



Medicine Hat

CITY OF MEDICINE HAT

Visual Identity Guidelines

MAY 2024

Introduction

The **Visual Identity Guidelines** have been prepared to provide clear and concise reproduction standards for the City of Medicine Hat's (CMH) corporate visual identity (the logo, colours and supporting graphic elements). The scope of this document is limited to the visual implementation of the CMH identity. For information regarding writing for the web, punctuation, accessibility standards and other best practices, please see the City of Medicine Hat Writing Style Guide.

External parties are granted use of the corporate logo if the City is sponsoring or involved in activities outside of the organization. Logo files for external use can be found on the City of Medicine Hat website at **medicinehat.ca/about**.

Department-specific logos are available on a limited-basis and are limited to internal use and uniforms as covered in this document. External use of department-specific logos is prohibited.

If you seek to use elements of the CMH visual identity in a modified manner, requests are to be submitted to Communications, Engagement and Marketing for review.

Please forward any inquiries to:

Gillian Reimer

Manager of Marketing and Creative Services
Communications, Engagement and Marketing
gilrei@medicinehat.ca

Logo

The logo is the most important element of our visual identity. It is the element that will be viewed the most by our audience and it will be the element over which we have the least control. That is why we must make every effort to deliver the logo in a consistent manner every time it is displayed. The logo is the visual representation of the City of Medicine Hat brand (CMH), and it will be the first and strongest element with which people associate the brand and identity.

The following pages outline the rules and regulations when using the CMH logo. Before you use the logo in any form or manner, please review these guidelines and strictly adhere to them. Any liberties taken with the logo will weaken and devalue the brand. The primary logos are interchangeable; both the vertical and horizontal versions are equally preferable, depending on the situation in which they are used. However, the scale and/or placement of the text to the lamp is not to be adjusted on either version under any circumstances.

** Permission to use the geometric sun logo or present the City of Medicine Hat logo in a non-standard colour may be granted upon consideration from Communications, Engagement and Marketing.*



Horizontal logo (primary)



Stack logo (primary)



Tabbed logo (corporate/'Steady')



Geometric sun logo (specialty/'Splash')

Logo Guidelines

The City of Medicine Hat logo received an update in 2022 to modernize and simplify its appearance and application.

Primary applications of the City of Medicine Hat logo are presented on this page. Templates in the various styles of the Visual Identity always include an appropriate logo.

The City of Medicine Hat primary logo must be presented in a single tone, and is to appear in three colours only.

Those colours are Official Source Navy, White and Black.

While there are defined rules to follow regarding the CMH logo, variations are permitted as long as they do not compromise the integrity of the logo and it remains clear and readable.

Primary Applications:

Official Source Navy and Knockout



Logo Guidelines

The black logo should be used primarily when colour reproduction is limited, such as newsprint or greyscale materials. Both the black and white version can be used in such situations, however both must be displayed on backgrounds that provide a sufficient amount of contrast.

Secondary Applications:

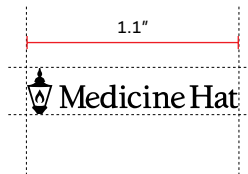
Black and White



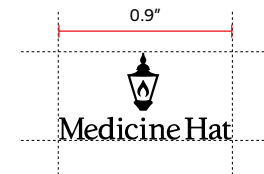
Logo Guidelines: Space and Size

Both versions of the City of Medicine Hat logo have an exclusion zone that other graphic materials or elements must not encroach upon. The protected space is equivalent to 1.5 times the height of the letter 'M' in Medicine Hat. Please ensure that an appropriate amount of protected space surrounds the logo in all applications. Failure to do so results in a depreciation of the brand.

The City of Medicine Hat logo should never be too small to read. It may be reproduced at an absolute minimum size of 0.9" wide for the vertical stack version so that it remains a clear and important part of communication materials. The horizontal version may be reproduced at an absolute minimum size of 1.1" wide.



Horizontal logo minimum width: 1.1"



Stack logo minimum width: 0.9"

Logo Guidelines: Partner Logos

To guarantee that the City's logo will be consistent and an important part of any communication material, please follow this guide to properly size and place partner logos with it. The non-interference zone (2 times the protected space, or 3 'M's) helps to correctly align logos and determine the appropriate weight to achieve equal visual prominence.

Typically when grouping partner logos, the city logo should usually appear to the far left or above partners logos as shown here.

