

Brand Identity

guidelines

02C

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INTRODUCTION

Introduction to guideline users

A brand is the promise, the big idea, the reputation and expectation that resides in each customer's mind about the product and/or the company. It is a powerful yet intangible asset. Brand is about making an emotional connection. People fall in love with brands. They trust them, develop strong loyalties, buy them, and believe in their superiority. The brand is shorthand: it stands for something and demonstrates it every day. Branding used to be the exclusive preview of big consumer products and institutions.

Corporate/Brand Identity is the image, usually in print, in web, in the form of logos, business cards, letterhead and other materials. It so is the visual representation of an organization, including its logo, design, typefaces and colours- as well as its philosophy.

Correct and consistent use of our corporate visual identity helps to create and maintain a positive, recognizable image of the company. Doing so also helps to protect valuable company trademarks and other brand assets.

These guidelines are to help ensure the consistent, legal and acceptable use of the corporate identity. Whether you're an employee, contractor, supplier or business partner, it is your responsibility to review and apply these guidelines when using or contemplating the use of the corporate identity.

BRAND COLOURS

402C

Primary colours

Solid

Brand colours communicate both brand positioning and brand personality. To ensure accurate and consistent colour representation across all media, Pantone®, 4-colour process, and Web-screen values have been provided.



PMS Orange 021C



4/C Process
C4, M53, Y97, K0



Web Colour
F78F1E



PMS 402C



4/C Process
C28, M26, Y34, K0



Web Colour
BBB2A4

Tints

Sample Pantone® tints percentage breakdown.



80%



60%



40%



20%



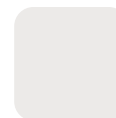
80%



60%



40%



20%

BRAND COLOURS

02C

Secondary colours

Solid

Brand colours communicate both brand positioning and brand personality. To ensure accurate and consistent colour representation across all media, Pantone®, 4-colour process, and Web-screen values have been provided.



PMS Cool Gray 6



4/C Process
C32, M25, Y25, K0



Web Colour
B0B1B3

Tints

Sample Pantone® tints percentage breakdown.



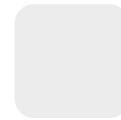
80%



60%



40%



20%

BRAND LOGOS

Brand logos/ Tagline

To be used as provided with no editing, modifying or colour changing. A permission from Zone1 is a must to do so.

Logos available in:

Web format (JPJ and GIF). Printing format (TIFF and EPS)

2 Colours Logo



1 Colour Logo with Tagline



Knockout/ Reversed logo



Incorrect logo usage

The following examples illustrate misuses of the logo.



Knockout / Reversed logo on light background (Incorrect)



Positive logo on dark or textured background (Incorrect)



Rotated Logo (Incorrect)

BRAND TYPEFACES

02C

Official typefaces

Georgia is used for body text (Brochures, Catalogues and Letters)



Georgia
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia Bold
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia Italic
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia Bold Italic
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Limited-use fonts

Franklin Gothic is used for addresses, phone numbers and sub headlines



Franklin Gothic Medium Cond.
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Franklin Gothic Medium
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Franklin Gothic Demi
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Franklin Gothic Medium Italic
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Franklin Gothic Demi Italic
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Franklin Gothic Heavy
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Special fonts

