



LOGO AND MERCHANDISE BRANDING
BRAND STANDARD GUIDE

Table of Contents

1.	ASSETS PROVIDED	3	5.6	Kids Designs	25
2.	MAIN OVERVIEW	4	5.7	Mountie MacLean	29
3.	INTRODUCTION	5	5.8	Animals Section	31
4.	LOGOS	6	6.	TYPOGRAPHY	33
4.1	Overview	6	7.	LABELS	35
4.2	Primary Crest	7	7.1	Architecture	35
4.3	Secondary Horse and Rider	9	7.2	Holograph Security Tags	36
4.4	Wordmark	11	7.3	Inside Apparel Labels	37
4.5	Alternate Logo	12	8.	COLOR PALETTE	38
4.6	Common Mistakes	13	8.1	Primary Logo	38
5.	DESIGNS	15	8.2	Secondary Logo	38
5.1	All over prints	17	9.	PHOTOGRAPHY	
5.2	RCMP Uniform	18	10.	LEGAL REQUIREMENTS	
5.3	RCMP Ranks/Insignias	21			
5.4	RCMP Division Symbols & Flags	22			
5.5	Official Languages	23			

INFO

Assets Provided

The following assets will be provided for use in packaging design:

ADDRESS

150 Isabella Street,
Suite 200, Ottawa
Ontario, K1S 1V7

ONLINE

www.rcmp-f.net

TELEPHONE

613-741-7560

All rights are reserved
by the creator of this
document.

Copyright © 2019
Royal Candian
Mounted Police

LOGOS

- Primary Crest
- Horse & Rider Secondary logo's
- Copyright Logo
- Alternate Mark
- Wordmark

FONTS

- Garamond
- Open Sans
- Bank Gothic

ASSETS

- All over prints
- Kids designs
- Mountie Maclean
- Labelling guidelines
- Hang tag artwork



Since 1873 the Royal Canadian Mounted Police and Northwest Mounted Police has been a pillar of Canada and played a significant role in making Canada into what it is today. This iconic brand has developed a licensing program that is in demand for Canadian’s and tourists, reflected on some great product ideas and sales throughout the retail market. The purpose of this guide and to educate you on our standards, assisting in the development of product representing this brand in the elite manner it should be.

INFO

Introduction

Since 1873 the Royal Canadian Mounted Police and Northwest Mounted Police has been a pillar of Canada and played a significant role in making Canada into what it is today. This iconic brand has developed a licensing program that is in demand for Canadian’s and tourists, reflected on some great product ideas and sales throughout the retail market. The purpose of this guide and to educate you on our standards, assisting in the development of product representing this brand in the elite manner it should be.

There are many usages for this brand, from Barbie to Disney to costumes and lifestyle apparel

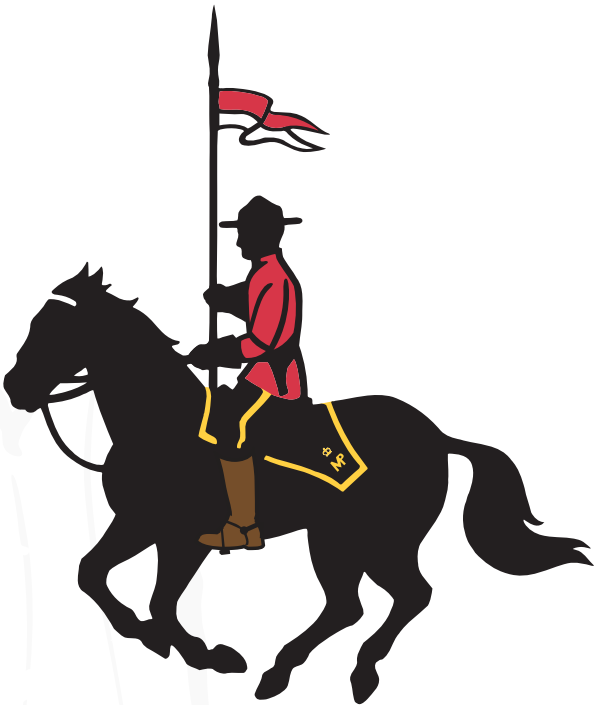


BRAND FACTS

- 1873—creation of the Northwest Mounted Police
- 1920—Introduction of RCMP to become Canada’s National Police Force
- 30,000—Serving Members and Support Staff
- Brenda Luckie—Commissioner of the RCMP



PRIMARY CREST LOGO



SECONDARY HORSE & RIDER LOGO



WORDMARK LOGO



ALTERNATE LOGO

INFO

Primary Crest

Introduced in 1954, the current RCMP Crest serves as the identity of the active members on the force. This crest includes a motto “**Maintiens le Droit**” which, in English means, “**Defending the Law**”. The crest will change periodically (this is the 4th version) as the crown in the design is aligned with the crown of the existing monarch.