However, the City's logo will be displayed to the right of or below when partnering with other levels of government. Federal will come first, followed by Provincial, and then Municipal (City of Medicine Hat).

When logos have different proportions, consider what format would work best for an overall visual balance (horizontal logo or stacked logo).

City logo with partner logos



City logo with higher-level government logos



City logo with partner logos

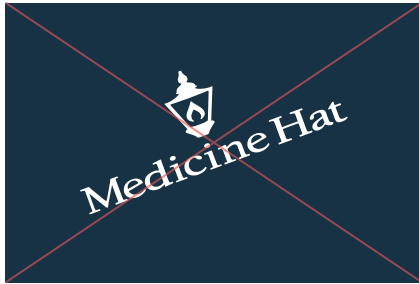


City logo with higher-level government logos



Logo Guidelines: Unacceptable Use

Incorrect use of the CMH logo compromises the integrity of the brand. Shown are just a few examples of what not to do when using the logo.



Do not rotate, tilt or stretch the logo



Do not use the logo on backgrounds where it does not stand out



Do not apply a drop shadow to the logo



Do not use colours outside of the approved palette



Do not alter or change the font



Do not use the logo in a manner that compromises visibility



Do not combine or use unauthorized colours for the logo



Do not use the gaslamp icon by itself without authorization



Do not add slogans or taglines to the logo



Do not use a pixelated version of the logo



Do not add a department name to the logo



Do not alter the relationship of gaslamp to text or modify the text

Typography: Primary Font

Type is an important part of any visual identity. It can be used to attract attention, persuade, set the tone and influence interpretation. Altering the typeface (or font) can greatly impact how a message is perceived. Consistent use of type helps create a cohesive brand experience across multiple platforms.

The Red Hat typeface and its font family have been selected for the CMH brand. A wide variety of weights and italic forms are available within the Red Hat typeface to enhance messaging. For maximum consistency, the Red Hat typeface should be used on all Splash and Steady styled CMH communications materials, and should not be substituted under any circumstances.

There are two versions of the font: text and display. The text version is to be used for small print copy, legal texts, and terms and conditions. Only graphic designers should use the display version, and then only at sizes 14 pt and greater.

These fonts have been deployed across the organization by IT. If you do not have the fonts, you can download and install them from Google Fonts.

[Red Hat Text](#) (All City users, 12 pt or less)

[Red Hat Display](#) (graphic designers only, 14 pt or greater)

Red Hat

Red Hat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Red Hat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Red Hat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Red Hat Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Red Hat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Red Hat Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Red Hat Regular Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Red Hat Medium Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Red Hat Semi Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Red Hat Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Typography: Secondary Font

EB Garamond and its extended family have been selected as the secondary CMH typeface.

EB Garamond serves as a bridge from the past to the present. It imbues a historical significance, while providing a change of pace from the primary typeface.

The “Medicine Hat” in the CMH logo is a custom wordmark based off of Garamond font, making EB Garamond an ideal secondary or companion font within the CMH brand.

EB Garamond can be used to provide contrast with the primary typeface, and is well-suited for usage in milestone or “official” capacities, such as certificates, plaques or other memorial items.

EB Garamond has been deployed across the organization by IT. If you do not have the fonts, you can download and install them from Google Fonts.

[EB Garamond](#)

EB Garamond

EB Garamond Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#%&*

EB Garamond Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#%&*

EB Garamond Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#%&*

EB Garamond Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#%&*

EB Garamond Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#%&*

EB Garamond Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*123456790!@#%&**

EB Garamond Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*123456790!@#%&**

EB Garamond Semi Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*123456790!@#%&**

EB Garamond Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*123456790!@#%&**

EB Garamond Extra Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*123456790!@#%&**

Typography: Supplementary Fonts

Occasionally, the need may arise to use a font outside of the primary and secondary fonts. This may be due to a legacy implementation, compatibility issues or layout requirements.

In these instances, Bebas Neue and Arial fonts may be utilized.

Bebas Neue font is to be used sparingly, and should only be employed when having obtained authorization from Communications, Engagement and Marketing. The most likely uses for Bebas Neue include matching an existing logo or informational handout. Restricting usage enhances the impact it will have, so please use restraint when contemplating its use.

Arial font is widely available and ubiquitous. If you are preparing a document strictly for internal use that only other CMH employees will see, has limited presentation value, or is of a very lengthy and technical nature, Arial is the preferred choice.

