



AdventureSmart



Get informed & go outdoors!

VISUAL GUIDELINES

AdventureSmart

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AdventureSmart

1.1 General Information

AdventureSmart is a national SAR prevention program dedicated to encouraging Canadians and visitors to Canada to “**Get informed and go outdoors**”. Promoting fun and outdoor recreation, AdventureSmart balances key safety messages with an individual’s responsibility for safety; encouraging the public to obtain the knowledge, skills and equipment necessary for them to enjoy their outdoor pursuits.

The National Search and Rescue Secretariat (NSS), in collaboration with its federal, provincial/territorial, municipal and volunteer SAR partners, injury prevention specialists and corporate partners manage the development and delivery of the AdventureSmart Program.

This collaborative arrangement respects the intellectual property of contributors and imposes certain requirements in terms of organizational brand recognition for each of the partner’s contribution to the Program.

The NSS is the trademark holder for the AdventureSmart brand and the licensor of AdventureSmart program materials as well as materials produced by or on behalf of the NSS.

Queries about how the AdventureSmart program and/or brand should be represented are to be directed to Program Manager, AdventureSmart Program and Senior Analyst for Prevention at National Search and Rescue Secretariat.

Contact Information:

Program Manager, AdventureSmart Program

E-mail: manager@adventuresmart.ca

Telephone: 1-800-727-9414

Mailing address:

National Search and Rescue Secretariat

400-275 Slater Street Ottawa, Ontario K1A 0K2

AdventureSmart

1.2 Look & Feel

The look and feel for AdventureSmart should be attractive and approachable for different targets: the expert adventurer, the sport enthusiast, and the unexperienced traveler. To work towards this goal we decided to make large use of the brand colors, integrating photography and flat style illustration for a fresh, modern look.

The use of images to support key messaging and target audience identification is strongly encouraged. It is important to retrieve high quality images to make the user excited about going outdoors and following the informations provided by AdventureSmart.

All images that are used on AdventureSmart materials should be reflective of the principles of AdventureSmart program as well as the diversity of Canadians. Images must adhere to universal safety messages such as the wearing of personal flotation devices, helmets and other safety equipment which represent best practices for that activity.

As agreed by all partners, the following are the key messages and consistent wording that **MUST** be used throughout AdventureSmart materials:

- 1) AdventureSmart title
- 2) AdventureSmart Web address
www.adventuresmart.ca
- 3) Key Tag Lines
 - a. “Get informed and go outdoors”
 - b. “Be AdventureSmart”,
 - c. “Know before you go”
 - d. “Tips and advice to keep you safe”
 - e. “Trip Planning, Training and Taking the Essentials” - The headings must remain in this order.

Brand Identity

2.1 Logo



Main logo, no tag line

The Logo

The AdventureSmart logo consists of three elements; the signature, tag line and the four environment- specific images mountain, snow, tree and water.

AdventureSmart is a trademarked name which can be used in both English and French.

When referring to AdventureSmart, the name “AdventureSmart” should always be written as one word italicized with a capital letter on the A for Adventure and S for Smart.

The Tagline

The French equivalent is “Informez-vous et allez dehors!”. The tagline should in most applications be included as part of the logo. In cases where both French and English content are presented side-by-side such as on banner or as a result of space considerations, the tag line can be omitted from the logo.

The Icons

The Four environmental icons consist of separate “white” images of a mountain, snow flake, pine tree, and wave with a coloured background within a circular frame that represent the environments associated with the AdventureSmart Program. The association between the environmental icons, colour and program is listed in the Colour Palette on page 11.



English tagline

French tagline

Brand Identity

2.1 Logo



Use the regular colored logo on light backgrounds.



You might use the regular colored logo on light picture backgrounds.



Use the black logo on intense colored backgrounds, or backgrounds the same color as the icons.



Use the white logo on dark backgrounds, but try to prefer the regular version on lighter backgrounds.



Do not use the logo over complex pictures.



Do not use the logo over complex pictures.



Do not use on dark backgrounds.



Do not use on intense colored backgrounds.



Do not use on backgrounds the same colors as one of the icons.



Do not use on backgrounds the same colors as one of the icons.



Do not use on backgrounds the same colors as one of the icons.



Do not use on backgrounds the same colors as one of the icons.

