



THE BRAND BOOK



CP LOGOMARK GUIDELINES

WHY WE CHANGED TO CP

Our company's operations extend beyond Canadian borders and the Pacific. Precision and focus are now part of our company's successful DNA. Simplicity is strength.

Shortening our name provides consistency and ease of use for our team and clients around the world. It acknowledges our position as a global industry leader and that we are recognized and referred to universally in this shortened form.

As a logomark, it allows for a bold presence in its application, reinforcing the strength of our foundations and our confidence moving forward.

The shift in colour aims to bring the CP brand more in line with the red of our locomotives. It is a deeper, more sophisticated hue that provides a strong base in all of our branded materials.

LOGOMARK – CUSTOMIZATION



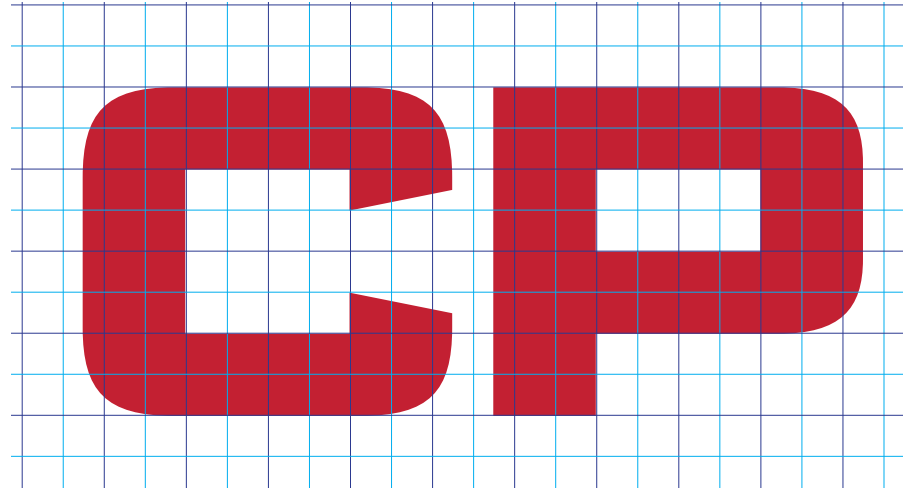
Bank Gothic



Overlay of customization



Customized logomark



We refined a typeface to create a mark unique to CP. The typeface for the CP logo retains the heritage and strength of the Bank Gothic wordmark, but captures a more contemporary look and feel. We've also unified the letters that once sat independent of each other.

By the very nature of the Roman alphabet, a C and P have little need to sit well beside one another, so adjustments were made to create a relationship between the two letters that ultimately creates a cohesive unit, better reflecting the company's singular operating philosophy.



Primary Logomark



Grayscale – 100% Black



Reversed Option Colour



Reversed Option Black

Logomarks are provided in three variations to accommodate various usage needs. Whenever possible, the logomark should be printed in full-colour versions.

In scenarios when the background is corporate red, the reversed logomark is to be used. Please note: a corporate red background and reversed logomark

is intended for use in situations where visibility at distances is a priority. E.g. Wayfinding and sponsorship signage.

In scenarios when the background is black, the reversed logomark is to be used. Please note: the reversed logomark is intended for use on digital screens when the background is black.

LOGOMARK — VIOLATIONS



Do NOT condense or expand the logomark



Do NOT alter the original colours of the logomark



Do NOT alter the original colours of the logomark



Do NOT rotate the logomark



Do NOT skew the logomark in any way

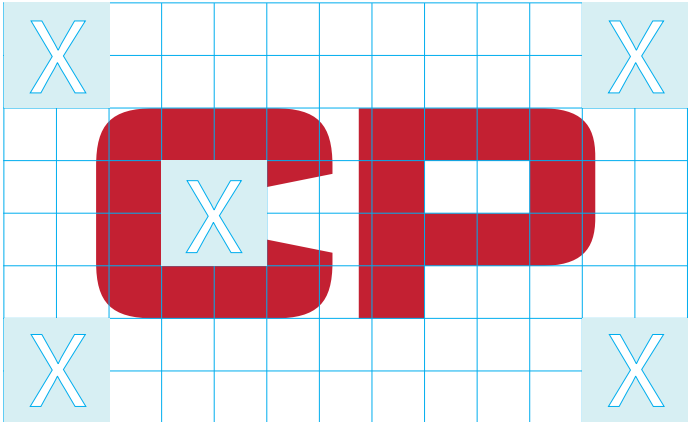


Do NOT alter the space between the letters of the logomark

Do not ever alter the logomark. It's important to protect the integrity of the CP logomark by avoiding violations, such as those featured above. Always reproduce the logo from original artwork.

LOGOMARK — MINIMUM CLEAR SPACE, SIZING

IDENTITY CLEAR SPACE



X = Unit of measurement for clearspace rule

Minimum size for print and screen usage



To guarantee the legibility and integrity of the CP logomark, a minimum clearance space "X" (see above) from any other graphics must be respected. In addition, the logo must never be embedded in body copy.

To ensure legibility, the logo must never be scaled down past the minimum width of 0.5 inches.

CORPORATE COLOURS

CP's visual brand identity features a three-tiered colour palette system.