Bebas Neue has been deployed across the organization by IT. If you do not have the font, you can download and install it from Google Fonts.

[Bebas Neue](#)

BEBAS NEUE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Arial

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Arial Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&**

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&***

Arial Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&*

Arial Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790!@#\$\$%&***

Typography: In Use

Typography organizes content and creates hierarchies. It brings consistency to experiences and helps to convey tone while providing clarity to City of Medicine Hat communications.

Some samples of effective combinations of type are provided on this page. Regular and consistent usage of type combinations reinforce the visual identity and create familiarity.

TITLE LINE **Header text**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Red Hat Bold/Extra Bold/Black

Header

Red Hat Medium

Subheader

Red Hat Regular - Body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Header text **Subheader text**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Red Hat Light

HEADER

EB Garamond Bold

Subheader

Red Hat Regular - Body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

HEADER TEXT **Subheader text**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Colour Palette

The City of Medicine Hat’s official colour palette pulls hues from the surroundings and experiences that define what life in the sunny southeast corner of Alberta is all about.

The primary colours are the foundation of the CMH Visual Identity, and should be the dominant hue in almost all communications, with the secondary palette serving as a change of pace to add variety. Avoid using more than two secondary colours in one design.

Primary colours



Sunshine Capital Yellow

CMYK	C 0 M 24 Y 97 K 0
RGB	R 255 G 196 B 24
HEX	FFC418
Pantone	PMS 1235 C



Official Source Navy

CMYK	C 92 M 72 Y 50 K 48
RGB	R 22 G 50 B 67
HEX	163243
Pantone	PMS 7546 C



River Bridge Cyan

CMYK	C 40 M 0 Y 15 K 0
RGB	R 148 G 214 B 218
HEX	94D6DA
Pantone	PMS 318 C

Secondary colours



Weathered Clay Red

CMYK	C 0 M 58 Y 54 K 0
RGB	R 245 G 136 B 111
HEX	F5886F
Pantone	PMS 1635 C



Desert Sand Tan

CMYK	C 11 M 16 Y 32 K 0
RGB	R 226 G 207 B 175
HEX	E2CFAF
Pantone	PMS 468 C










Spring Coulee Green

CMYK	C 45 M 0 Y 88 K 0
RGB	R 152 G 203 B 83
HEX	98CB53
Pantone	PMS 367 C

Expanded Colour Palette

To optimize contrast of brand colours in design, **tints** (mixing a hue with white) can be utilized. Tints of colours in the primary palette should only be used alongside the full saturation of the hue, and the primary colour should be the dominant colour in the design.

Sunshine Capital Yellow	
Official Source Navy	
River Bridge Cyan	
Weathered Clay Red	
Desert Sand Tan	
Spring Coulee Green	
Black Grey White	

Visual Identity Styles

Splash

The fun and friendly version of the CMH identity!

Items created in the Splash style are personable, exciting and eye-catching. This style is used for more lighthearted content, things we are looking to celebrate, and when we need to step outside of our corporate identity.

The Splash identity has several defining elements:

- the River Coulees footer
- the Geometric Sun specialty logo
- colourful backgrounds with the geometric pattern
- Red Hat and EB Garamond fonts, and the yellow ray

The Splash identity is expected to be refreshed semi-regularly and has a shorter shelf life than the other versions of the CMH style. It is to be used primarily by graphic designers and Communications, Engagement and Marketing.



Steady

Designed with broad and longer-term usage in mind, the Steady or Corporate style is where the bulk of CMH messaging should be generated.

Whether it's a change to property tax rates, the temporary closure of streets, or a reminder to renew your business license, the Steady style is clean, professional and trustworthy.

The Steady identity's defining elements include:

- the Sun Stripes footer
- the Tabbed corporate logo
- liberal and effective use of white space
- Red Hat and EB Garamond fonts, and the yellow ray

The Steady identity is our core corporate style and is designed to remain in operation over a longer term.

All CMH employees are welcome to utilize the Steady style.



Simple

Minimal and informative, with a low-skill threshold required to execute, the Simple identity is to be utilized when timelessness and detailed information trump all other concerns.

The Simple identity is comprised of:

- black and white logos
- the Arial font family

The Simple identity is perfect for enduring documents such as bylaws, policies and contracts et cetera, that need to convey information above all else and never go out of style. It is suitable for all CMH employees to use.

