



Brand guide

PIPSC Visual Identity

Vision and mission

Vision:

We build a diverse and inclusive community and act collectively to improve our members' lives by providing effecting bargaining and labour relations and other member services.

Mission:

To ensure that our members collectively and individually, have the highest quality representation.



Voice and tone

Tone refers to the personality and emotion conveyed through an organization's communications. It helps deliver a consistent message to members that is in keeping with the PIPSC brand.

We asked our members what qualities they associate with PIPSC now and what they would like PIPSC to be. From their answers, we determined our tone should be:

- **professional**
- **hardworking**
- **collaborative**
- **inclusive**





Community-oriented



Collaborative



Forward-thinking



Vibrant



Hardworking



Inclusive



Reliable



Confident



Professional

Brand architecture

Our brand architecture is designed to create clarity, consistency, and cohesion across all PIPSC communications. The primary brand is PIPSC, which represents the organization as a whole. Sub-brands include groups, regions, committees, and sub-groups, each visually connected to the main brand while highlighting their unique role. In all sub-brands, the PIPSC icon must be present in the logo to ensure a consistent and recognizable identity. Endorsed brands are independent initiatives supported by PIPSC, such as Navigar and Service Plus. This structure ensures a unified identity while allowing flexibility for distinct audiences and purposes.



Primary logo

The updated PIPSC logo has been refreshed to be more accessible, flexible, and versatile. Its variations allow it to adapt seamlessly across campaign materials, small formats, and digital applications.

Always maintain protective space around the logo equal to the height of the “P” (P = X). This clear space must remain free of text, graphics, photos, or any other elements to preserve clarity and impact.

P=X

X		X
		
X		X

X		X
		
X		X

Alternate logos

Use the full logo in English, French, or bilingual format when clear communication of the organization's name is essential. These versions are best suited for formal materials, external communications, and situations where accessibility and clarity are priorities. Always choose the language format that best fits the audience and context.



The Professional Institute of the Public Service of Canada
L'Institut professionnel de la fonction publique du Canada



L'Institut professionnel de la fonction publique du Canada
The Professional Institute of the Public Service of Canada



PIPSC · IPFPC

The Professional Institute of
the Public Service of Canada

L'Institut professionnel de la
fonction publique du Canada



IPFPC · PIPSC

L'Institut professionnel de la
fonction publique du Canada

The Professional Institute of
the Public Service of Canada

Alternate logos

The logo versions that feature only the icon and acronym provide a compact alternative for use in limited spaces or when the audience is already familiar with the brand. These are particularly effective in digital applications, social media, or campaign materials where a shorter form enhances adaptability while preserving recognition.



Alternate logos

The centered versions of the logo with the icon and acronym create a balanced and adaptable option for layouts requiring symmetry. These versions work well in profile images, signage, and design applications where a centered composition ensures strong presence and visual harmony.



Logo colours

Colour variations of the PIPSC logo are provided to ensure flexibility and accessibility across all applications. Use the full-colour logo whenever possible to represent the brand accurately. One-colour and reversed versions should be used when design or production limitations prevent full-colour use, such as on dark backgrounds, single-colour print jobs, or low-resolution formats. Always select the version that offers the highest legibility and contrast to maintain accessibility.



The Professional Institute of
the Public Service of Canada



The Professional Institute of
the Public Service of Canada



The Professional Institute of
the Public Service of Canada



The Professional Institute of
the Public Service of Canada

Incorrect usage



1.) Don't rotate the logo



2.) Don't recolour elements



3.) Don't alter the logo's proportions



4.) Don't alter the relationship between the elements



5.) Don't alter the typeface



6.) Don't use on coloured backgrounds



7.) Don't use visual effects (e.g. drop shadow)



