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

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.
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.
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.
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.