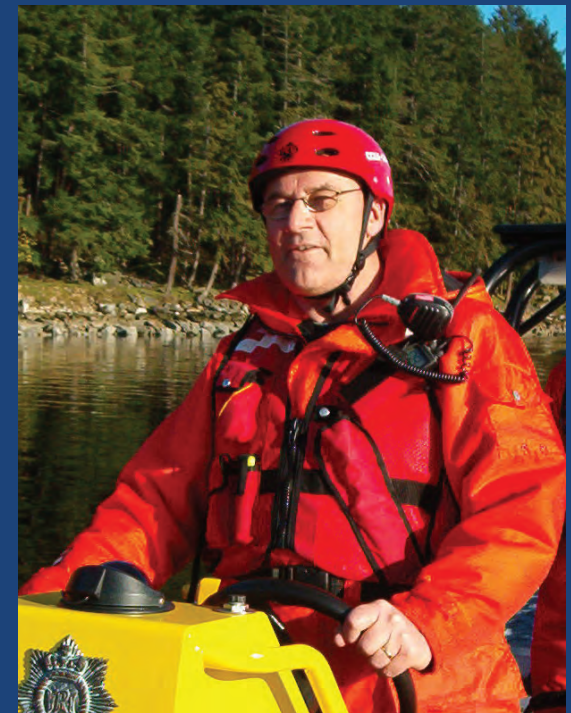




# ROYAL CANADIAN MARINE SEARCH & RESCUE

*Saving Lives on the Water*

## GRAPHIC STANDARDS FOR STATIONS & SUPPORTING SOCIETIES



# The Case for Graphic Standards

---

## *Why do we need graphic standards?*

Our rebranding offers our members the opportunity to establish ourselves as a world-leader in volunteer marine search and rescue and boating safety education. In order to continuously strengthen our unique identity and build our reputation, is it important that all stations and supporting societies present a consistent and compelling visual identity.

This Graphic Standards Manual will guide stations in all aspects of maintaining a consistent visual identity.

With your support of our brand and logo standards, we will have a stronger identity and more control of the image we project to the public: *volunteers saving lives on the water*.

There is one look, one voice - a common element that runs through all of our materials no matter what format, size or colour. The Royal Canadian Marine Search and Rescue (RCM-SAR) brand and logo provides that uniformity.

There is uniformity to where the RCM-SAR logo appears, its colours, and the typography used. These standards offer a flexible framework to design within while maintaining a consistency that will be recognized world-wide as Royal Canadian Marine Search and Rescue.

This manual addresses the major issues of communications applications, but cannot possibly address every situation that will arise at the station-level. However, these standards create the groundwork for design execution and strategy. As we continue to evolve, this manual will grow as well.

As an organization composed of volunteers, we will not succeed without your support of these graphic standards. Our volunteers are proud of what they do and we believe that by standing behind this regional brand we will continue to strengthen our independent brand around the world.

## ***Key Elements of Graphic Standards Explained***

- **Logo**  
A recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all materials.  
The Royal Canadian Marine Search and Rescue logo consists of the circular logo as well as the stylized name (Royal Canadian Marine Search and Rescue) and tagline (Saving Lives on the Water).
  - **Brand Identity**  
Brand Identity is how we would like to be perceived by the public. Royal Canadian Marine Search and Rescue's brand identity is unpaid professionals providing an essential service through both marine search and rescue and boating safety education.
  - **Brand Image**  
Brand image is the perception of our brand by the public. It is what people believe about our brand, their thoughts, feelings and expectations associated with our volunteers, our programs and our services. Since Royal Canadian Marine Search and Rescue is launching as a new brand, much of our brand image will be based on the consistency of our look; people's preconceived notions of our name and their understanding of who we are.
-

# Logo Configurations

The Royal Canadian Marine Search and Rescue logo and its options were designed with some flexibility to meet the needs of various applications.

The preferred version is the horizontal, full-colour version.






Depending on the configuration of your design, you can also use the vertical, full colour version.

The colour palette for the full-colour versions of the logo are based on the print industry standard, the Pantone Matching System. When limited by technical or budgetary constraints these colours may be



reproduced in CMYK or process colour. When using silk screening, vinyl applications or other non-offset reproduction methods, col must be matched as closely as possible to the pantone values.

<i><b>Colour</b></i>	<i><b>Pantone Value</b></i>	<i><b>CMYK Values</b></i>
	123 u	C 0, M 24, Y 94, K 0.
	485 u	C 0, M 95, Y 100, K 0.
	280 u	C 100, M 72, Y 0, K 18.

Black and white applications of the RCM-SAR logos are also available.



In some instances, it may be required to use the RCM-SAR logo on a dark coloured or patterned background. In these cases, we recommend adding a white outline to the logo so that it will stand out.

For help creating a logo with an outline, please contact RCM-SAR Head Office.

