



GRAPHIC STANDARDS

**LOGO**  
VERSIONS



**LOGO**  
CONSTRUCTION - ENGLISH



**LOGO**  
CONSTRUCTION - FRENCH



**LOGO**  
7 COLOURS - CMYK



-  **C: 26 / M: 36 / Y: 0 / K: 0**
-  **C: 25 / M: 44 / Y: 94 / K: 0**
-  **C: 0 / M: 12 / Y: 94 / K: 0**
-  **C: 54 / M: 12 / Y: 95 / K: 0**
-  **C: 54 / M: 0 / Y: 16 / K: 0**
-  **C: 54 / M: 85 / Y: 62 / K: 0**
-  **C: 0 / M: 85 / Y: 55 / K: 0**
-  **C: 0 / M: 0 / Y: 0 / K: 90**

**LOGO**  
7 COLOURS - RGB



**R: 186 / G: 164 / B: 207**  
# BAA4CF



**R: 198 / G: 146 / B: 56**  
# C69238



**R: 255 / G: 218 / B: 30**  
# FFDA1E



**R: 133 / G: 178 / B: 71**  
# 85B247



**R: 106 / G: 202 / B: 215**  
# 6ACAD7



**R: 141 / G: 75 / B: 93**  
# 8D4B5D



**R: 240 / G: 78 / B: 94**  
# F04E5E



**R: 65 / G: 64 / B: 66**  
# 414042

**LOGO**  
7 SHADES - GREYSCALE



**LOGO**

**SAFETY ZONE**

*Always keep this surrounding area clear to ensure legibility and avoid visual interference.*



## LOGO

### ON VARIOUS BACKGROUNDS

For solid light and dark backgrounds, use one of the following 2 logo versions.

Use the original logo on even light backgrounds with a general brightness value between white – 15% black.



WHITE 0% BLACK

15% BLACK

Use this version for even dark backgrounds with a general brightness value between 65% – 100% black.



65% BLACK

100% BLACK

## LOGO

### ON VARIOUS BACKGROUNDS

For medium brightness solid backgrounds, use the following logo to ensure adequate contrast and legibility.

*Do not use the regular logo version on a background with a general brightness level of 20% - 60% black.*



*\* This example illustrates an inadequate amount of contrast when the regular logo is used on a medium bright background colour.*

*Instead, use this version. The white box is equivalent to the logo safety zone, described previously.*



20% BLACK

60% BLACK

## LOGO

### ON VARIOUS BACKGROUNDS

For simple solid light colour backgrounds, use the following logo.

Use the regular logo for solid light backgrounds with a general brightness value between white – 15%.



WHITE 0% COLOUR

15% COLOUR VALUE

Use this version for solid dark backgrounds with a general brightness value between 65% – 100% black



65% BLACK

100% BLACK

## LOGO

### ON VARIOUS BACKGROUNDS

For solid colour backgrounds, use the following logo to ensure adequate legibility.

*Do not use the regular logo version on a background with a colour brightness level of 20% - 100%.*



*\* This example illustrates an inadequate amount of contrast when the regular logo is used on an overly saturated solid background colour.*

*Instead, use this version. The white box is equivalent to the logo safety zone, described previously.*



20% COLOUR VALUE

100% COLOUR VALUE

## LOGO

### ON VARIOUS BACKGROUNDS

For complex or patterned backgrounds, use the following logo to ensure adequate legibility.

Do not use the regular logo version on a background with a colour brightness level of 20% - 100%.



\* This example illustrates an inadequate amount of legibility when the regular logo is used on a complex or patterned background.

Instead, use this version. The white box is equivalent to the logo safety zone, described previously.



## LOGO

### ON VARIOUS BACKGROUNDS

*For photographic backgrounds, use the following guidelines to ensure adequate legibility.*

*The regular logo may be used on very light photographic backgrounds with flat even tone.*



*Equally, the regular logo may also be used on dark photographic backgrounds, with flat even tone.*



*\* Note - follow the general brightness guidelines relating to solid colours with photographic backgrounds.*

## LOGO

### INCORRECT USAGE

To ensure consistency and visual integrity, do not use the log in any of the following ways.



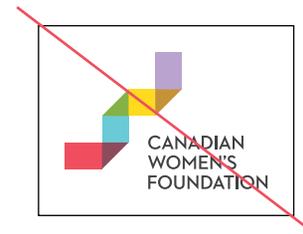
Do not use any colour for the name, other than the official dark grey, or white.



Do not change any colours in the icon.



Do not move any logo elements.



Do not outline the logo safety zone.



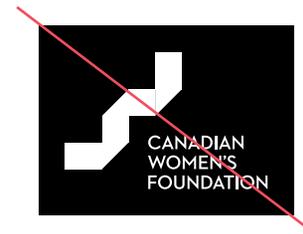
Do not stretch or compress the logo in any way. When scaling up or down keep the original shape proportions.