A couple basic rules are:

- 1. The crest will always appear on its’ own with nothing written over it or obscuring it.
- 2. The crest can not be used as part of another design element. All of this consistent with RCMP policy.

PRIMARY CREST LOGO



PRIMARY CREST

There are many variations of passages of the majority have suffered on this era

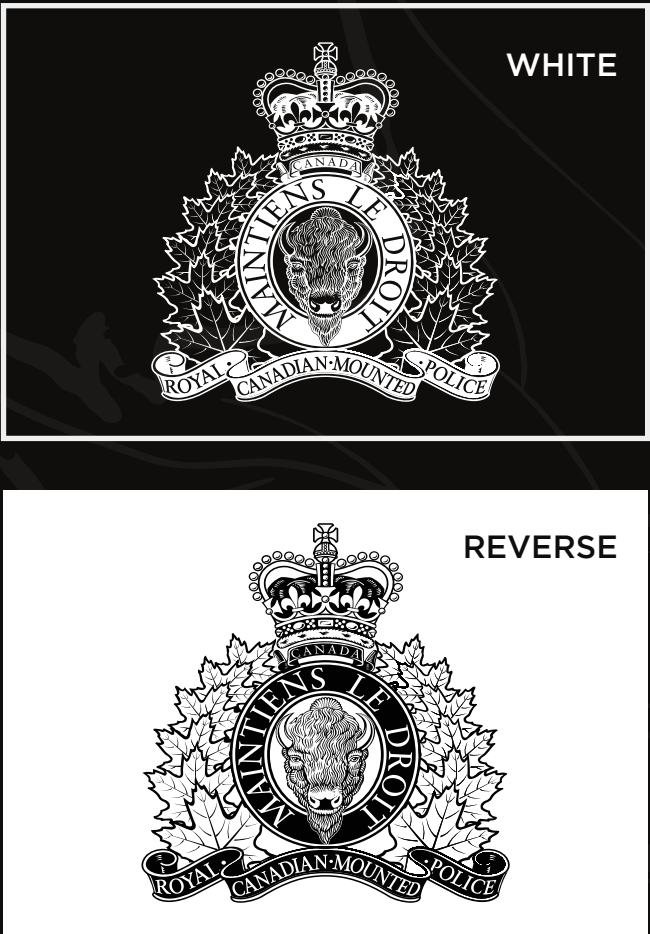
MINIMUM LOGO CLEARSPACE



LOGO CLEARSPACE

Ensure there is always proper clearance space around the crest when utilizing it in your designs

COLOR POP OUT



MULTIPLE COLORS

INFO

Secondary Horse & Rider

The Horse and rider, developed to represent the RCMP Musical ride has become a staple logo for the RCMP and Canadians who love this brand. Variations of this logo can be seen on RCMP vehicles, however this is the logo that best fits merchandise usage

