

HOW WE LOOK

BRAND STANDARDS GUIDE



In order to maintain a consistent brand identity, the brand standards guide is developed to provide guidelines on how to properly use and integrate the logo.

To guarantee the quality, consistency, and success of the identity, all users must adhere to the design guidelines.

LOGO STYLES

OFFICIAL COLOURS ON
WHITE BACKGROUND



OFFICIAL COLOURS ON
DARK BACKGROUND



ONE FULL COLOUR



ONE FULL COLOUR WITH
TINT



RECOMMENDED MINIMUM SIZE

In order to maintain the integrity and readability of the logo, we recommend you do not display the logo any smaller than what is shown here.



1.25"

RECOMMENDED SPACING

In order to maintain the integrity and readability of the logo we recommend that you give the logo adequate spacing on all sides, as shown here.



FILE FORMATS

PDF FORMAT

This is the file type that your printer will need to print business cards, signs, brochures, etc. It is the most accurate file and can be scaled to any size without degradation. A Pantone® version and CMYK version are both available for use, depending on the application.

JPG FORMAT

This universal file format is optimized to use in onscreen applications, such as the Internet, email and PowerPoint presentations. It uses a high degree of compression to create a smaller file size. It is not well-suited for printing but works great when sent via email.

PNG FORMAT

This file format is a blend between a PDF and a JPG. It contains a transparent background, allowing you to place the logo on any colour background. However, this type will only work well onscreen and not in a print setting, due to its compression.

TYPE USE

Aa

Franklin Gothic Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%^&*_)1234567890

Aa

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%^&*_)1234567890

COLOUR USE



PANTONE 144 C
CMYK 0 48 100 0
RGB 248 152 29



PANTONE 1797 C
CMYK 0 100 100 4
RGB 228 27 35



PANTONE BLACK C
CMYK 60 40 40 100
RGB 0 0 0