

Insignia Usage Guidelines for RCICs

January 2022

INSIGNIA OVERVIEW

These guidelines have been developed to help licensed RCICs use and apply the RCIC insignia (the Insignia) correctly across their promotional and advertising assets. Using the Insignia properly and consistently reinforces the image of the immigration consulting profession, promotes brand awareness, and helps stakeholders and members of the public easily identify licensees of the College of Immigration and Citizenship Consultants (the College).

Only RCICs who have obtained the RCIC-IRB class of licence are authorized to use the RCIC-IRB Insignia.

It is important to remember that the Insignia is owned by the College, and the Insignia's use is non-transferable and granted by the College to **licensees in good standing**. No licensee may use the College's corporate logo on any of their materials.

Do not commit any action that would reflect badly on the designation and, subsequently, the Insignia. The licence to use the Insignia could be revoked if it is used or represented improperly in any way.

STRUCTURE

The Insignia is made up of a symbol and a wordmark. The symbol consists of a compass-like illustration featuring a maple leaf integrated into a globe icon on a grey background, surrounded by a four-section ring (RCIC compass rose). The wordmark consists of the acronyms "RCIC" and/or "CRIC", with the official name underneath spelled out in full in smaller type. For RCICs/CRIC who are authorized to represent their clients in front of the Immigration and Refugee Board of Canada, the wordmark also contains the "IRB" or "CISR" acronym separated by a hyphen.

Official Insignia artwork exists and is shared with licensees in good standing. Contact communications@college-ic.ca if you do not have access to these files. Procurement from any source other than official College channels is not permitted; this action would make your use of the Insignia unauthorized. Use only the official digital artwork files - never attempt to recreate the Insignia or modify the existing artwork.

LANGUAGE VERSIONS

The Insignia comes in four different language versions: English-first bilingual, French-first bilingual, English only, and French only. Use the language version that is most applicable.

Bilingual



English



French



¹ Only for use by those licensees who have completed the Specialization Program.

COLOUR VERSIONS

In addition to the preferred full-colour version, the Insignia also has a black and a white version available for use on single-colour applications only.

Bilingual

English

French

Full-colour positive



Full-colour reverse



Black



White



¹Only for use by those licensees who have completed the Specialization Program.

CLEAR SPACE

The clear space surrounding the Insignia must be respected to help preserve the integrity of the designation.

Keep a minimum clear space around the logo that is equal to one half of the height of the letters in the acronym.



MINIMUM SIZE

This refers to the smallest size at which the Insignia can be reproduced to ensure its legibility (but is not necessarily the recommended size).



1.375" / 35mm / 132px



1" / 25mm / 95px

COLOUR PALETTE

For printing purposes, a palette of the colours that appear within the Insignia has been supplied at right.

PMS 485C
RGB: 218-41-28
HEX: DA291C
CMYK: 0-95-100-0

PMS 421C
RGB: 178-180-178
HEX: B2B4B2
CMYK: 28-20-20-1

PMS 1815C
RGB: 124-38-41
HEX: 7C2629
CMYK: 2-97-72-52

PMS 424C
RGB: 112-115-114
HEX: 707372
CMYK: 52-41-38-20

RECOMMENDED PLACEMENTS AND APPLICATIONS

The Insignia may be used by an RCIC in good standing on materials and communications relating to their immigration/citizenship consultancy practice. Applications include:

- Letterhead
- Business cards
- Email signature block
- Website
- Display and banners
- Social media
- Presentations
- Publications
- Advertising

The Insignia shall not be used by those who are employed by RCICs, but are not themselves RCICs (e.g., administrative staff, agents).

Note that the placement of the Insignia on a website must include your name which must be situated immediately adjacent to the Insignia, but not interfering with or in any way altering the appearance of the Insignia. Further, your name must be in the exact form as it appears on your Certificate of Licensing, and the webpage must include the wording "Verify Status with the College of Immigration and Citizenship Consultants" in English or "Vérifiez le statut auprès du Collège des consultants en immigration et en citoyenneté" in French. Such wording must contain a functioning hyperlink which connects to the College Public Register webpage.



VIOLATIONS OF INSIGNIA USE

As a reminder, RCICs are expected to inform themselves of and adhere to the terms of the Logo Use and Associated Trade-Marks Regulation.

Only official artwork must be used and may not be modified or recreated. Respect the clear space and do not add to or combine other elements with the Insignia. You are not authorized to use the College's corporate logo on any of your materials, website, or social media.

Do not edit or change the Insignia in any way.

This includes, but is not limited to, the following examples.



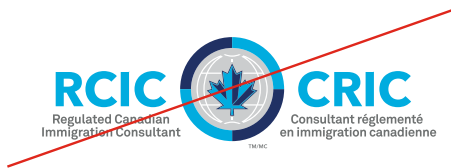
Do not distort the Insignia.



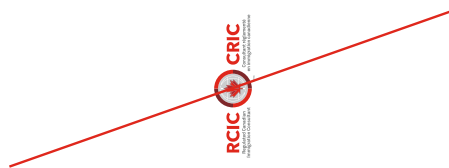
Do not change the ratio of items within the Insignia.



Do not apply the Insignia over complex or busy backgrounds.



Do not recolour the Insignia.



Do not rotate or flip the Insignia.



Do not use the Insignia near any other logo or business name.



Do not replace an item within the Insignia.



Do not apply graphic effects to the Insignia or elements within it.



Respect the clear space and do not add to or combine other elements with the Insignia.



Do not rewrite the acronym or wordmark within the Insignia.



Do not apply opacity levels or image filters to the Insignia.



Do not crop or remove any element of the Insignia.