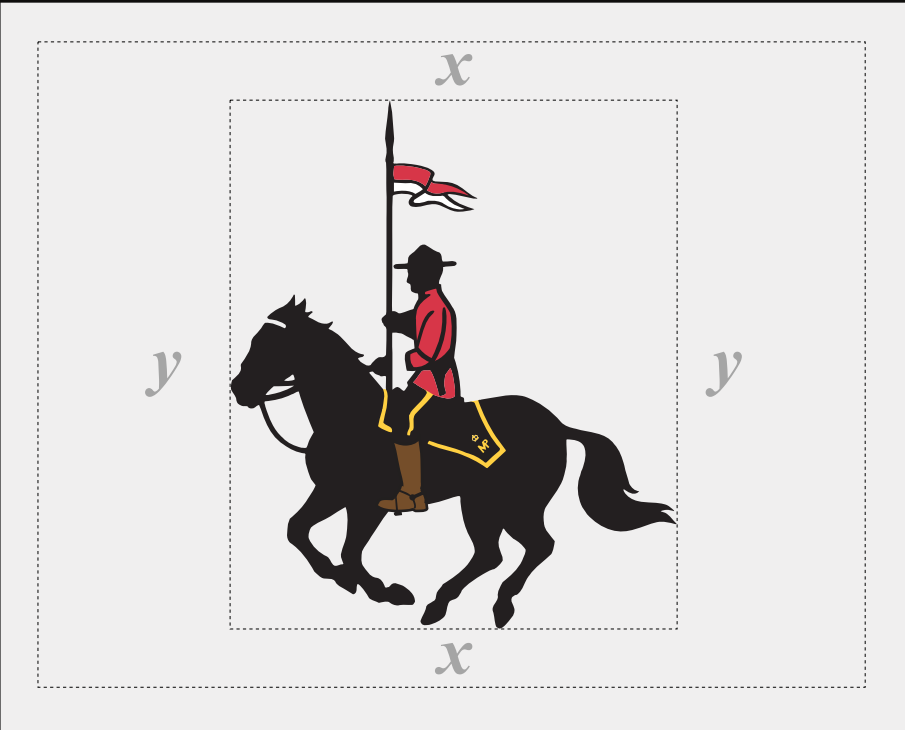
SECONDARY HORSE & RIDER LOGO



SECONDARY HORSE & RIDER

The Musical Ride has been performing since 1887 around the world becoming an iconic representation of the RCMP.

MINIMUM LOGO CLEARSPACE



LOGO CLEARSPACE

As with the crest, please ensure clearance around this logo. This logo may be utilized with the word mark or RCMP – GRC as well

COLOR POPUP

COLUMBIA



PINK



INFO

Wordmark Logo

This wordmark has been developed for use with existing logos to provide descriptive on the primary or secondary logos. This is primary used in secondary location on the merchandise or branding packaging with the RCMP – GRC brand.

WORDMARK LOGO

MINIMUM LOGO CLEARSPACE



WORDMARK LOGO

The Canadian maple leaf is an acceptable trademark to be used along side any RCMP mark with the permission of Canadian Heritage.

LOGO CLEARSPACE

Please ensure you utilize the proper clearance space when using this logo

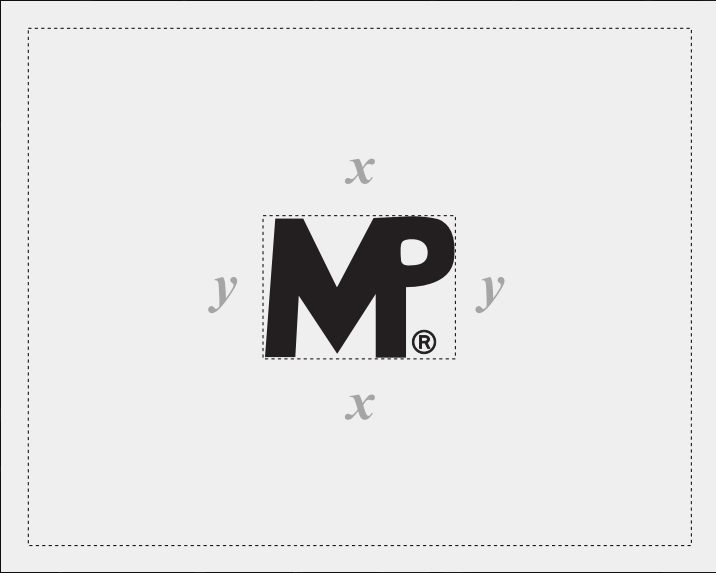
INFO

Alternate Logo

The alternate logo is most recognized on the Shabrac (the black with yellow fringe item you see under the saddle). This logo is used in conjunction with vehicles as well.

