



# Relay Community Promotional Toolkit Guide

25<sup>th</sup> Anniversary  
Rick Hansen  
Relay

June 2011



# Rick Hansen 25<sup>th</sup> Anniversary Relay Community Promotional Toolkit Guide

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## Foreword

### Introduction

Twenty-five years ago, when Rick Hansen wheeled around the world on his Man In Motion World Tour, he raised awareness of the potential of people with disabilities. Over this time, he has raised more than \$250 million through the Rick Hansen Foundation (RHF), directed at a cure for spinal cord injury and developing healthy, accessible and inclusive communities for all.

To commemorate the 25<sup>th</sup> Anniversary of Rick's original Tour, the Rick Hansen Foundation is currently celebrating this occasion through a number of initiatives and programs. The most public-facing program is the Rick Hansen 25<sup>th</sup> Anniversary Relay – a 12,000 kilometre cross-Canada tour held over a nine month period, commencing in Cape Spear, Newfoundland and Labrador on August 24, 2011 and concluding in Vancouver, British Columbia on May 22, 2012. This time, one man in motion will be represented and celebrated by many in motion; as 7,000 participants from across Canada who have made their own difference in the lives of others, will pass the singular Rick Hansen Medal – designed by the Royal Canadian Mint – from one participant to the next, as the Relay makes its way across Canada.

Over 600 communities will be a part of the Relay's journey that will raise awareness, engage Canadians from coast to coast, celebrate people who make a difference and leave behind a more inclusive, healthy and accessible nation.

### About this Guide

The Relay Community Promotional Toolkit guide, created and issued by the Rick Hansen Foundation, provides information and guidelines on how to properly and accurately promote the Relay, using the tools provided by RHF for use by Relay communities only.

This guide provides information on the required graphic standards and visual identity elements in addition to how to properly integrate these elements with communities' existing marketing and communication materials. It will help provide consistency of the Rick Hansen Relay brand identity across Canada, ensuring that both the Relay and your community are represented properly and authentically.

This guide and all community toolkit assets can be found online in the "community resources" section of RickHansenRelay.com:

[www.rickhansenrelay.com/en/resources/community-resources.aspx](http://www.rickhansenrelay.com/en/resources/community-resources.aspx)

Please ensure that you are using the most current version of this guide by contacting your Rick Hansen Foundation Relay Route Coordinator or visiting the "Community Resources" section of RickHansenRelay.com.

## Relay Community Emblem

The Rick Hansen 25<sup>th</sup> Anniversary Relay Community emblem has been developed to provide communities with a multi-purpose graphic may be used for a variety of applications such as community newsletters, newspapers, posters and banners.

The emblem is available in both English and French as a full-colour version (CMYK), one-colour and greyscale versions are also available.



### Colour

- The emblem (full colour) should be used in all full-colour applications.
- The emblem (full colour) is outlined with a white frame so that it may be placed on a non-white background.
- To guarantee maximum visibility, it is preferred that the emblem appear on a white background.

### Greyscale

- The emblem (greyscale) should be used in all black and white applications.
- The emblem (greyscale) is outlined with a white frame so that it may be placed on a non-white background.
- To guarantee maximum visibility, it is preferred that the emblem appear on a white background.

### Clear space

To guarantee the Relay Community emblem's legibility and integrity, a minimum distance from any other graphic (clear space) should be respected. The area indicated by the outer dotted line should be kept free of graphics, type, competing backgrounds or the edge of a printed piece. The clear space surrounding the logo is equal to or greater than R.



## Restrictions

In order to ensure consistent and accurate usage of the Rick Hansen 25<sup>th</sup> Anniversary Relay branding, we ask that the Relay Community emblem not be rearranged, distorted or altered. The background should also be considered to ensure the clearest visibility.

The emblem should also not give perceived association or endorsements with third party initiatives or conflicting sponsors of the Rick Hansen Foundation and Rick Hansen 25<sup>th</sup> Anniversary. A list of Rick Hansen Foundation sponsors can be found on [RickHansenRelay.com](http://RickHansenRelay.com)

The following examples provide further clarity on the correct usage of the Relay Community emblem.

Do not skew or distort:



Do not place the Relay Community emblem on a 'busy' or 'noisy' background



Do not crop or remove any parts



Do not modify the logo attributes



## Colour Palette

### Background Gradient

Pantone 2935



Pantone 2915



### Ribbon, Dot & Type Components

Pantone 2955



Pantone 2945



Pantone 2925



Pantone 2905



White

Black – Type only

### Accent Colour

Pantone 3965



## Typography

The two official fonts used for the Rick Hansen Foundation identity are Trade Gothic and House Gothic. Trade Gothic is a sans-serif font that is used for headings, sub-headings or body copy. House Gothic is used primarily for decorative purposes in headings, sub-headings or short pieces of text no longer than one paragraph. There are a number of complimentary fonts also established, which are clarified below.

