greatwhitenorth

BRAND GUIDELINES
2017 - 2018

OUR LOGO

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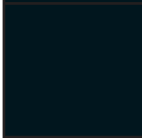**greatwhitenorth**

LOGO BACKGROUND

At Great White North Technology Consulting, we aim to grow alongside the businesses we partner with. That being said, we had to grow as our own business first. Many logo ideas flew around during the initial design process. We narrowed it down to our main logo & font, and chose this diamond symbol. This represents a compass head pointing North. It is a minimalistic style with a unique typeface to stand out from our competitors. Another major factor of designing the logo was how well it would print onto branding items such as clothing.

The colour options are a somewhat recent addition to our branding. We went with this palette since it seemed friendly, crisp and clean. Again, we wanted to consider embroidery and clothing for our staff, and everyone liked this palette.

	Colour Values
	HEX #2991D6 RGB 41,145,214 HSV 204,81,84 CMYK 81,32,0,16
	HEX #103A55 RGB 16,58,85 HSV 203,81,33 CMYK 81,32,0,67
	HEX #01161E RGB 1,22,30 HSV 197,97,12 CMYK 97,27,0,88
	HEX #333333 RGB 51,51,51 HSV 0,0,20 CMYK 0,0,0,80
	HEX #FCFCFC RGB 252,252,252 HSV 0,0,99 CMYK 0,0,0,1

SAFE ZONE

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SAFE ZONE

Our logo is very clean, therefore we would like the area surrounding it to be as well. When resizing our logo to the appropriate size please leave a "safety zone" between the text and any content. The best measurement would be to take the height of our larger font, and then use that measurement for the safe zone. This way we have enough space to let our logo breathe among any other content.

Height of this text (whatever you ajdust it to) will equal the safe zone around the logo.

MINIMUM SIZE

Our minimum size for our logo is 1.25 inches wide. We want to be sure our logo is always legible, meaning it must also be kept at *300 DPI* no matter what the size.

1.25"

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MAXIMUM SIZE?

You can make it as big as you would like. As long as you're using a vector file (.ai .png .eps) then there are no restrictions.

WHITE LOGO RULES

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White logo's must only be used when the background is black or a very dark colour. We will most likely provide you with the best colour choice for your specific project anyway.

LOGO SIZING
DO'S & DONT'S

DO...

Do use any one of our swatches from the palette provided for the logo colour. Prior to making this change please contact GWNTC for approval.

Use vector files for as much as possible. This would be our .AI file or a .PNG. Please avoid using a JPEG or PDF.

Do contact us if you have any questions or concerns. We would rather hear from you over something small than have you move forward with a major design decision.

DON'T...

Do not change the colour to something other than our colour palette options.

Do not change the design at all. No changes or moving around our logo.

Do not distort or skew the logo. Place it as it is. I mean it, don't do it. It will be noticable no matter how slight!
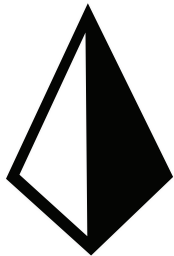
TYPOGRAPHY

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Coolvetica Bold

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

This font was chosen for it's boldness and memorability. It is a unique typeface, and works well for embroidering and on a smaller scale.

OUR OTHER LOGO'S

greatcloud

greatsecurity

greatsupport

Doing IT Right

greatwifi

greatwhitenorth
technology consulting inc.

greatdesign

Great White North offers many services, and with these services comes different logo options. As shown below we have multiple trademarked logo's under our company.

These logo's must also follow the same specific guidelines for our main logo. They also are useable under the same colour palette.

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	HEX #103A55 RGB 16,58,85 HSV 203,81,33 CMYK 81,32,0,67
	HEX #01161E RGB 1,22,30 HSV 197,97,12 CMYK 97,27,0,88
	HEX #333333 RGB 51,51,51 HSV 0,0,20 CMYK 0,0,0,80
	HEX #FCFCFC RGB 252,252,252 HSV 0,0,99 CMYK 0,0,0,1