ALTERNATE LOGO

MINIMUM LOGO CLEARSPACE



ALTERNATE LOGO

Ensure that this logo has the ® as displayed in this guide

LOGO CLEARSPACE

please ensure you utilize the proper clearance space when using this logo

Common Mistakes

DON'T DO THIS WITH LOGOS



Distorting the Crest logo



Changing Crest Original Color



Something placed over the logo

CHANGE FONT & COLOR OF ALTERNATE LOGO



NOT ALLOWED



NOT ALLOWED



ALLOWED

RIGHT

RCMP  GRC

RCMP  GRC

WRONG

RCMP  GRC

RCMP – GRC (not wordmark) Staked

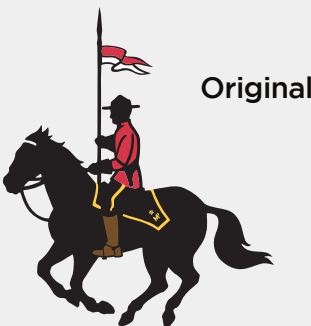
RCMP  GRC

RCMP – GRC (not wordmark) distorted

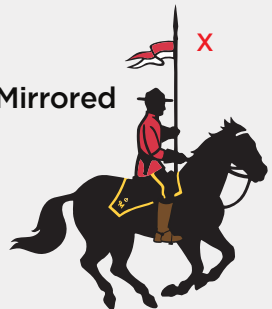
RCMP  GRC

RCMP  GRC

Change color of Icons & distortion



Original



Mirrored

Mirroring the secondary logo

ORIGINAL



ALLOWED



NOT ALLOWED



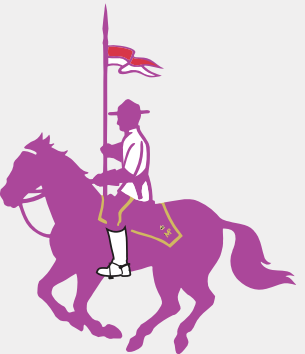
ALLOWED



ALLOWED

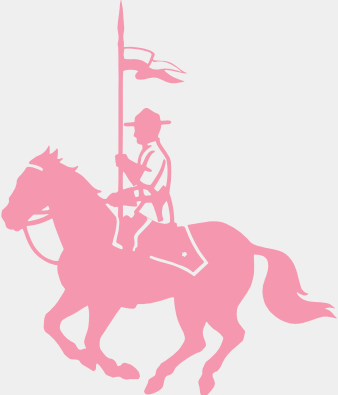


NOT ALLOWED



NOT ALLOWED

ALLOWED



Opening Remarks

1. The name, product, image does not have to be integral to the force or part of the force for the product to be marketable. As long as it is in good taste & meets the outlined criteria, the mark or brand can be used on or combined with many types of products.
2. Items will not be accepted that relate to alcohol or tobacco consumption, gambling or sex unless in association with a specific and approved social program supported by the RCMP and the MPF
3. The images will not be used in conjunction with other trademarks unless appropriate and approved
4. The Canadian flag is an acceptable trademark to be used along side any RCMP mark with the permission of Canadian Heritage.
5. Decorative License Plates – the only images permissible for use on a license plate would be the Mountie Torso. The Crest, Horse and Rider, RCMP, Mountie would not be acceptable.
6. Decals as a stand alone product are not to be licensed
7. Badges are not acceptable
8. Bumper stickers are not acceptable.
9. No production or likeness of RCMP uniforms that could be worn and be construed as official kit of a member of the RCMP or give the opportunity for someone to portray a RCMP member.
10. Unit identifiers (forensics lab, ident, Interpol, CID) are not to be used

Intergrity Of Image

- ▶ Not putting a Mountie in a compromising position, bucking horses, under fire
- ▶ Not promoting violence
- ▶ Adhering to the values and direction of the RCMP
- ▶ Product should be fashionable and current to the extent that the public is interested
- ▶ Not harmful to the RCMP



INFO

All Over Prints

As a licensee you will find that all over prints can be quite successful. Whether combined with other Canadian themed designs or straight RCMP themed, we are happy to assist with the development. We ask that all suppliers work on diversity in their designs. We have such a diverse group of Mounties that we would like to see that diversity in our product.



The RCMP Foundation has developed some all over prints and we are happy to license use of these prints at no cost to the licensee. These designs are located in the online style guide files. If you have any questions, please don't hesitate to ask



01. Pattern Kids



02. Pattern Kids



03. Mounties Pattern

INFO

RCMP Uniform

Uniforms and equipment

The RCMP is recognizable throughout the world due to its unique uniforms. This page describes the original uniforms of the North-West Mounted Police and some of the arms and accoutrements that were used throughout the history of the RCMP.