Where Trade Gothic and House Gothic are not available, Arial should be used.

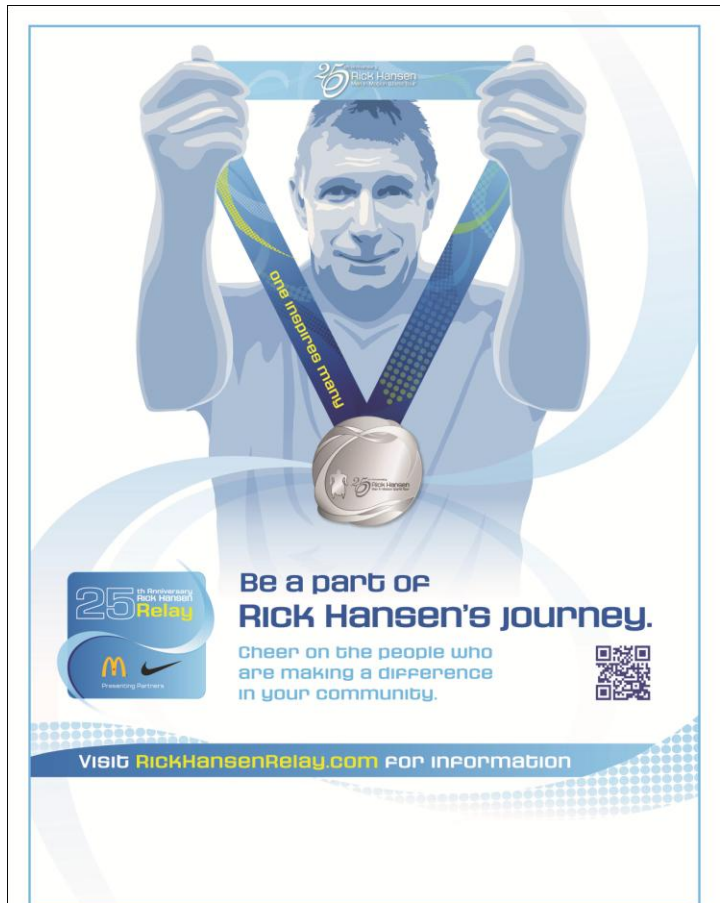
## Creative Concept

The creative concept of the Rick Hansen Relay Community promotions centres on the inspiration, pride and determination of the participants of the Relay. It leads with a graphic representation of Rick Hansen passing on the Rick Hansen Medal. The image of Rick passing on the medal to Canadians is a symbolic gesture to the difference makers across Canada to share Rick's dream and inspire the next generation to dream big and live with purpose.

The artwork integrates the Rick Hansen 25<sup>th</sup> Anniversary graphic identity of ribbons and dots.

The ribbon graphics represent Rick's journey, both from a historical perspective as the 'trails' from his world tour, but also symbolically representing the wave of energy and impressions he and his story leave in the wake. The ribbons are intended to communicate motion, celebration and excitement.

The dot system represents the 'many' who have been inspired by Rick and his story and support the idea of momentum and of the power of many people coming together.





## Applications

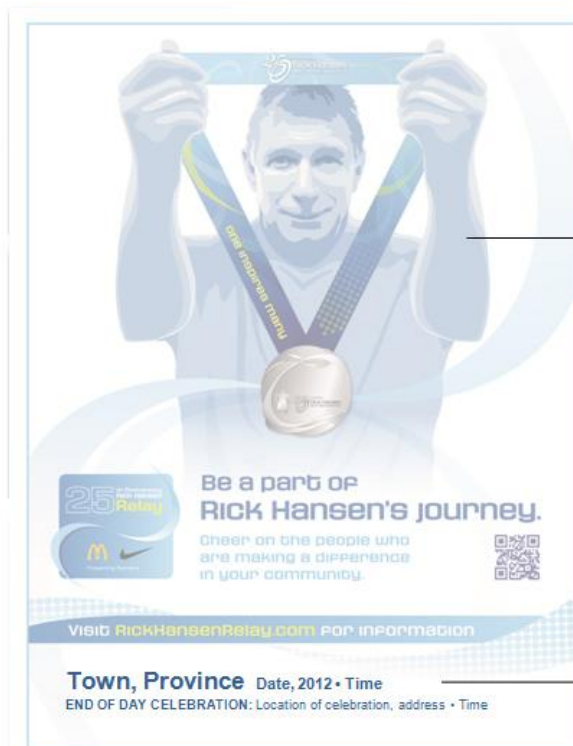
### Posters

Customizable posters have been developed to help promote the Relay coming to town, which can be displayed in windows, at public facilities and on community boards.