## Station Identification

---

We understand the need for station identification for community awareness and fundraising. We believe that under the umbrella of Royal Canadian Marine Search and Rescue stations and their supporting societies will have greater fundraising success.

Rather than alter the RCM-SAR logo we suggest that stations add their station identifier to the logo.

We recommend that stations self identify as follows:  
Station (station number) • (City Name).

The font Arial bold is preferred for station identification.



**ROYAL CANADIAN MARINE  
SEARCH & RESCUE**

**Station 103 • Vancouver**



**ROYAL CANADIAN MARINE  
SEARCH & RESCUE**  
*Saving Lives on the Water*

**Station 8 • Delta**

Please note, that we suggest you remove the tagline when using the vertical RCM-SAR logo option.

Please contact RCM-SAR Head Office for help adding your station identifiers to the logo.



**ROYAL CANADIAN MARINE  
SEARCH & RESCUE**  
*Saving Lives on the Water*

**Station 64 • Prince Rupert**



# Incorrect Use of Logos

---



Do not rotate or vertically align the logo.



Do not use portions of the logo for web or print publications.



Do not apply the logo to a colour background with insufficient contrast.



Do not change the colours of the logo.



Do not apply the logo to a patterned background that distracts from the integrity of the logo design.



Do not change the configuration of the logo.

---

## Incorrect Use of Logos

---



Do not remove the tagline on the horizontal version of the logo for print or web applications.



Do not alter the logo for station identification purposes.



Do not use the national logos when emphasising Pacific business.



Do not place the logo in a shape or frame.



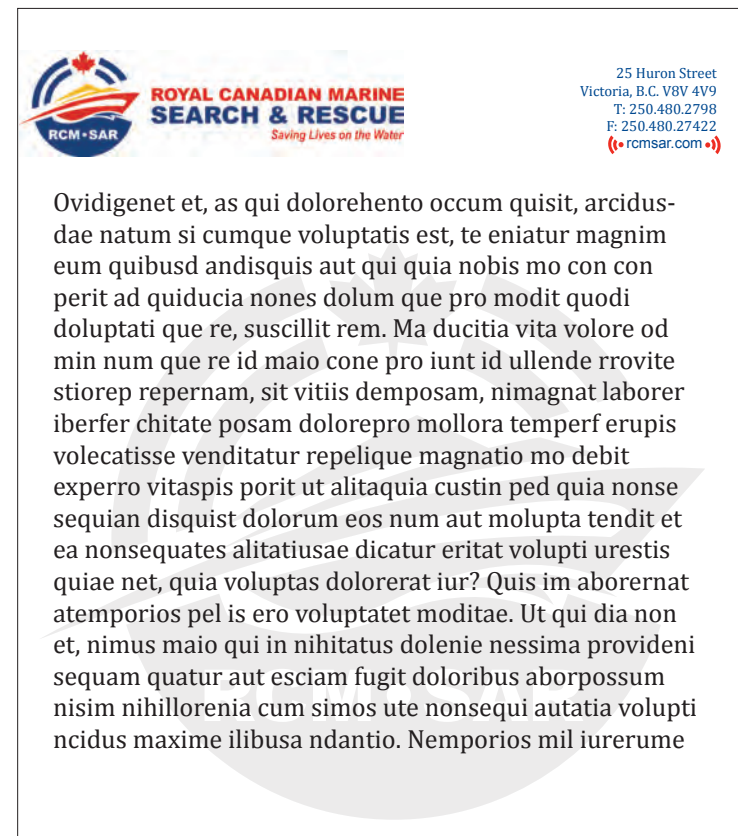
Do not add other elements (like drop shadow) to the logo.

---

# Preferred Placement of Logos

The Royal Canadian Marine Search and Rescue (RCM-SAR) logo is the primary identifier for all RCM-SAR stations and the Region. As such, it should be featured prominently on all communication material.

The preferred placement of the logo is the top left-hand corner for all documents, webpages, advertisements, brochures. In instances where readability or emphasis is impaired by using the preferred positioning, the logo may be placed in a more appropriate location.



Ovidigenet et, as qui dolorehento occum quisit, arcidus-  
dae natum si cumque voluptatis est, te eniatur magnim  
eum quibud andisquis aut qui quia nobis mo con con  
perit ad quiducia nones dolum que pro modit quodi  
doluptati que re, suscillit rem. Ma ducitia vita volore od  
min num que re id maio cone pro iunt id ullende rrovite  
stiorep repernam, sit vitiis demposam, nimagnat laborer  
iberfer chitate posam dolorepro mollora temperf erupis  
volecatisse venditatur repelique magnatio mo debit  
experro vitaspis porit ut alitaquia custin ped quia nonse  
sequian disquist dolorum eos num aut molupta tendit et  
ea nonsequates alitatusae dicatur eritat volupti urestis  
quiae net, quia voluptas dolorerat iur? Quis im aborernat  
atemporios pel is ero voluptatet moditae. Ut qui dia non  
et, nimus maio qui in nihitatus dolenie nessima provideni  
sequam quatur aut esciam fugit doloribus aborpossum  
nisim nihillorenia cum simos ute nonsequi autatia volupti  
ncidus maxime ilibusa ndantio. Nemporios mil iurerume

# Preferred Placement of Logos

## Using with Other Logos and Visual Identities

Brand consistency across the Region will help to strengthen our image within the public sphere. However, we understand that in some instances there may be a need to include society or corporate sponsorship logos on promotional materials as well.