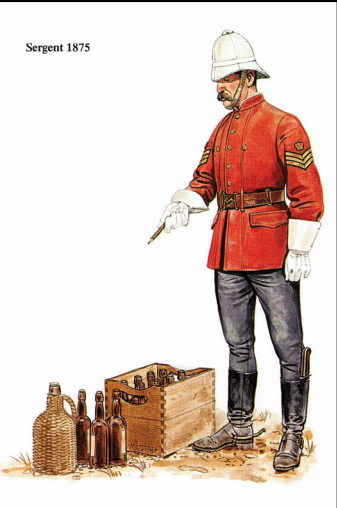


North-West Mounted Police uniform

In the 1800s the uniform of the North West Mounted Police (NWMP) was similar to the one worn by the British Army. In fact, the very first uniform used by the NWMP was issued from militia stores in Ottawa.

The scarlet Norfolk jacket, simple and practical, without trimmings, was chosen so that the North West Mounted Police would be readily identifiable with the reputation of their British predecessors (rather than the Americans in blue uniform) thereby gaining the confidence and respect of the First Nations. The breeches or trousers were steel gray or flesh coloured, not blue like today. Black Wellington boots with spurs were worn on parade and long brown boots on duty.

It is extremely important to keep the uniform as accurate as possible, even in cartoon drawings. We are happy to help with this.



RCMP Uniform Cadet Dress Overview

Sam Browne Assembly (Full)

The Sam Browne buckle ideally should be worn on the third (centre) set of holes. The second and forth holes are permissible. The buckle prongs curve facing to the holster.

A The buckle must be positioned in the centre of the red serge between the bottom two buttons.

The cross- strap attaches to the back "D" ring of the Sam Brown Pistol holder with the studded loop, under the left epaulette, it then attaches to the front "D" ring of the Sam Brown pistol Holder with the brass clip.

B The cross -strap buckle must be positioned snugly between the top two buttons of the Scarlet Tunic, in the top most available hole of the strap.

Lanyard

The lanyard must be put on last, and worn over top of all the other kit

C The lanyard must be worn under the epaulettes with the turkshead knot centered at the base of the lewis collar.

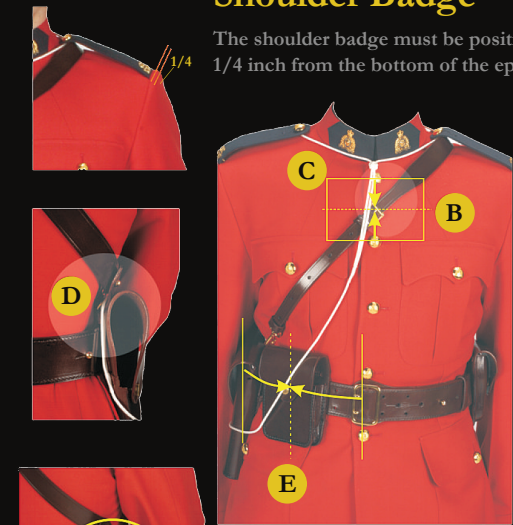
D The end of the lanyard that is on the gun holster side has to be hooked to the buckle on the backside of the cross-strap loop and hang freely when the pistol is not worn.

E The double magazine holder must be centered between the Sam Browne buckle and the brown pistol holster.

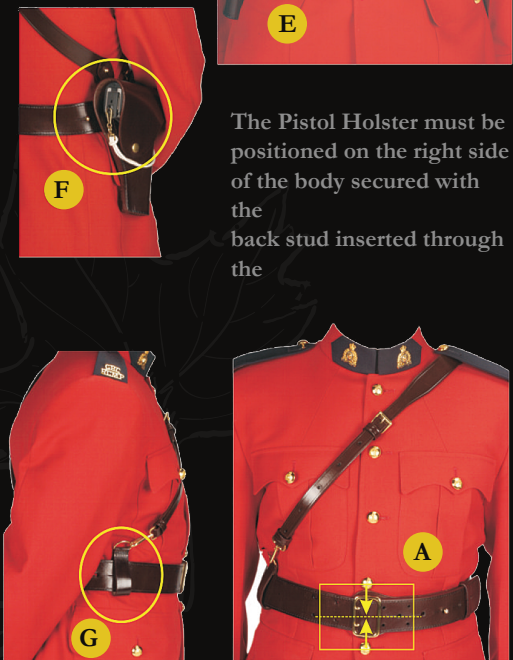
F When the pistol is worn, the lanyard must be clipped to the end of the magazine with a brass clip

Shoulder Badge

The shoulder badge must be positioned 1/4 inch from the bottom of the epaulette



The Pistol Holster must be positioned on the right side of the body secured with the back stud inserted through the



Sam Browne Assembly (Stripped)

The Sam Browne buckle ideally should be worn on the third (centre) set of holes. The second and forth holes are permissible. The buckle must be positioned in the centre of the Scarlet Tunic between the bottom two buttons.

