

# Brand Identity & Guidelines



PREPARED FOR

TechNL

235 Water St  
St. John's, NL  
A1C 1B6

PREPARED BY

JAC

1 Commonwealth Ave  
Mount Pearl, NL  
A1N 1W3



# Table of Contents

|                                |    |
|--------------------------------|----|
| 01. Logo Specs                 | 3  |
| 02. Clear Space & Minimum Size | 5  |
| 03. Icon & Variations          | 7  |
| 04. Colour Palette             | 10 |
| 05. Typography                 | 17 |
| 06. Best Practices             | 20 |

This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.



# 01. The Logo

## The Logo

This is the main logo in its standard form. It was created to work in a horizontal, and stacked layout.





This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.



## 02. Clear Space & Minimum Size

## Clear Space

**Ensure there is adequate clear space around the logo when used in any design layout, or next to other logos.**

'Clear space' is the proximity of a logo to other visual elements. In order to ensure it doesn't clash with other elements in a design layout, make sure there is ample space.



## Minimum Size

**Do not go beyond the minimum size.**

To ensure the legibility of the logo at smaller sizes, do not go beyond the specified minimum size.



**Minimum digital size:**

Width: 150px

**Minimum print size:**

Width: 0.6875 in



**Minimum digital size:**

Width: 80px

**Minimum print size:**

Width: 1.25 in

This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.

# 03. Icon & Variations

## The Icon

The icon is more than just two letters; it's designed to carry multiple meanings that all thematically connect with the Centre's mission and vision. The icon can be used in various brand materials, and it also can be used as a watermark element in designs.







## Icon Variations

This alternate icon is inclusive of the entire name of the Centre. This can be used when the entire brand name needs to be referenced, as well as offers the flexibility to create stacked versions where space permits.

This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.

# 04. Colour Palette

## Colour Palette

The colours are evocative of the land and ocean and offers a good blend between bright tones and a more muted pair. They offer an homage to the 'edge' of our province where the sea meets the sky.



## Logo Colour Variations

The logo is available in multiple colour formats, allowing for optimal usage.

- Full Colour
- Inverted
- Cloud White
- Coarse Wool
- Vivid Sky
- Sea Green
- Balsam Fir
- Charcoal

### LOGO HORIZONTAL



### LOGO STACKED





## Logo Colour Variations

The logo is available in multiple colour formats, allowing for optimal usage.

- Full Colour
- Cloud White
- Coarse Wool
- Charcoal
- Vivid Sky
- Sea Green
- Balsam Fir

### ICON



## Logo Colour Variations

The logo is available in multiple colour formats, allowing for optimal usage.

- Full Colour
- Inverted
- Cloud White
- Coarse Wool
- Vivid Sky
- Sea Green
- Balsam Fir
- Charcoal

### ALTERNATE ICON



### ALTERNATE ICON



## Logo Colour Variations

The logo is available in multiple colour formats, allowing for optimal usage.

- Full Colour
- Inverted
- Cloud White
- Coarse Wool
- Vivid Sky
- Sea Green
- Balsam Fir
- Charcoal

### ALTERNATE ICON

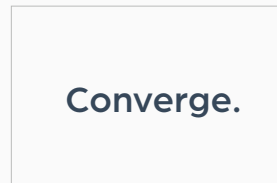


### ALTERNATE ICON

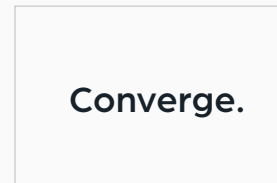


## Colour Contrast for Text

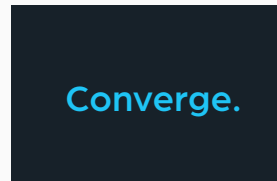
In order to ensure all brand materials meet accessibility standards, only use these approved colour combinations.



