

Visual Brand – QUICK GUIDE

Logo Components & Variations

Our brand mark (logo) is comprised of two components – icon and wordmark, which may be used individually or together in one of two Full Logo configurations: Horizontal or Vertical.

Logos and components are provided in a range of variations and colours. **Full colour logos should be used whenever possible.** All official logo, icon and wordmark variations are illustrated on pages 6-9 of the Visual Brand guide. **Never create new variations or alter logos in any way.**

Minimum Sizes

Our logo must never be too small. The type and resolution of the medium used will have a significant influence on the clarity of the logo at a given size—use care and judgment. To maintain legibility, please adhere to the following minimums:

Our **Wordmark** (whether alone or in a full logo) should never be printed smaller than 14mm (9/16”) wide; never less than 60 pixels for digital/screen applications.

The **Icon** should never be printed smaller than 8mm (5/16”) wide. For digital/screen it should never be less than 25 pixels.

Please note that the diagrams at right are not to scale.



This QUICK GUIDE is intended to provide at-a-glance reference for basic logo applications and simple documents. Always refer to the complete Visual Brand Guide for full rules and details.

Clear Space

The diagram at right illustrates how to calculate the minimum clear space required for a given application. For Full Logos and Icons, inscribe a circle in the highest peak of the icon (it should be as large as possible, without breaking outside the lines of the icon). The diameter of this circle equals the minimum clear space. For wordmarks and clear space exceptions, see page 10 of the Visual Brand Guide.



Colour Palette*

Pantone 3015C is the most important of our colours—use for headings and graphics. Pantone 403C is used for headings too. *See page 15 of Visual Brand Guide for full palette.

	Pantone: 3015 C CMYK: 100, 30, 0, 20 RGB: 0, 98, 155 (00629b)
	Pantone: 298 C CMYK: 62, 2, 0, 0 RGB: 65, 182, 230 (41b6e6)
	Pantone: 361 C CMYK: 69, 0, 100, 0 RGB: 68, 175, 73 (43af48)
	Pantone: 403 C CMYK: 18, 21, 27, 47 RGB: 141, 133, 123 (8d857b)

Typography*

Our communication typeface is Fira Sans. The majority of our applications call for the Light font, with heavier faces used primarily to create contrast and variation.

When a web-safe font is required (e.g. email) use Verdana; however, Fira Sans should be employed whenever possible.

*See page 16 of Visual Brand Guide for a list of all fonts and how to use them.

Fira Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz1234567890!@#%&*({|/|\})

Use Fira Sans Light for body copy as well as large headlines (as seen on this page).