Delta Marine Rescue Society  
P.O. Box 18008  
Delta, B.C. V4L 2M4

Met ratem. Mus. Arionse quatum, occus exeribus nus et fugit, id ut apidenihit, que quo volum etus sus a sinimus aectetur saperovid quia non res natur?

Otatur, sit est, suntibus.

Um que earit quis dictotatio ium quo quis dit, te in re invelle ctatemp orpore, ea endis culluptat veniaspit omnia doluptatum nobis commolu ptatem quas dis aut pedi offictemPidi berita venda conecto vendae que et prest quatur aceruptur rendunt ionecaeped quae evel et quo queExcea nus nos dolupta nem et doluptate sae expedia dolorit aectem ne por maximus, alitin cumquatur molupti stibusdanis doluptas quibus imi, odis dolupta tibusdae commolupta sum eatusa quodi dolum re cus apel ipsa core nes arcidis ent expel incta qui di comnihicit rate verecus teturem quaturerovit latia quiatem. Ut omniatur audi doloremolum ditiescium voluptatius aut offici berOc-cum experuptatur se volum nobis natem aliqui ut velitat uritem volupis estio maxim eatem experrum eumquiaL-uptatur, ad et, cones acearch illigni mporro magnissus molorum re et mo voloriore de pos eum, quam suntia



<http://www.deltasar.bc.ca>

When possible, RCM-SAR suggests using the RCM-SAR logo in its preferred position, the top left-hand corner and the guest or corporate logos on the bottom of the publication. For the purpose of promoting both station and supporting society affairs, we suggest using the station-specific RCM-SAR logo on the top left of the page and the supporting socety logo on the bottom right of the publication.

In the case of corporate sponsorship opportunities, we would prefer that the horizontal logo is used on the left-hand side of the publication for the sake of consistency.

## Stay Safe Out There



### Remember to Wear Your Lifejacket/PFD on the Water

A well-fitting PFD can save you and your loved ones in a marine emergency.

This message is brought to you by:



**ROYAL CANADIAN MARINE  
SEARCH & RESCUE**  
*Saving Lives on the Water*





# Other Applications for RCM-SAR Logo

---

In order to preserve the integrity of our brand and establish brand consistency, the use of the RCM-SAR logo will be carefully monitored. This will benefit all stations as we create a clear, and consistent image for Royal Canadian Marine Search and Rescue of unpaid professionals providing an essential service.

## ***RCM-SAR Equipment***

RCM-SAR equipment can be ordered through our Equipment Manager. By ordering through the RCM-SAR Equipment Manager, crews are guaranteed the best quality equipment at the best prices available. We currently endorse **Mustang Survival** for all our crew equipment needs.

Please contact the RCM-SAR Equipment Manager at [equipment@rcmsar.com](mailto:equipment@rcmsar.com) if you would like some more information about ordering equipment.



## ***RCM-SAR Vessels***

Contact the Vessels Manager for information on RCM-SAR decals for your vessels at [vessels@rcmsar.com](mailto:vessels@rcmsar.com).

## ***RCM-SAR Apparel***

For the sake of brand consistency, we ask our crews to follow the clothing standards as outlined under the Members section of the RCM-SAR website.

If you are interested in obtaining Regional or station-specific clothing, either standard issue or promotional, please email [apparel@rcmsar.com](mailto:apparel@rcmsar.com). The Region is able to obtain great deals on standard issue and promotional apparel for station or singular orders.

## ***Obtaining RCM-SAR Logos***

If you require a Royal Canadian Marine Search and Rescue logo for a specific application, email [dolphin@rcmsar.com](mailto:dolphin@rcmsar.com) and one will be sent to you.

Questions and comments regarding our graphic standards, brand image and marketing consistency are always welcomed and encouraged. Please direct your comments or questions to [branding@rcmsar.com](mailto:branding@rcmsar.com).

# Brand Consistency



**Last Updated: April 2012.** 



# **ROYAL CANADIAN MARINE SEARCH & RESCUE**

*Saving Lives on the Water*

25 Huron Street  
Victoria, BC,  
V8V4V9

Tel: 250.480.2798

Fax: 250.480.2742

•• [www.rcmsar.com](http://www.rcmsar.com) ••