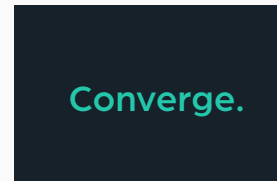
Cloud White + Charcoal



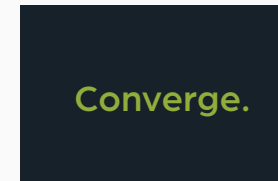
Cloud White + Coarse Wool



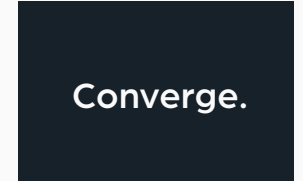
Coarse Wool + Vivid Sky



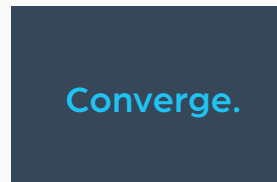
Coarse Wool + Sea Green



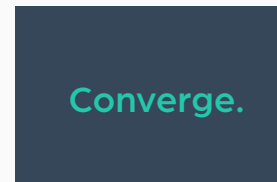
Coarse Wool + Balsam Fir



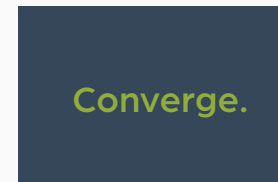
Coarse Wool + Cloud White



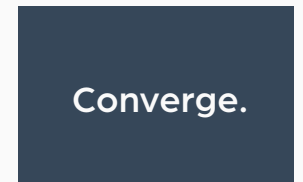
Charcoal + Vivid Sky



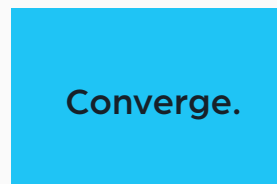
Charcoal + Sea Green



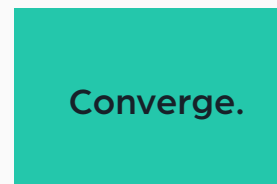
Charcoal + Balsam Fir



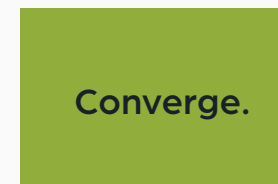
Charcoal + Cloud White



Vivid Sky + Coarse Wool



Sea Green + Coarse Wool



Balsam Fir + Coarse Wool



This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.



# 05. Typography

## typography

The font family that should be used throughout all brand materials is **Arboria**.

# Aa

Arboria Thin

*Arboria Thin Italic*

Arboria Light

*Arboria Light Italic*

Arboria Book

*Arboria Book Italic*

**Arboria Medium**

***Arboria Medium Italic***

**Arboria Bold**

***Arboria Bold Italic***

**Arboria Black**

***Arboria Black Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+-

### Heading

Bold / Black  
Size: 30–50pts  
Leading: tight  
Tracking: normal

# Lorem ipsum dolor amet

### Sub Heading

Medium / Bold  
Size: 15–25pts  
Leading: tight  
Tracking: normal

## Quia vendit pratur quiande experectem eaquass itate utem eium

### Body

Light / Book  
Size: 8–10pts  
Leading: loose  
Tracking: normal

Ehenduntia et et, nisto vel isciisti quiande ndeseria. Quia vendit pratur ab il experectem eaquass itatenem utem eium, qui sum idusae demodi officitas ad quam eatia iminctaturem quaepel esendendus, cus, venes dus imus si corem est, nus accum ut antius incte por as quiatec tiosam quos susciis alit, sit explicia vit reresci lignat dendam, omnis aut eum eos eatquam expliti omnimagnis magnimi lluptatet ellorem autatur si acestem est, auda dusdam quos et eaquis magniam, officie nimolorerro bea ideria volor assitenda sed eaquunt us accum ut antius incte por as.

### Caption



Medium / Bold  
Size: 6–8pts  
Leading: tight  
Tracking: loose




**NUS ACCUM ANTIUS**

## Brand Words

These 3 words are not just the Centre's guiding principles; they're also an instruction manual on how to leverage the unique benefits the space has to offer.

These words can be used with, or without the icon. However, the words with the icon should only be used for signage, or in larger print materials.

nverge  
llaborate  
create

nverge  
llaborate  
create

converge  
collaborate  
cocreate

converge  
collaborate  
cocreate

This document should be referred to whenever the logo or branding is being used, to ensure the best representation of the brand.

# 06. Best Practices

## Best Practices

In order to maintain the integrity of the logo, **DO NOT** distort or misuse it in any way.



**DO NOT** stretch or squeeze it.



**DO NOT** rotate it.



**DO NOT** edit the gradient.



**DO NOT** change the layout.



**DO NOT** use drop shadows.



**DO NOT** add texture to the logo.



**DO NOT** change the colours.



**DO NOT** edit the logo text.



**DO NOT** use with low contrast or busy images

709.754.0555

[www.jac.co](http://www.jac.co)

**JAC** | We Create.

1 Commonwealth Ave  
Mount Pearl, NL  
A1N 1W3

**JAC**  
» we create