Do not apply any effects to the logo, such as drop shadows, gradients, outlines, etc.



Do not use any other typeface for the name.



Do not fill in the logo safe zone with any colour.

**TYPOGRAPHY**  
HEADLINES

NEUTRAFACE 2 DISPLAY – BOLD – ALL CAPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

NEUTRAFACE 2 DISPLAY – MEDIUM – ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

NEUTRAFACE 2 DISPLAY – LIGHT – ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

NEUTRAFACE 2 DISPLAY – THIN – ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**TYPOGRAPHY**  
BODY TEXT

NEUTRAFACE 2 TEXT – BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**1234567890**

NEUTRAFACE 2 TEXT – DEMI

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

NEUTRAFACE 2 TEXT – BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

NEUTRAFACE 2 TEXT – LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## TYPOGRAPHY EXAMPLE 1

### LOREM IPSUM DOLOR SIT AMET CONS TETUR ADIPISCING MAST

NEUTRAFACE 2 DISPLAY - BOLD - 18pt / 19pt LEADING

#### DUIS EST DOLOR, CURSUS EU SUSCIPIT

NEUTRAFACE 2 TEXT - BOLD - 9pt / 11pt LEADING

Porttitor vitae lorem. Morbi molestie lacus non nequ vulputate tristique. Sed sed elit nec elit bibendum faucibus quis in neque. Sed lacinia sodales arcu at tempus. Mauris felis lectus, ornare vitae ornare et, interdum in diam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Praesent ornare consequat urna, et egestas tellus lobortis vel. Nulla feugiat quam lacinia urna egestas vitae congue ante auctor. Aliquam placerat, justo at faucibus fringilla, enim urna posuere magna, vitae luctus tortor augue eu est. Mauris felis lectus, ornare vitae ornare et, interdum in diam. Aenean euismod fermentum congue.

NEUTRAFACE 2 TEXT - BOOK - 9pt / 11pt LEADING

*Vivamus nec gravida massa. Fusce imperdiet, felis ut pellentesque porta, orci nulla venenatis ligula, at molestie leo erat id risus.*

NEUTRAFACE 2 TEXT - BOOK ITALIC - 9pt / 11pt LEADING

**TYPOGRAPHY**  
EXAMPLE 2

**LOREM IPSUM DOLOR  
SIT AMET CONS TETUR**  
ADIPISCING MAST

NEUTRAFACE 2 DISPLAY - BOLD - 30pt / 28pt LEADING

NEUTRAFACE 2 DISPLAY - LIGHT - 30pt / 28pt LEADING

Duis est dolor, cursus eu suscipit portitor vitae lorem. Morbi molestie lacus non nequ vulputate tristique. Sed sed elit nec elit bibendum faucibus quis in neque. Sed lacinia sodales arcu at tempus.

NEUTRAFACE 2 TEXT - BOOK - 14pt / 15pt LEADING

**MAURIS FELIS LECTUS, ORNARE VITAE ORNARE ET, INTERDUM IN DIAM.**

NEUTRAFACE 2 TEXT - BOLD - 9pt / 11pt LEADING

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent ornare consequat urna, et egestas tellus lobortis vel. Nulla feugiat quam lacinia urna egestas vitae congue ante auctor. Aliquam placerat, justo at faucibus fringilla, enim urna posuere magna, vitae luctus tortor augue eu est. Mauris felis lectus, ornare vitae oare et, interdum in diam. Aenean euismod fermentum congue. Vivamus nec gravida massa. Duis quis diam sem. Pellentesque habitant morbi tristique senectus. Fusce imperdiet, felis ut pellentesque porta, orci nulla venenatis ligula, at molestie leo erat id risus.

NEUTRAFACE 2 TEXT - BOOK - 9pt / 11pt LEADING

**TYPOGRAPHY - GENERIC SOLUTION, FOR WHEN NEUTRAFACE IS NOT AVAILABLE + WEB HEADLINES**

TREBUCHET MS – BOLD – ALL CAPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

TREBUCHET MS – REGULAR – ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**TYPOGRAPHY - GENERIC SOLUTION, FOR WHEN NEUTRAFACE IS NOT AVAILABLE + WEB**  
BODY TEXT

TREBUCHET MS – BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**1234567890**

TREBUCHET MS – REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

**TYPOGRAPHY - GENERIC SOLUTION, FOR WHEN NEUTRAFACE IS NOT AVAILABLE + WEB**  
EXAMPLE 1

**LOREM IPSUM DOLOR  
SIT AMET CONS TETUR  
ADIPISCING MAST**

TREBUCHET MS - BOLD - 18pt / 19pt LEADING

**DUIS EST DOLOR, CURSUS EU SUSCIPIT**

TREBUCHET MS - BOLD - 9pt / 12pt LEADING

Porttitor vitae lorem. Morbi molestie lacus non nequ  
vulputate tristique. Sed sed elit nec elit bibendum  
faucibus quis in neque. Sed lacinia sodales arcu at  
tempus. Mauris felis lectus, ornare vitae ornare et,  
interdum in diam. Cum sociis natoque penatibus  
et magnis dis parturient montes, nascetur ridiculus  
mus. Praesent ornare consequat urna, et egestas  
tellus lobortis vel. Nulla feugiat quam lacinia urna  
egestas vitae congue ante auctor. Aliquam placerat,  
justo at faucibus fringilla, enim urna posuere  
magna, vitae luctus tortor augue eu est. Mauris felis  
lectus, ornare vitae ornare et, interdum in diam.  
Aenean euismod fermentum congue.