1. Master Brand Palette:

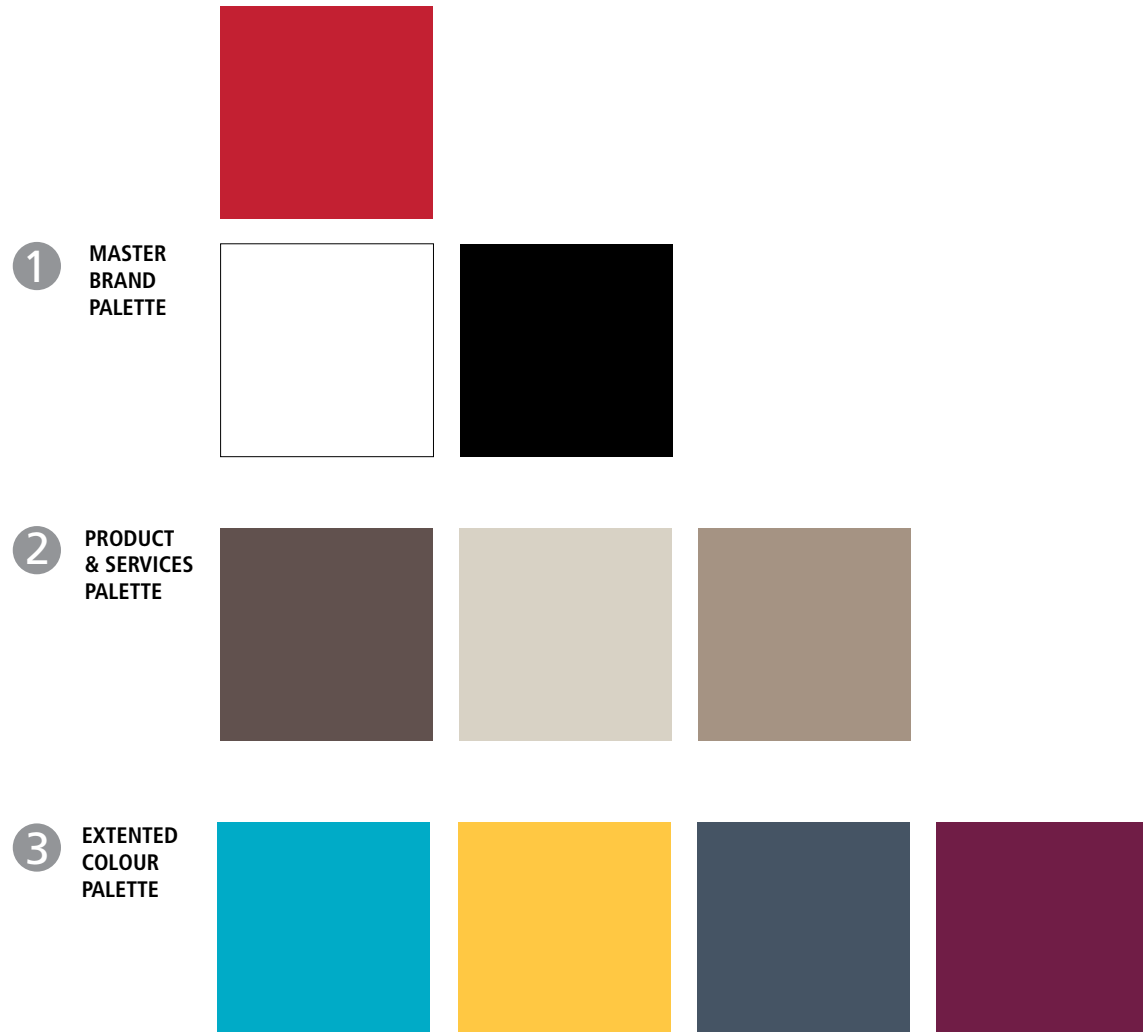
To be used for high impact, one-dimensional pieces such as advertising, signage, billboards etc.

2. Product & Services Palette:

This secondary colour palette was created to support multidimensional communications materials such as stationery, annual reports, brochures, etc.

3. Extended Colour Palette:

The primary and secondary colours may not always provide enough of a spectrum. The extended colour palette includes highlight colours for use in maps, graphics, etc.



CORPORATE COLOURS

The colour palette can be used across all printed and electronic (web/email) communications – available in PMS (Pantone/spot colour), CMYK (four-colour process printing) and HEX (websafe colour) reference numbers. RGB can be used for Word and PowerPoint applications.

PRIMARY PALETTE



PMS
200 C

CMYK
c16 m100 y87 k6

RGB
r195 g32 b50

HEX
#C2002F



PMS
Black

CMYK
c0 m0 y0 k100

RGB
r0 g0 b0

HEX
#000000



PMS
White

CMYK
c0 m0 y0 k0

RGB
r255 g255 b255

HEX
#FFFFFF

SECONDARY PALETTE



PMS
411 C

CMYK
C55 M60 Y59 K33

RGB
R98 G81 B78

HEX
#5F504E



PMS
7527 C

CMYK
C15 M13 Y21 K0

RGB
R216 G210 B197

HEX
#D7D1C4



PMS
7530 C

CMYK
C36 M38 Y47 K3

RGB
R165 G147 B131

HEX
#A49382

EXTENDED PALETTE



PMS
3125 C

CMYK
C75 M11 Y18 K0

RGB
R0 G171 B199

HEX
#00ABC7



PMS
1225 C

CMYK
C0 M22 Y84 K0

RGB
R255 G200 B67

HEX
#FFC842



PMS
7545 C

CMYK
C76 M60 Y44 K25

RGB
R69 G85 B101

HEX
#425363



PMS
222 C

CMYK
C44 M96 Y47 K35

RGB
R112 G29 B70

HEX
#701C45