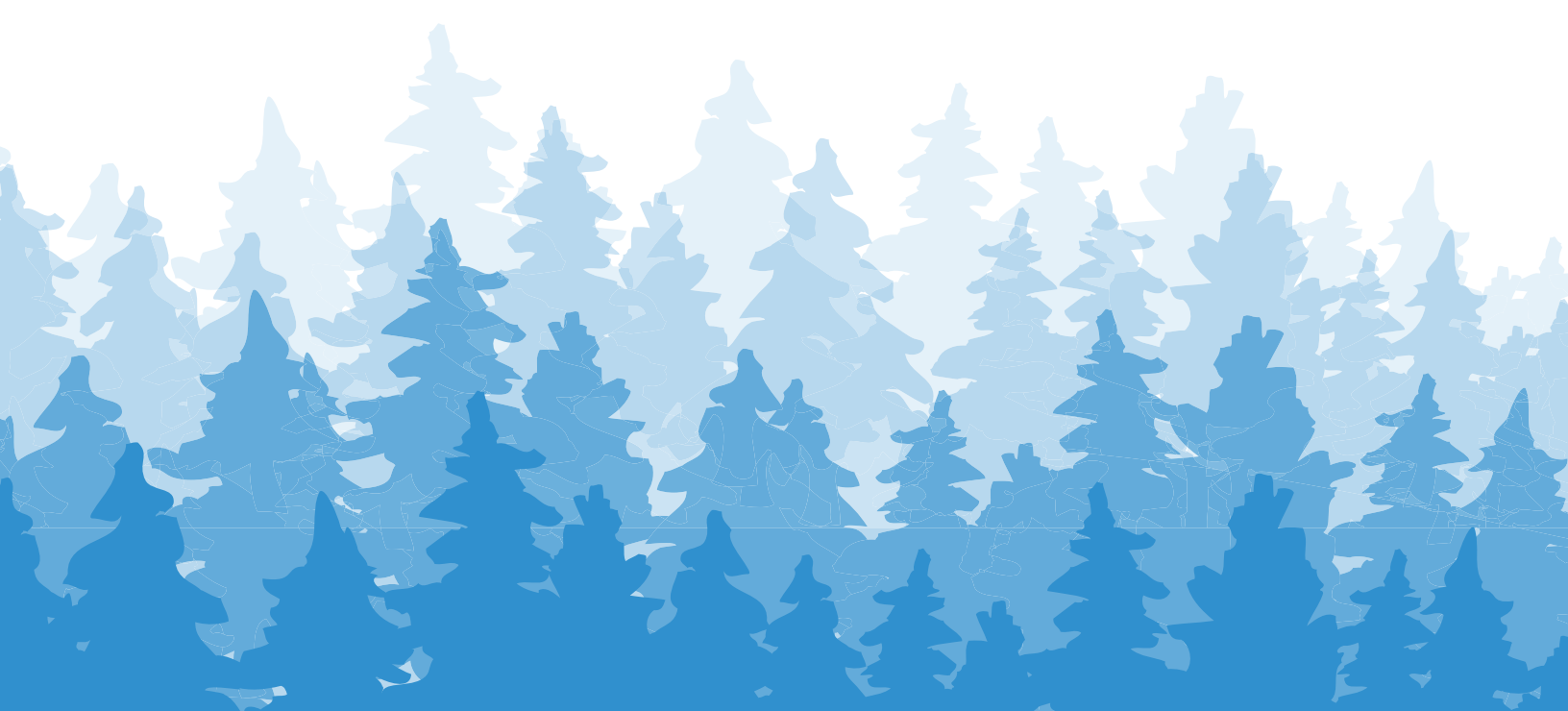




# BRAND GUIDELINES

## 2019-2020



150 ALGONQUIN BLVD. EAST, SUITE 1A  
TIMMINS, ON. P4N 1A7 | 1 (866) 268 4216

# OUR LOGO, COLOURS & FONTS





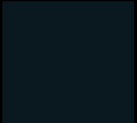

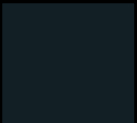
## LOGO BACKGROUND

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 physical media such as paper, clothing or pens.

We went with this palette since it was friendly, crisp and clean.

## OUR COLOURS

	Pantone 7689 Coated HEX #1598CB RGB 41, 143, 194 CMYK 77, 25, 6, 0
	Pantone 2189 Coated HEX #002744 RGB 11, 57, 78 CMYK 94, 24, 0, 85
	Pantone 6C Coated HEX #0B1820 RGB 17, 25, 33 CMYK 100, 79, 44, 93
	CMYK - 1% Black HEX #FCFCFC RGB 252,252,252 CMYK 0,0,0,1
	CMYK - 80% Black HEX #333333 RGB 51,51,51 CMYK 0,0,0,80

## LOGO FONT

### 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**

## TAGLINE FONT

Proxima Nova (Medium)

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

# LOGO GUIDELINES

## SIZING & 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 logo text including the diamond. The safe zone is roughly the width of our diamond (proportional) or 10% of the overall width of the logo as illustrated above. This way we have enough space to let our logo breathe among any other content.

## MINIMUM SIZE

When printing on physical media respecting our minimum size is critical. For our logo the minimum width is 1.5 inches (vector) and a minimum of 300 pixel per inch (raster) to retain optimum clarity. As for the web version of our logo the minimum is 250 pixels (raster) wide by the scaled height. We want to be sure our logo and tagline is always legible.



## MAXIMUM SIZE?

You can make it as big as you would like! As long as you’re using a vector based file (.ai or .eps) then there are no restrictions as long as the above statements are respected.

# LOGO VARIATIONS

These are a variety of acceptable logo variations. As we are open to different ideas, we would like to not stray too far from the examples listed below.

One-Colour Black



One-Colour Blue  
Pantone 7689 C



One-Colour Dark Blue  
Pantone 2189 C



One-Colour Reverse  
Black



One-Colour Reverse  
Pantone 7689 C



One-Colour Reverse  
Pantone 2189 C



# USAGE ETIQUETTE

## DO'S & DONT'S

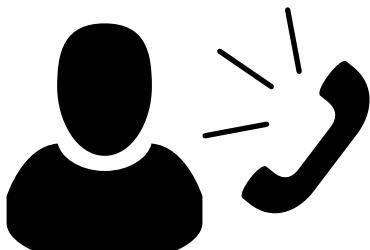
### DO...



Use any one of our swatches from the palette provided for the logo colour. Prior to making this change please contact us for approval or refer to the variations page.



Use vector files as much as possible. Such as our .AI or .EPS files. *Avoid using the raster versions of our logo, such as JPEG or PNG files.*



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

### DO NOT !



Do not change the colour to something other than our colour palette options. (see previous page)



Do not change the design at all. For example by moving around elements of our logo.



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

# USAGE EXAMPLES