TREBUCHET MS - REGULAR - 9pt / 12pt LEADING

*Vivamus nec gravida massa. Fusce imperdiet, felis  
ut pellentesque porta, orci nulla venenatis ligula,  
at molestie leo erat id risus.*

TREBUCHET MS - REGULAR ITALIC - 9pt / 12pt LEADING

**TYPOGRAPHY - GENERIC SOLUTION, FOR WHEN NEUTRAFACE IS NOT AVAILABLE + WEB**  
EXAMPLE 2

**LOREM IPSUM DOLOR  
SIT AMET CONS TETUR  
ADIPIESCING MAST**

TREBUCHET MS - BOLD - 30pt / 28pt LEADING

TREBUCHET MS - REGULAR - 30pt / 28pt LEADING

Duis est dolor, cursus eu suscipit porttitor vitae lorem. Morbi molestie lacus non nequ vulputate tristique. Sed sed elit nec elit bibendum faucibus quis in neque. Sed lacinia sodales arcu at tempus lorem ipsum.

TREBUCHET MS - REGULAR - 12pt / 15pt LEADING

**MAURIS FELIS LECTUS, ORNARE VITAE ORNARE ET, INTERDUM IN DIAM.**

TREBUCHET MS - BOLD - 9pt / 12pt LEADING

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent ornare consequat urna, et egestas tellus lobortis vel. Nulla feugiat quam lacinia urna egestas vitae congue ante auctor. Aliquam placerat, justo at faucibus fringilla, enim urna posuere magna, vitae luctus tortor augue eu est. Mauris felis lectus, ornare vitae oare et, interdum in diam. Aenean euismod fermentum congue. Vivamus nec gravida massa. Duis quis diam sem. Pellentesque habitant morbi tristique senectus. Fusce imperdiet, felis ut pellentesque porta, orci nulla venenatis ligula, at molestie leo erat id risus.

TREBUCHET MS - REGULAR - 9pt / 12pt LEADING

## PHOTOGRAPHY

### CREATIVE CONSIDERATIONS

*The following are guiding considerations when looking for photographic imagery. Use these cues in order to obtain visually engaging and consistent images across the brand platform (including special events and campaigns.)*

#### PHOTOGRAPHY SHOULD:

- feel natural, relaxed, candid, not overly posed.
- use natural light whenever possible. If using studio shots, avoid harsh flash or high-contrast lighting with hard shadows. The image should feel luminous and inviting, in a soft and natural way.
- not have overly complex backgrounds, or too many elements in the shot. The simpler the better.
- ideally have a shallow depth of field (where the subject is in focus, and the background blurred.)
- be in colour (avoid b&w as much as possible.) Ideally colours should be on the soft side, and not overly saturated or high contrast.
- when using stock photography avoid cliché poses and models. Instead, look for “real” people, ideally with interesting features and expressions. All shapes, ages, colours and sizes welcome.

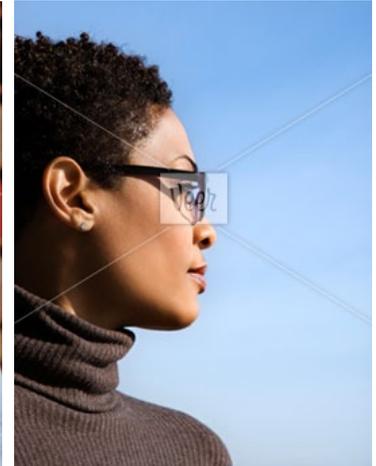
#### ADDITIONAL CONSIDERATIONS:

- + a range of emotions and expressions is encouraged, from serious and pensive, to happy and playful, however avoid melodrama and clichés.
- + use both images where the model has direct eye contact with the camera, and also images where the model is looking off camera.
- + try to avoid empty white backgrounds as much as possible, unless this is needed for a specific layout. If a flat background is needed, consider a solid colour or white background with some shading to it.
- + in terms of logo and type integration, when possible try to use images that feature a substantial amount of flat, solid, or empty areas.

**PHOTOGRAPHY**  
EXAMPLES 1



**PHOTOGRAPHY**  
EXAMPLES 2



**MONOCHROME LOGO**  
FOR SINGLE COLOUR SCREEN-PRINTING