The posters have been developed in two sizes – letter (8.5"x11") and tabloid (11"x17") – to best match commonly used printer paper sizes, allowing communities to easily print in-house. They are available in both colour and black and white.

The posters have been provided electronically as Microsoft Word documents with the Relay promotional graphics embedded as a background image. *Note: the poster graphics will appear faded because it is placed as a background image. It will print normally.*

The bottom section of the poster provides space for communities to customize their own community information specific to the Relay. The space should include the community's name and when and where the Relay is coming through. If you are an End of Day community, you may also include information on where and when that celebration will take place.



Note background will not print faded, as displayed

Edit text here with community information

## Banners

A series of outdoor banners have been developed to promote that the Relay within the community. There are two separate banner types: street banners and a horizontal banner. They are provided as Adobe pdf files, easily printed by any professional signage printer.

The street banner has two creative designs to either alternate the creative between street poles or accommodate street poles that display two banners side-by-side. The street banner is sized to 30"w x 80"h but may be cropped down to a minimum height of 54".



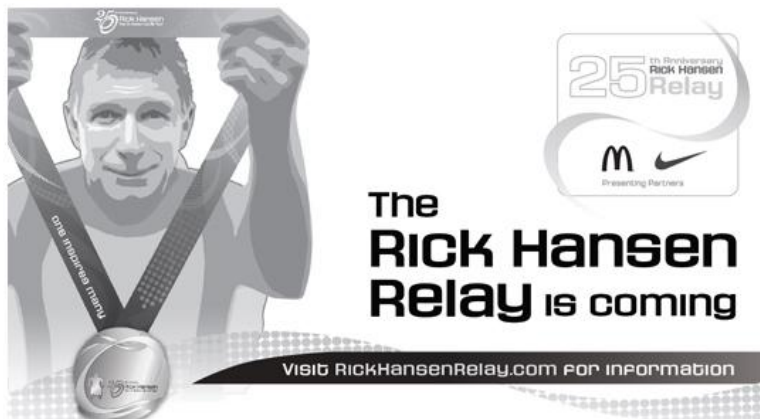
The horizontal banner could be displayed in archways, on fronts of buildings or inside public facilities. The width/height ratio of the horizontal banner is 2:1. The artwork may be scaled in proportion; however, the aspect ratio of 2:1 should remain.

## Advertisements

A series of print advertisements have been developed to allow communities to promote the Relay coming to their town in local community papers. They have been made available in both colour and greyscale formats in a variety of sizes.

The ads include space for communities to customize their own community information specific to the Relay. The space should include the community's name and when and where the Relay is coming through. If you are an End of Day community, you may also include information on where and when that celebration will take place. In order to keep a consistent and accurate look, please do not edit or alter the artwork. Font should be Arial and either grey or black.

The file types provided will be as a PDF. Your graphic designer or local community paper can add the text you require.



**The  
Rick Hansen  
Relay is coming**

Visit [RickHansenRelay.com](http://RickHansenRelay.com) FOR INFORMATION

**Williams Lake, B.C. May 27, 2012 • 10Am**  
**END OF DAY CELEBRATION:** Hayes Park, 1181 Main Street • 7pm

Space for customized community Relay information by your graphic designer or newspaper

Ads have been sized to accommodate a variety of common newspaper ad sizes. The ads should be cropped, not scaled down. The table below shows the maximum and minimum sizes:

Type	Maximum height	Minimum height	Maximum width	Minimum width
Full page	15.57"	11.43"	10.46"	10.21"
Half page wide	7.14"	7.14"	11"	9.84"
Half page tall	15.57"	11.79"	5.17"	5.02"
Quarter page	7.14"	7.14"	5.72"	4.83"



Full page



Half page tall



Half page wide



Quarter page

## Online assets

Online assets have been developed to support communities' online promotions of the Relay. This includes both small and large web icons of the Relay Community emblem as well as standardized online ads (big box and leaderboard). These images, designed for web, are small in size in order to allow for easy loading.

The Relay Community web icons should only be displayed on Relay Communities' official websites and social media platforms, and can be linked to <http://www.rickhansenrelay.com>



Big Box - 300 pixels by 250 pixels



Web icon



Leaderboard - 728 pixels by 90 pixels

## Contact

Communities with enquiries regarding the Relay Community Promotional Toolkit Guide, please contact your Relay Route Coordinator:

### **Atlantic Canada & Quebec**

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