8.) Don't outline the logo



9.) Don't use the logotype on its own



10.) Don't add text to the logotype

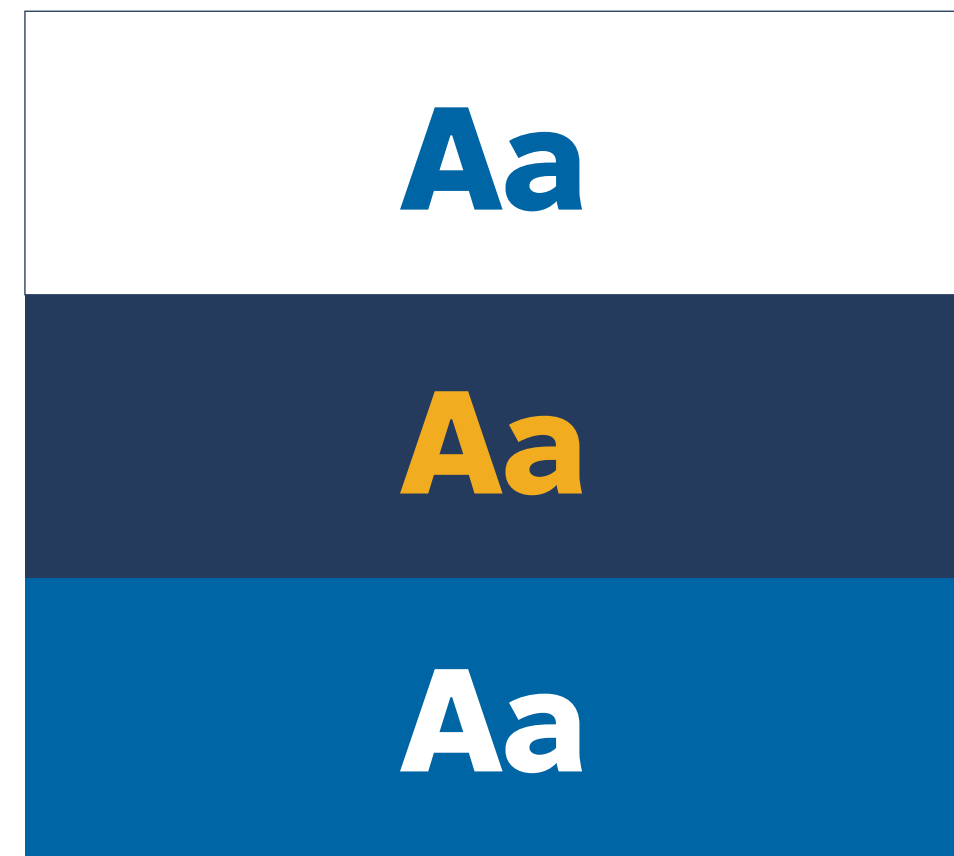


11.) Don't use on a busy background

Primary colour

Colours set the mood of brand expression. When using the PIPSC colour system, be mindful to convey the brand essence, values, character and voice.

Primary colours will be used the majority of the time and can be deployed in larger applications, such as background colours and large headings.



The brand colours are for everyone.

When using the brand colours, carefully consider inclusivity and accessibility. Ensure there is enough visual contrast between adjacent colours for legibility.

#0065A4
CMYK 100, 45, 0, 18
PMS 301 C

#253B5D
CMYK 75, 26, 0, 64
PMS 534 C

#3FBCFE
CMYK 75, 26, 0, 0
PMS 298 C

Secondary colour

Secondary colours should be applied in smaller touches, such as supporting graphic elements and in imagery.

