacing and clear space around the logo lockup.

Stacked separate English and French logo lockups

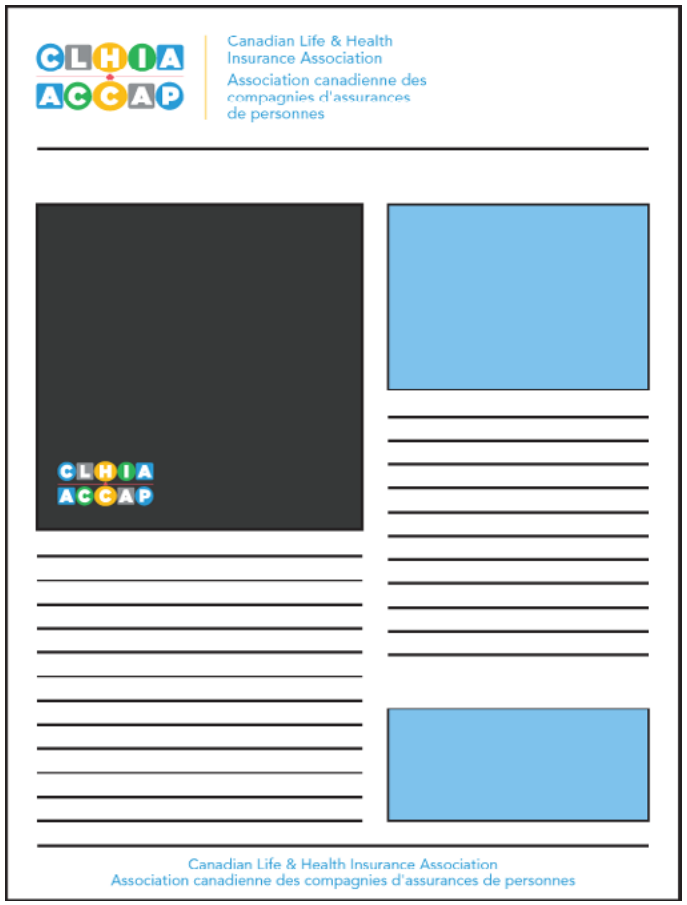
Use both the maple leaf and the “A” from the logo to gauge spacing.

Use of stand alone logo

It is preferred that the logo lockup be used at all times.

However, if the logo lockup has already been used prominently elsewhere in the publication or creative asset, the core logo may be used independently in appropriate circumstances.

If a page at 100 per cent view has no visible identifier, use the full lockup if possible.



Body text typeface

These three typefaces are preferred for body text used in conjunction with the logo. Arial, as well as Arial MT Std, are acceptable.

Body font: Arial MT Std Light

Paragraph text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Body font: Arial

Paragraph text, empasis & headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Body font: Arial Bold

Graphical elements & emphasis

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

In CLHIA Dark Grey

C 61
M 52
Y 50
K 21

#636466
R 99
G 100
B 102

Or CLHIA Blue

PMS 299U
C 72
M 24
Y 0
K 0

#2F9BD6
R 47
G 155
B 214

Approximate colour use ratio

Primary colours

CLHIA Blue

PMS 299U

C 72 M 24 Y 0 K 0
#3299D5 R 50 G 153 B 213

CLHIA Green

PMS 360U

C 76 M 0 Y 90 K 0
#2EB058 R 46 G 176 B 88

CLHIA Yellow

PMS 109U

C 0 M 26 Y 96 K 0
#F9BC1D R 249 G 188 B 29

CLHIA Grey

Cool Grey 7C

C 42 M 32 Y 32 K 11
#8D9093 R 141 G 144 B 147

CLHIA Red

PMS 185U

C 0 M 84 Y 55 K 0
#F0515F R 240 G 81 B 95

Secondary & accent CLHIA colours

CLHIA Medium Blue

C 60 M 18 Y 4 K 0
#5FABD6 R 95 G 171 B 214

CLHIA Light Blue

C 47 M 9 Y 0 K 0
#7DC2EB R 125 G 194 B 235

CLHIA Light Green

C 63 M 0 Y 75 K 0
#60BE72 R 96 G 190 B 114

CLHIA Light Yellow

C 0 M 14 Y 65 K 0
#FFD874 R 255 G 216 B 116

CLHIA Dark Grey

C 61 M 52 Y 50 K 21
#636466 R 99 G 100 B 102

CLHIA Medium Grey

C 58 M 49 Y 46 K 15
#6E6F72 R 110 G 111 B 114

CLHIA Light Grey

C 72 M 24 Y 0 K 0
#ACAEB1 R 172 G 174 B 177

Alternative colour palette for higher contrast

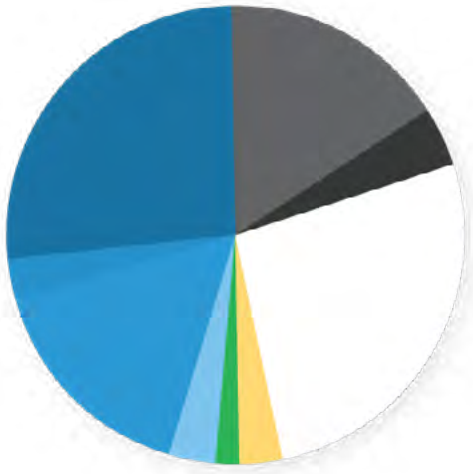
The following higher contrast colours are recommended for use in digital media and web to achieve high contrast for WCAG 3:1 contrast compliance.