BankGothic is used for headlines, Logo Tagline and special events

BANKGOTHIC



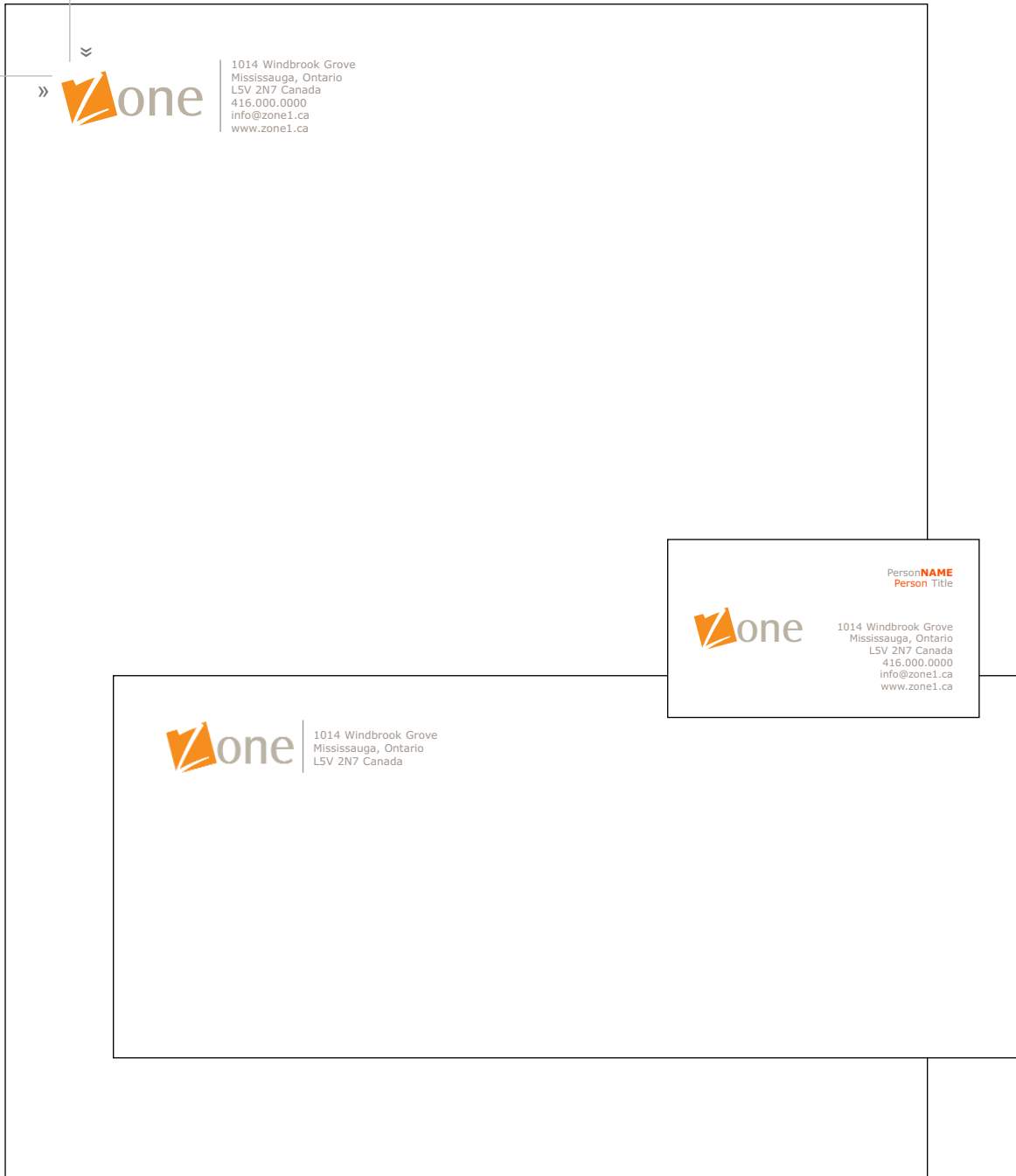
STATIONARY SAMPLES

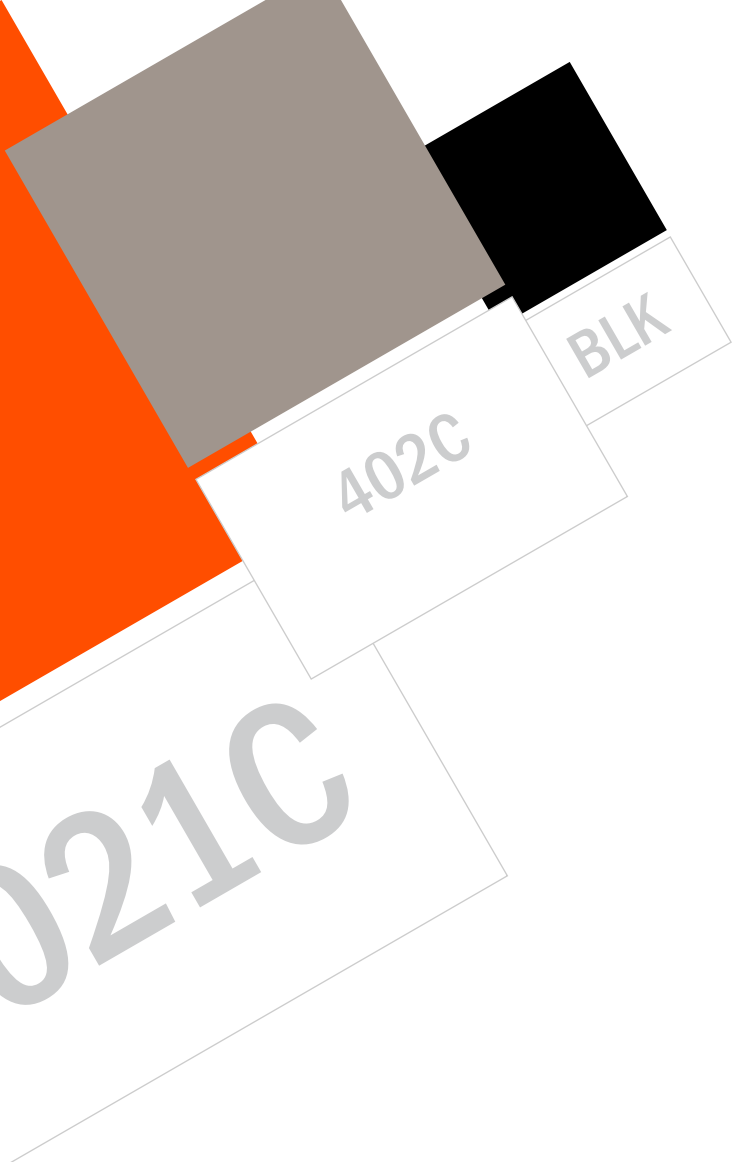
A white background is the base for our brand stationary.



A clear space should surround the logo, separating it from elements and the edge of the document.

Positioning Sample





1014 Windbrook Grove
Mississauga, Ontario
L5V 2N7 Canada
416.000.0000
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www.zone1.ca