G The "D" ring loops are to be used in place of the holster. No other accessories are to be worn on the belt.

B The cross strap that goes under the left epaulette is attached to the back "D" ring on the Sam Browne, the front brass clips then secure to the front " D" ring . The cross strap buckle must be positioned snugly between the two top buttons of the Scarlet Tunic, in the top most available hole of the strap.



Felt Hat

White ribbon on the inside of the felt hat, is worn to the back.

To be worn tilted forward just over the right eyebrow and on a 15 degree angle to the right

The straps feed through the slots on the side of the felt hat with the front strap closest to the inside. The front strap weaves at the back and the back strap weaves at to front, both centered. The straps must not sit on the brim of the hat, they must be affixed 1/2 inch off the brim so as to be in the middle of the hat band . Any excess strap may be trimmed off 1-1/2 inch from the weave.

The back strap must snugly hug the base of the skull, the front strap will be as low on the forehead as possible, but not visible.

H The buckle on the band is to be worn centered on the left side, with the strap end overlapping the buckle end with the tip of the strap pointing backward

I The handcuff pouch case must be positioned on the left side of the body pointing down the left stripe in some cases it must be pulled into position over the tag end of the belt to be over the stripe.

Spurs

J The spurs are to be worn with the tear drop of the rowel end of the spur pointing downward with the buckle to the outside of the boot.

The spur tab is to be centered on the front of the long boots with the round end of the tab to the top.


The spurs should be loose fitting with the spur level. The end of the top strap must not cover the outside stud.


The rowels of the spurs should spin freely in the shank so they may jingle.

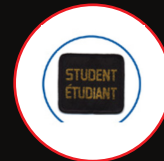
INFO


Badges and Insignia


Appointment Badges


Special Constable


Auxiliary

Student


Badge Cross Pistol Crown


Badge Cross Pistol


Badge Cross Rifle Crown


Badge Cross Rifle


Corps Identity


Officer's Cap Badge

Cap Badge


Collar Badge


Cloth Shoulder Badge


Metal Shoulder Badge


Air Services


Rank - Officers


Commissioner


Deputy Commissioner


Assistant Commissioner


Corps Sergeant Major


Sergeant Major


Staff Sergeant Major


Chief Superintendent

Superintendent


Inspector


Staff Sergeant


Sergeant


Corporal


Service


Service Badge (5 years)


Long Service Ribbons (20, 25 years)


Musical Ride Badge


Emergency Response Team


First Aid Instructor


Rough Rider


Long Service Ribbons (30, 35 years)

Long Service and Good Conduct Medal


Doghandler

Instructor


Piper

Forensic Identification Specialist


Sharpshooter



Fying Badge



Specialist, Branch and Qualifying



INFO

RCMP Division Symbols & Flags

Ensigns

The RCMP ensign was unveiled in June 1991, to respond to increasing demands for a flag. The ensign can be flown at all RCMP locations. It includes a stylized badge of the RCMP in the upper left corner & in the lower right corner a symbol can be added to identify units of the RCMP such as the Commissioner, the Equitation Section, the Training Academy in Regina, or any divisional headquarters.







INFO

Official Languages/langues officielles

It is very important for RCMP merchandise to adhere to the Official Languages Act as much as possible

Logo

The logo itself contains English and French but is not bi-lingual. However, this is deemed acceptable and should never be changed.

The phrase “**Maintiens le droit**” which translates to Maintain the right is the official motto of the RCMP.

With regards to merchandise production, 1 of the 2 options must be presented:

1. The design must contain any words in English and French. Examples are RCMP – GRC.

Allowed—Note font sizes are the same on RCMP and GRC



Not Allowed—Note font sizes are different on RCMP and GRC



2. There must be an English design and a French design submitted for approval



General Guideline

Fonts need to be the same size in English and French. Text size must be altered in both the English and the French text if needed to fit the design.



The Official Languages Act (**French:** Loi sur les langues officielles) (the Act) is a **Canadian law** that came into force on September 9, 1969,^[1] which gives **French** and **English** equal status in the government of **Canada**.^[2] This makes them "official" languages, having preferred status in law over all other languages. Although the Official Languages Act is not the only piece of federal language law, it is the legislative keystone of **Canada's official bilingualism**. It was substantially amended in 1988. Both languages are equal in Canada's government and in all the services it controls, such as the courts.

