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**CCAC GAP – GOOD ANIMAL PRACTICE®  
RIBBON USAGE GUIDE  
FOR CERTIFIED INSTITUTIONS**

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This document provides guidance to CCAC-certified institutions on the use of the CCAC GAP – Good Animal Practice® ribbon, to ensure that the CCAC brand is used in a consistent manner across all communications platforms.

Any questions not answered by this guide should be [addressed to the CCAC directly](#).

## CONTENTS

PRIMARY VISUAL IDENTITY.....	1
RIBBON SPECIFICATIONS .....	2
PROHIBITED USAGE.....	3
RECOMMENDED USAGE.....	4
POSSIBLE USES FOR THE RIBBON.....	5
PERMISSION FOR USE BY CERTIFIED INSTITUTIONS .....	5

# CCAC GAP – GOOD ANIMAL PRACTICE® RIBBON

The Canadian Council on Animal Care (CCAC) has rebranded the CCAC GAP – Good Animal Practice® certificate and its associated brand elements. Certified institutions now have a visual tool to highlight to their stakeholders and the general public that they are in good standing with the CCAC, and that they are serious about setting, achieving, and maintaining high standards for animal ethics and care within their institution, and are committed to animal welfare in science.

## PRIMARY VISUAL IDENTITY

The CCAC GAP – Good Animal Practice® ribbon image consists of two elements: the ribbon and a text block, which identifies the significance of the image. In order to ensure consistent presentation of the CCAC brand, both must be used together (and must never be altered or distorted).

The ribbon is available in both a horizontal and a vertical configuration, which institutions may employ based on aesthetic preference or space considerations. For each configuration, there are English, French, and bilingual versions.



ribbon

This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

text block

### COLOUR 1

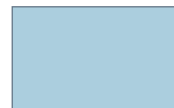


#226688

34 / 102 / 136

88 / 55 / 30 / 8

### COLOUR 2



#AACCDD

170 / 204 / 221

32 / 9 / 8 / 0

**TYPOGRAPHY:**  
Helvetica Neue  
Regular

Aa

## PRIMARY RIBBON (ENGLISH)

### HORIZONTAL



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

### VERTICAL



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

## PRIMARY RIBBON (BILINGUAL)

### HORIZONTAL



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

Le programme d'éthique animale et des soins aux animaux de cet établissement est conforme aux normes du Conseil canadien de protection des animaux

### VERTICAL



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

Le programme d'éthique animale et des soins aux animaux de cet établissement est conforme aux normes du Conseil canadien de protection des animaux

## RIBBON SPECIFICATIONS

The ribbon should appear on a white field, free of any text or images, with a clear space equal to the diameter of the rondelle on three sides (left, right, and bottom). The top edge of the ribbon may either respect the same clear space or be aligned to the top edge of a document or webpage. This area must not be encroached upon by other visual elements or text. Please note that the following applies to the English, French, and bilingual versions of the ribbon.

### CLEAR SPACE



Diameter of rondelle defines clear space requirement



The ribbon may be resized to suit different layout and document dimensions, with the caveat that the proportions **must** be maintained, and that it must always be legible. The minimum size for the horizontal ribbon is 2.5” wide, and 1.75” wide for the vertical ribbon. For websites, the ribbon must be displayed at a minimum of 180 pixels wide for the horizontal ribbon and 126 pixels wide for the vertical ribbon.

### MINIMUM SIZE SPECIFICATIONS



2.5 in | 6.35 cm



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

1.75 in | 4.45 cm

## PROHIBITED USAGE

In order to maintain the integrity of the CCAC's visual identity, the ribbon must be obtained directly from the CCAC and must never be recreated, altered, cropped, or reconfigured in any way. Below are examples of prohibited usage; please note that additional restrictions apply. Please note that the following applies to the English, French, and bilingual versions of the ribbon.

### EXAMPLES OF WHAT **NOT** TO DO

**X** DON'T  
alter the proportions



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
stretch the ribbon



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
rotate the ribbon



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
alter the elements



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
use drop shadows



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
modify the font



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
use ribbon on a coloured background



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

**X** DON'T  
displace the elements



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care


## RECOMMENDED USAGE

Below are examples of acceptable usage of the ribbon, all of which respect the branding guidelines and restrictions. Please note that the following applies to the English, French, and bilingual versions of the ribbon.

### EXAMPLES OF WHAT YOU CAN OR SHOULD DO

- ✓ DO  
respect the clear space requirements



 Diameter of rondelle defines clear space requirement



- ✓ DO  
respect minimum ribbon size



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

2.5 in | 6.35 cm



This institution's animal ethics and care program is in good standing with the Canadian Council on Animal Care

1.75 in | 4.45 cm

- ✓ DO  
use ribbon on a white background



## POSSIBLE USES FOR THE RIBBON

The ribbon can be used in a number of collateral pieces by a CCAC-certified institution to demonstrate that the institution is working in compliance with national animal ethics and care standards. These include:

- the certified institution's website (e.g., the animal ethics and care section);
- letterhead for relevant departments;
- relevant brochures; and
- researcher publications and presentations.

## PERMISSION FOR USE BY CERTIFIED INSTITUTIONS

The ribbon graphic must be obtained directly from the CCAC and must never be recreated, altered, cropped, or reconfigured in any way.

It is important to note that the presence of the ribbon on an institution's collateral or media **DOES NOT** imply endorsement on behalf of the CCAC; rather, that the institution is in good standing with the CCAC, and is in possession of either a CCAC Certificate of GAP – Good Animal Practice® or a CCAC Preliminary Certificate of GAP – Good Animal Practice®.

An institution may display the ribbon **ONLY** while in good standing with the CCAC (i.e. in possession of a CCAC Certificate of GAP – Good Animal Practice® or a CCAC Preliminary Certificate of GAP – Good Animal Practice®, and has paid their program participation fee). In the event that an institution loses their certificate or has defaulted on their program participation fee, the institution will have 48 hours to remove the ribbon from any digital or printed media.