WCAG 3:1 contrast compliance refers to adhering to the guidelines set by the Web Content Accessibility Guidelines (WCAG). Specifically, it means ensuring that the contrast ratio between text and its background meets the requirement of at least 3:1. This ensures that text remains legible and accessible for all users, including those with visual impairments.

Higher contrast colours

CLHIA Blue	High Contrast Medium Blue	High Contrast Dark Blue	High Contrast Dark Grey
C 72 #3299D5	C 76 #2E91C8	C 89 #1D73A2	C 70 #363738
M 24 R 50	M 31 R 46	M 50 R 29	M 63 R 54
Y 0 G 153	Y 4 G 145	Y 18 G 115	Y 61 G 55
K 0 B 213	K 0 B 200	K 1 B 162	K 54 B 56

Approximate high contrast colour use ratio



CLHIA hexagons

The CLHIA hexagons are to be used primarily as a background element. The shapes offer a deliberate stylistic contrast to the rounder shapes of the logo. The hexagons resemble the cones of a beehive, evoking the many activities of the association, as well as the interrelations of CLHIA's membership forming a cohesive whole within the association.

Hexagon pattern • Large
25% opacity

Hexagon pattern • Large
20% opacity colour dodge

Hexagon pattern • Small
25% opacity

Hexagon pattern • Small
20% opacity colour dodge

Please note as of 2024, the use of the CLHIA gradient is discontinued.

Primary option for placing the logo onto an image

Top or bottom, any corner is acceptable for the logo lockup as long as the space is neutral and contrasted behind it.

Logo lockup & exclusionary space for images

Building upon the guide for exclusionary space in documents, when they are used on images or particularly busy backgrounds, the logo or logo lockup should always be surrounded by a minimum area of exclusionary space equal to the width of a double “A” taken from the logo size being used.

As shown, this surrounding boxed area should be free of any type or graphic elements to the extent that is practical. Some exceptions are permitted provided there is only a small breach into this space. (See example above.)

Colour for logo lockup

Use the appropriate logo lockup as per the examples earlier in this guide to determine which style should be used.

Secondary option for adding branding to an image

Use the polygon logo asset only in the bottom left corner if the image is too busy for the logo lockup or core logo. It may also be used for an image description if necessary.

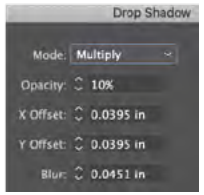
The polygon logo lockup should bleed off of the image.

Secondary option for placing the logo onto an image

Polygon logo asset breakdown

Hexagon pattern
6% opacity
Blend: Multiply

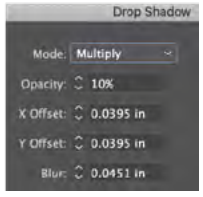
White polygon
Drop shadow:



CLHIA Blue polygon
40% opacity

Hexagon pattern
15% opacity
Blend: Colour Dodge

CLHIA Blue polygon
Drop shadow:



CLHIA Blue polygon
40% opacity

Examples of application

Please observe the guidelines and overall tone, style and positioning of the creative assets provided in the artpack to assist with creating a cohesive easily identified brand. These brand elements must always be used in a way that reflects positively on the reputation, values and professionalism of the CLHIA and its membership.

Consistent use of the brand's logo, style, sizing, typefaces and colours as specified is the key to establishing a strong visual identity. Any use of the Trademarks in violation of these Guidelines will automatically terminate any license to use any of the Trademarks.

You may not use the Trademarks in any manner that implies sponsorship or endorsement by the CLHIA without an express written permission and license from the CLHIA. You may not use the Trademarks to disparage the CLHIA or its members in a manner which, in CLHIA's sole discretion, may diminish or tarnish CLHIA's goodwill in the Trademarks.

You acknowledge that all rights to the Trademarks are the exclusive property of the CLHIA.

Members of the CLHIA should note that use of the fact of their membership in the Association to promote the sale of insurance or seek financial support is prohibited.

The CLHIA reserves the rights, exercisable at its sole discretion, to modify these guidelines, and/or the Trademarks at any time and to take appropriate action against any unauthorized or non-conforming use of the Trademarks.

Questions concerning the use of these brand standards or the assets can be directed to comms@clhia.ca.