

# Brand standards guide

*April 2024*



Canadian Life & Health  
Insurance Association

Association canadienne des  
compagnies d'assurances  
de personnes

## Brand standards guide

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”).

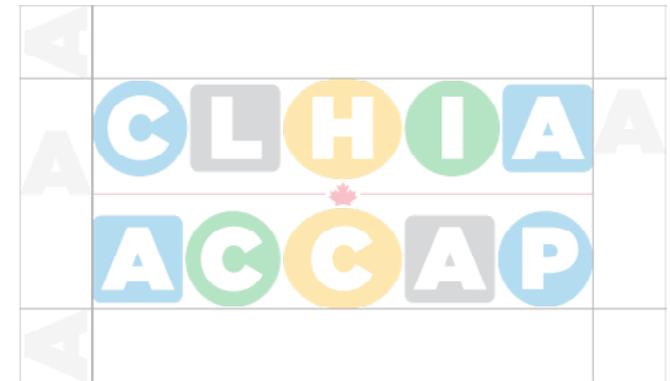
Those using the brand with the permission of the Canadian Life and Health Insurance Association (CLHIA) are strictly required to adhere to these guidelines. For additional information, see Legal on page 13.

Questions concerning the use of these assets can be directed to [comms@clhia.ca](mailto: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



Canadian Life & Health  
Insurance Association  
Association canadienne des  
compagnies d'assurances  
de personnes

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



Canadian Life & Health  
Insurance Association  
Association canadienne  
des compagnies  
d'assurances  
de personnes



**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.*



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’.

**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.

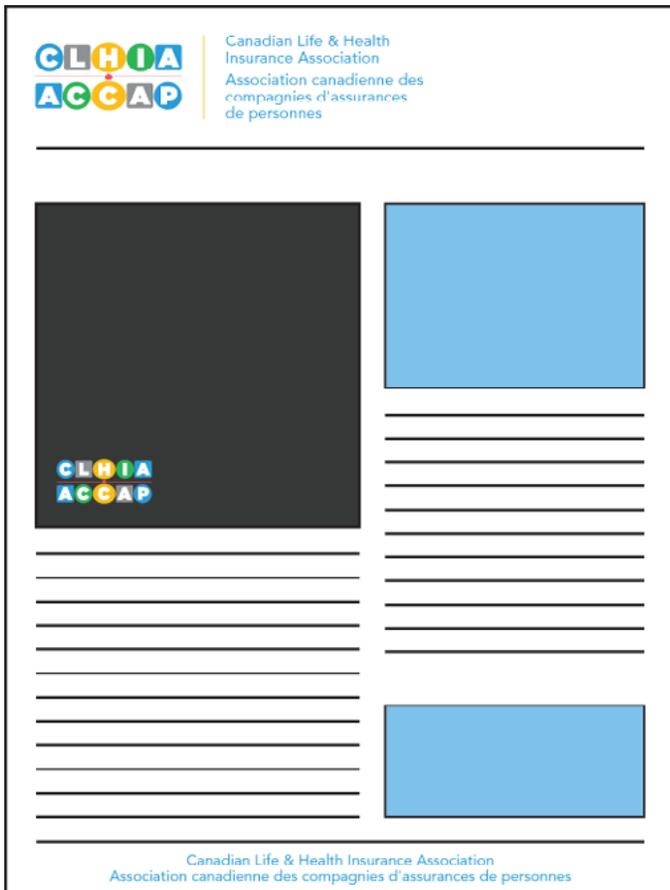


## Use of stand alone logo

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Body font: Arial**

Paragraph text, emphasis & headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Body font: Arial Bold**

Graphical elements & emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**In CLHIA Dark Grey**



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

**Or CLHIA Blue**



PMS 299U	#2F9BD6
C 72	R 47
M 24	G 155
Y 0	B 214
K 0	

## Approximate colour use ratio



## Primary colours

CLHIA Blue



PMS 299U  
C 72 #3299D5  
M 24 R 50  
Y 0 G 153  
K 0 B 213

CLHIA Green



PMS 360U  
C 76 #2EB058  
M 0 R 46  
Y 90 G 176  
K 0 B 88

CLHIA Yellow



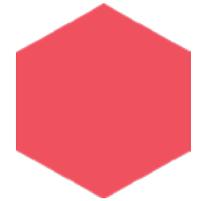
PMS 109U  
C 0 #F9BC1D  
M 26 R 249  
Y 96 G 188  
K 0 B 29