Kids Designs

Lil Mountie Logos



Lil Mountie Designs



Kids Designs

Cartoon Children



Royal Canadian
Boys & Girl



Cartoon Animals



Royal Canadian
Animals



Mountie MacLean

Mountie MacLean is a character in which the RCMP has full ownership of all rights. As a licensee, you may use this Character in your designs, bobble heads, statues, etc...



Animals Section

Over history the RCMP has been known for the use of horses and dogs. Utilizing these in designs has proven quite successful over the years.

Horses



What breed are the horses?

The horses are predominantly thoroughbreds, although In March 1989, black Hanoverian broodmares and stallions were purchased to further supplement and improve our stock's bloodlines in relation to colour, substance and conformation. Hanoverians also have two predominant black lines in their breed, which benefits the bone structure and size. They are quiet by nature, almost lethargic, so crossing them with Thoroughbreds produces a well tempered horse with the desired confirmation.

How many horses does the RCMP have altogether?

There are approximately 27 broodmares at the farm, along with 40 to 50 young horses from babies to three year olds. At the stables in Ottawa, there are approximately 96 horses which include class horses, Musical Ride horses and the young horses in training.



Police Dogs Facts

All police dogs are trained at the Depot training centre. There are a number of variety of breeds, however the most common breed is the German Shepard



Here is an example of a licensed item that had tramendous success.

La Boutique

The Mountie Shop

Official Retailer of the RCMP • Détaillant officiel de la GRC


MENS ▾ LADIES ▾ KIDS ▾ NOVELTY ▾ BOGO CALENDAR UNDER ARMOUR   

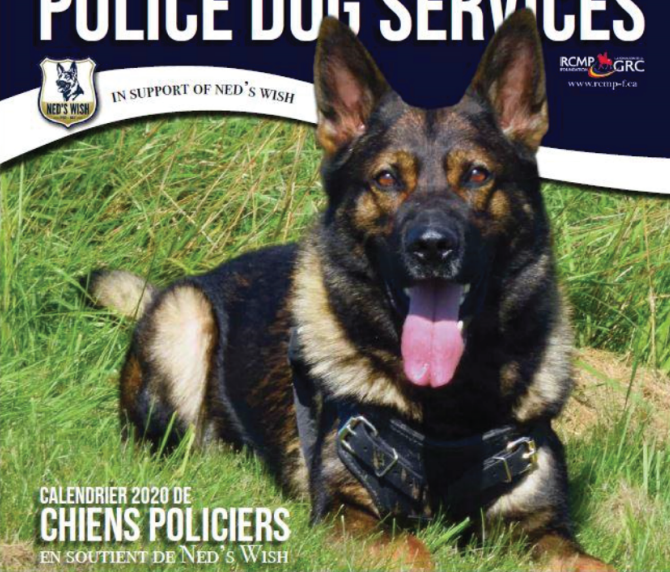
Home / Products / 2020 Police Dog Services Calendar

EN | FR

2020 CALENDAR

POLICE DOG SERVICES

 IN SUPPORT OF NED'S WISH 



CALENDRIER 2020 DE CHIENS POLICIERS

EN SOUTIEN DE NED'S WISH

2020 POLICE DOG SERVICES CALENDAR

\$19.99

This holiday season, the RCMP Foundation is partnering with Ned's Wish to raise funds for heroes with paws!





Calendars are in English.

Order your calendar today to ensure you receive it in time for the holidays!

\$5 from every calendar sold will go directly to Ned's Wish and will help to improve the wellness for retired police dogs throughout Canada.

Visit <https://www.nedswish.com/> for more information

ADD TO CART

Share:     