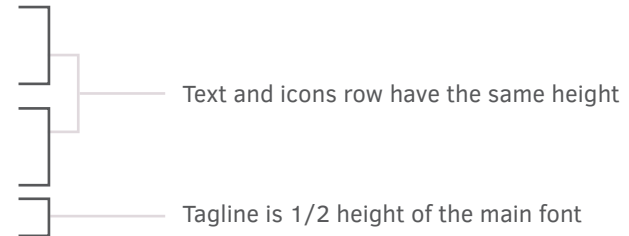
Brand Identity

2.2 Fonts and Colors

AdventureSmart



Get informed & go outdoors!



Tagline has the same length of the icons row

Clarice

Bold Italic

Main logo font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Scala Sans

Regular Italic

Tagline font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Orange Red
C=4 M=75 Y=81 K=0
R=232 G=101 B=65
PANTONE 2026 C

General titles, and kids-related informations



Orange
C=0 M=40 Y=100 K=0
R=250 G=166 B=236
PANTONE 1375 C

Associated with General Survival Programs
“Survive Outside”



Light Blue
C=35 M=10 Y=0 K=0
R=160 G=201 B=236
PANTONE 291 C

Associated with Winter Programs
“Snow Safety Education”
“Survive Outside, Snowmobile”



Green
C=30 M=0 Y=100 K=5
R=181 G=204 B=45
PANTONE 2299 C

Associated with Children and Youth Programs
“Hug-A-Tree and Survive”



Dark Blue
C=100 M=60 Y=0 K=10
R=0 G=93 B=164
PANTONE 2384 C

Associated with Water Programs “PaddleSmart”



Grey
C=0 M=0 Y=0 K=50
R=147 G=149 B=152
PANTONE Cool Gray 7 C

Used in the logo tagline



Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0

Used in the main logo text

Design Guidelines

3.1 Promotional Material

Images

In every promotional artwork it's important to select images with a consistent level of quality. A large use of images is encouraged.



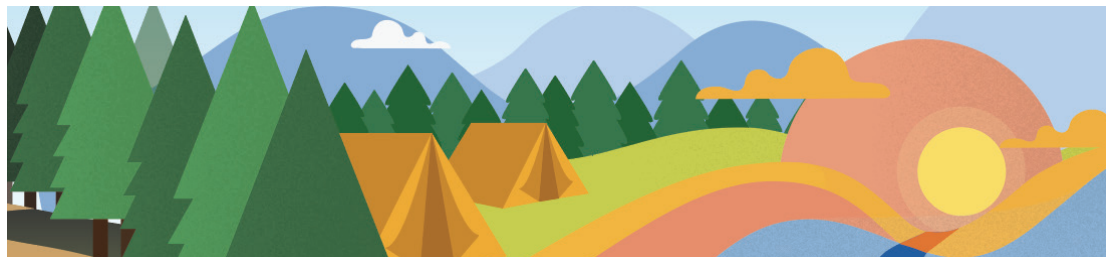
Colors

The use of the color should be coherent with the logo palette, with an Orange Red in addition, to differentiate it from the color coded programs.



Illustrations

The use of Illustrations helps to alternate visual content both online and on printed material. The style of illustration should follow the already developed imagery of *AdventureSmart Trip Plan App*, with the main logo color palette and a flat vector style without harsh black borders.



Poppins

Extrabold

Titles and Highlights.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
1234567890

Scala Sans

Regular

Body Text.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

Scala Sans

Bold Italic

Highlights.

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmnopqrstu**vwxyz***
1234567890

Scala Sans

Regular Italic

Quotes, names.

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmnopqrstu**vwxyz***
1234567890

Design Guidelines

3.2 Government of Canada Branding

The Government of Canada through the National Search and Rescue Program (NSP), which is managed and coordinated by the National Search and Rescue Secretariat, is a key partner in the funding, development and delivery of the AdventureSmart Program. The Government of Canada's contribution to AdventureSmart must be acknowledged through appropriate use of the Government of Canada signature and the Canada wordmark. The Government of Canada signature is the only signature to be used when one or more federal departments or agencies is directly involved in the development of an AdventureSmart related product and/or activity.

The wordmark "Canada" in a serif font, with a small Canadian flag icon integrated into the letter 'a'.

Government
of Canada

Gouvernement
du Canada

The wordmark "Canada" in a serif font, with a small Canadian flag icon integrated into the letter 'a'.

robot

interactive + marketing