CLHIA Grey



Cool Grey 7C  
C 42 #8D9093  
M 32 R 141  
Y 32 G 144  
K 11 B 147

CLHIA Red



PMS 185U  
C 0 #F0515F  
M 84 R 240  
Y 55 G 81  
K 0 B 95

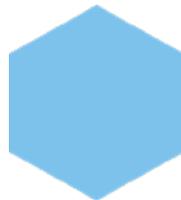
## Secondary & accent CLHIA colours

CLHIA  
Medium Blue



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

CLHIA  
Light Blue



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

CLHIA  
Light Green



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

CLHIA  
Light Yellow



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

CLHIA  
Dark Grey



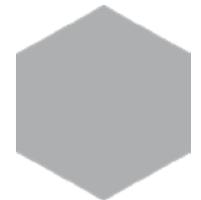
C 61 #636466  
M 52 R 99  
Y 50 G 100  
K 21 B 102

CLHIA  
Medium Grey



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

CLHIA  
Light Grey



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

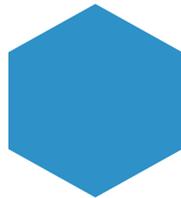
### Higher contrast colours

CLHIA  
Blue



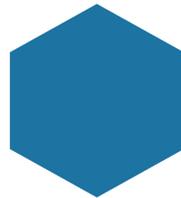
C 72 #3299D5  
M 24 R 50  
Y 0 G 153  
K 0 B 213

High Contrast  
Medium Blue



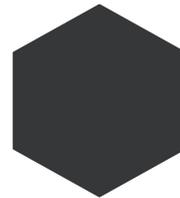
C 76 #2E91C8  
M 31 R 46  
Y 4 G 145  
K 0 B 200

High Contrast  
Dark Blue



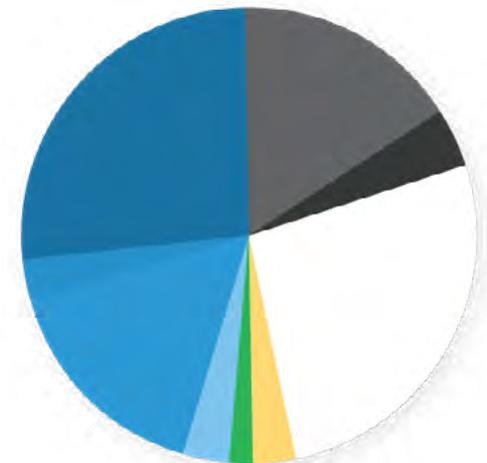
C 89 #1D73A2  
M 50 R 29  
Y 18 G 115  
K 1 B 162

High Contrast  
Dark Grey



C 70 #363738  
M 63 R 54  
Y 61 G 55  
K 54 B 56

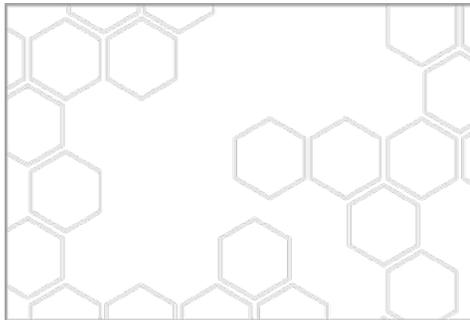
### Approximate high contrast colour use ratio



**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.

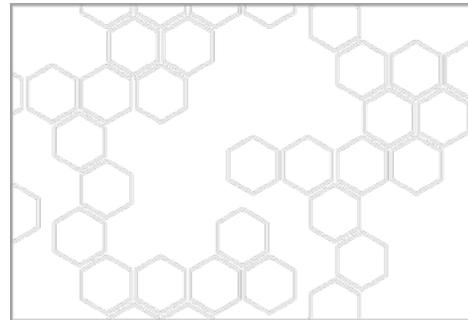
Hexagon pattern • Large  
25% opacity



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



**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.)



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



**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



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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](mailto:comms@clhia.ca).

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