INFO

Typography

FONT NAME

EB Garamond

LOGO FONT SIZE

Size: 40pt Leading: 45pt

Download

<https://www.fontsquirrel.com/fonts/eb-garamond>

Classification

Display, Serif

Designed By

Georg Duffner

Aa

MAINTIENS
LE DROIT

FONT NAME

Bank Gothic

LOGO FONT SIZE

Size: 30pt Leading: 45pt

Download

<https://www.fontpalace.com/font-download/BankGothic+Bold/>

Classification

Display, Sans Serif

Designed By

Not Available

Aa



A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z
1 2 3 4 5 6 7 8 9 0

RCMP  GRC
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Labels

7.1 Architecture



Front Side

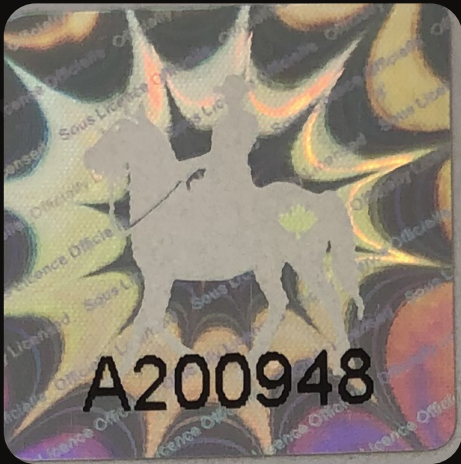
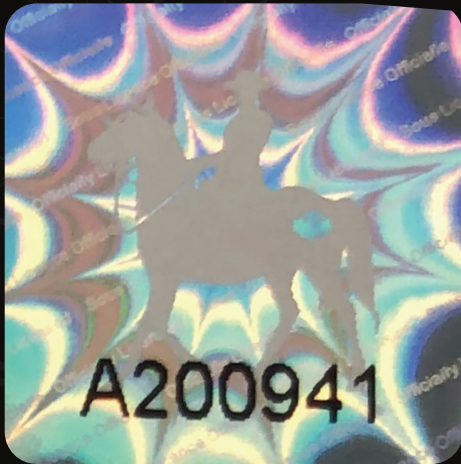
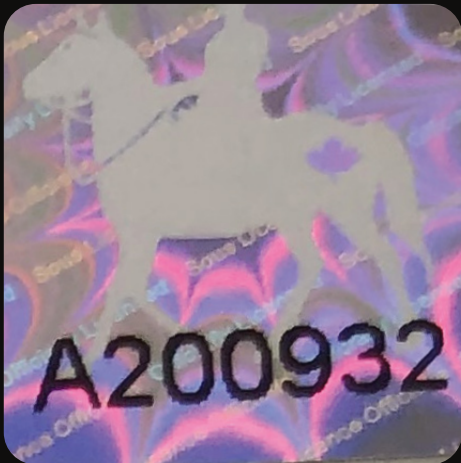
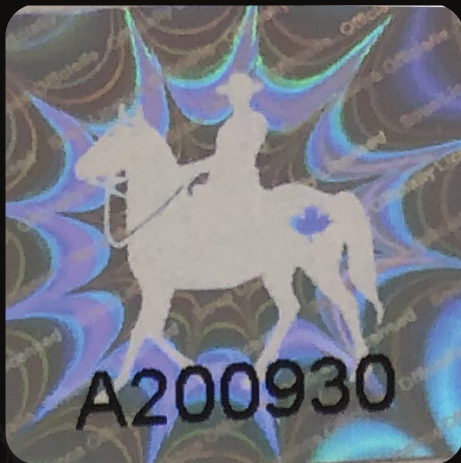
Back Side



Maintiens Le Droit

Labels

7.2 holograph Security Stickers



Labels

7.3 Inside Neck Labels

Printed Tag



Direct Printed Tag



INFO

Primary Logo Color Palette

The goal os to achieve consistent reproduction of Primary Crest Color Palette in everywhere worldwide

PRIMARY COLOR PALETTE

#000000

C0 M0 Y0 K100

R35 G31 B32

#e3c222

C5 M15 Y94 K6

R229 G196 B39

#184a82

C100 M65 Y0 K35

R0 G71 B133

#5f8441

C67 M29 Y94 K10

R94 G134 B66

#511b0f

C0 M78 Y100 K80

R84 G19 B0

#9fceef

C34 M6 Y0 K0

R161 G209 B240

GRAIDENT COLOR

+

=

INFO

Secondary Logo Color Palette

The goal os to achieve consistent reproduction of Secondary Logo Color Palette in everywhere worldwide

SECONDARY COLOR PALETTE

#000000

C0 M0 Y0 K100

R35 G31 B32

#d73648

C0 M91 Y65 K11

R215 G54 B72

#ffd143

C0 M17 Y84 K0

R255 G209 B67

#754e2a

C39 M63 Y89 K35

R117 G78 B42

#ffffff

C0 M0 Y0 K0

R255 G255 B255