#00A7A7
CMYK 100, 0, 0, 35
PMS 3272 C

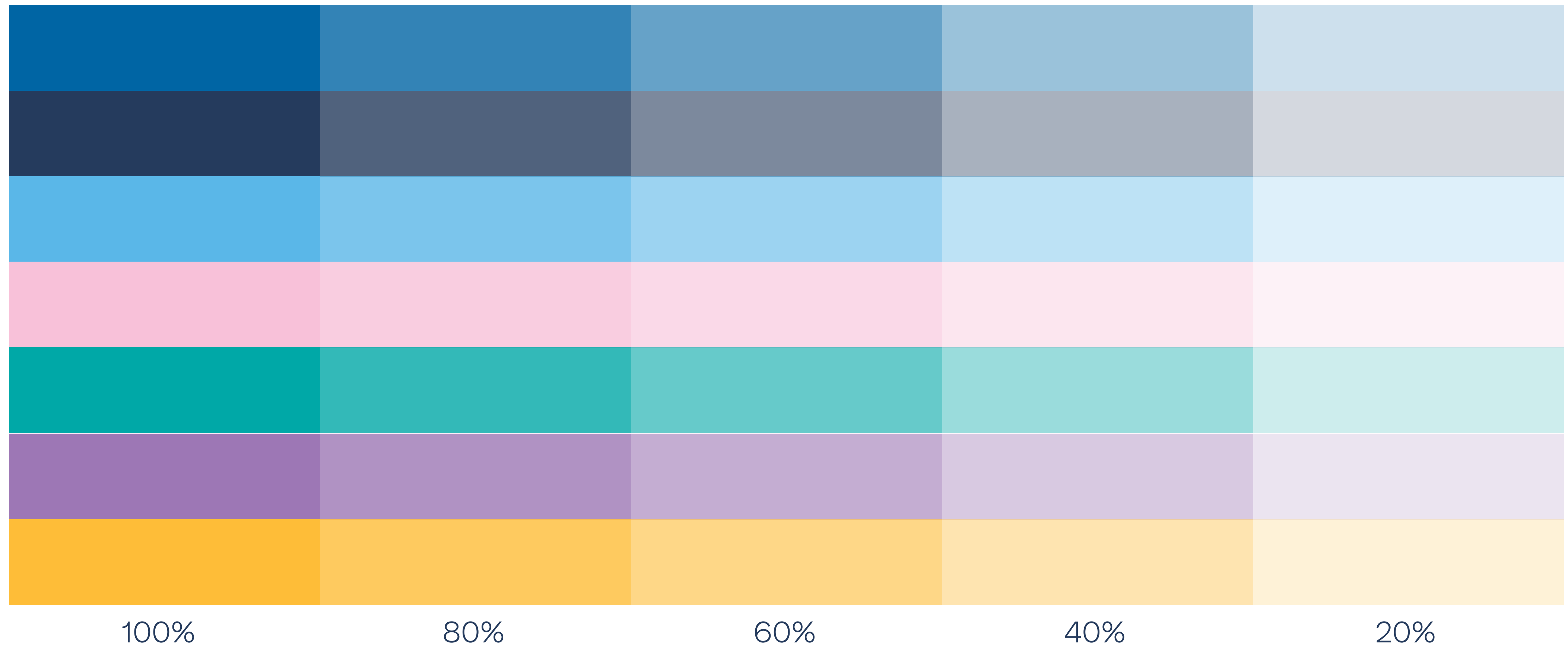
#F8C1D9
CMYK 0 30, 0, 0
PMS 182 C

#A376CF
CMYK 21, 43, 0, 19
PMS 2577 C

#FFBE37
CMYK 0, 25, 78, 0
PMS 136 C

Colour tints

Tints provide flexibility within the PIPSC colour system. They can be used to add depth, hierarchy, and visual variety, but should always support the primary colours rather than replace them. Use tints thoughtfully to maintain accessibility, legibility, and brand consistency.



Typography

Our primary typeface is Fixel, chosen for its modern, approachable, and highly legible design. It works seamlessly across digital and print applications, supporting clear communication while reinforcing our professional yet accessible brand personality. Consistent use of Fixel ensures cohesion across all materials and helps strengthen brand recognition.

Ab

Fixel Text, Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ab

Fixel Text, Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ab

Fixel Text, Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ab

Fixel Text, Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ab

Fixel Text, Extra bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Use font weights consistently to create hierarchy and clarity in all communications. Headings should use Fixel Text Extra Bold to establish strong emphasis and draw attention. Subheadings can use Fixel Text Bold to provide structure and guide the reader. Paragraph text should use Fixel Text Regular for readability and comfort in longer passages. Captions and footnotes should use Fixel Text Light in smaller sizes to support, but not compete with, the main content.

Headings ————— **Fixel Text, Extra Bold**

Sub-headings ————— **Fixel Text, Bold**

Paragraph ————— Fixel Text, Regular

Captions ————— Fixel Text, Light

Design elements

The brand's graphic elements are derived from the shape of the "P" in the PIPSC icon. These include rounded forms and lines that mirror the curve and baseline of the letter. They can be applied sparingly across layouts to add visual interest, highlight content, or enhance overall composition. Used thoughtfully, these shapes create a sense of cohesion with the logo.



Photography

Our photography should reflect the diversity and inclusivity of the members we serve. Images need to feel authentic and candid, capturing real people and genuine moments rather than staged scenes. The tone is welcoming, human-centered, and collaborative, highlighting connection, shared experiences, and everyday life. Whenever possible, we should use imagery of real members to strengthen authenticity and relatability.



Accessibility

Our communications must be accessible to people with disabilities as well as to those who are new to PIPSC and the broader labour movement. Proper formatting is essential to ensure content is accurately interpreted by screen readers and other assistive devices. We use plain language to make information easier to understand, and to support people with reading disorders such as dyslexia.

Accessibility also applies to our design elements. We must ensure sufficient color contrast, legible font sizes, and clear hierarchy so content is easy to read and navigate. Graphics, icons, and imagery should always reinforce clarity rather than create barriers. Alt text and captions must be included wherever images or videos are used.



Applications and templates

Stationery

The brand is supported by a suite of applications and templates, including stationery, designed to ensure a consistent and professional visual identity. These assets provide a standardized framework for everyday use while allowing for flexibility across regions. Core elements such as layout, typography, and design remain consistent, while content (e.g., names, addresses, and regional details) can be updated as needed to reflect local requirements.



Applications and templates

Powerpoint presentation

**PIPSC · IPFPC**

The Professional Institute of the Public Service of Canada
L'Institut professionnel de la fonction publique du Canada

Presentation title

Subtitle | 08.27.2025

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



Report Template

**PIPSC**

The Professional Institute of the Public Service of Canada

Presentation title

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Presentation title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.