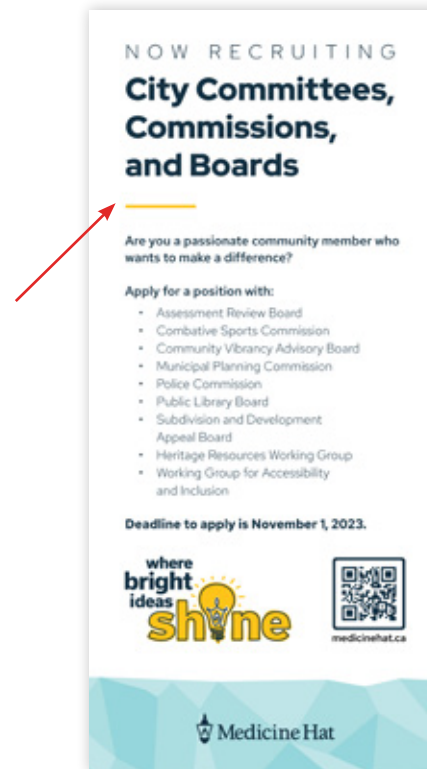
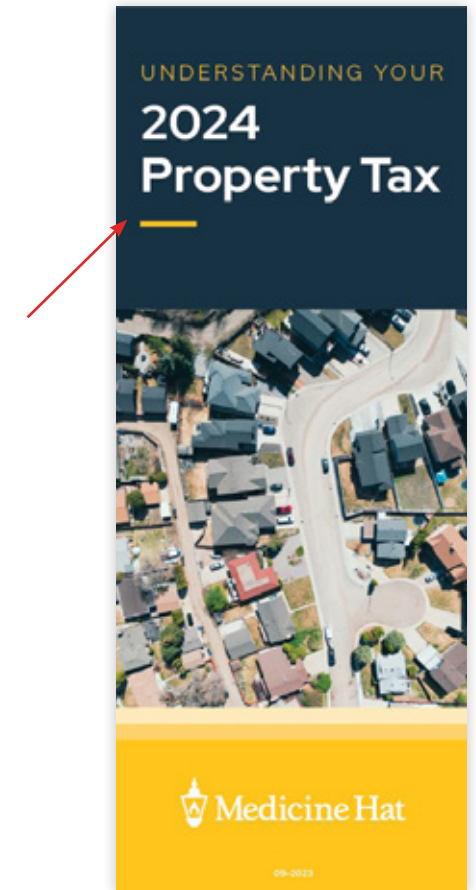
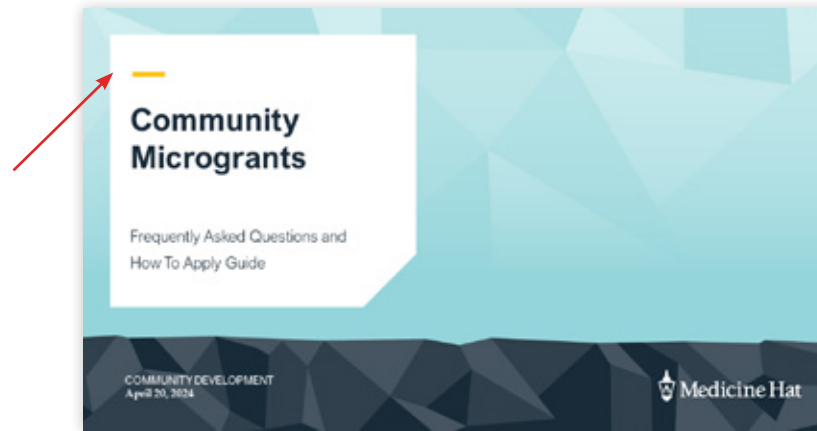


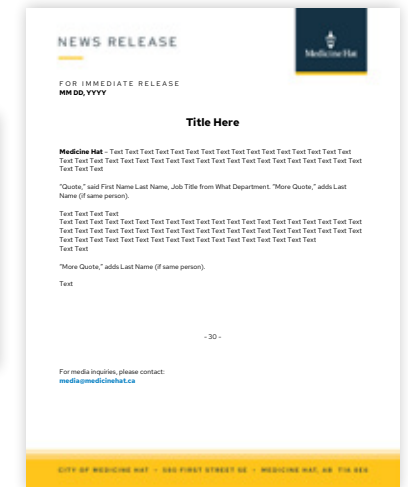
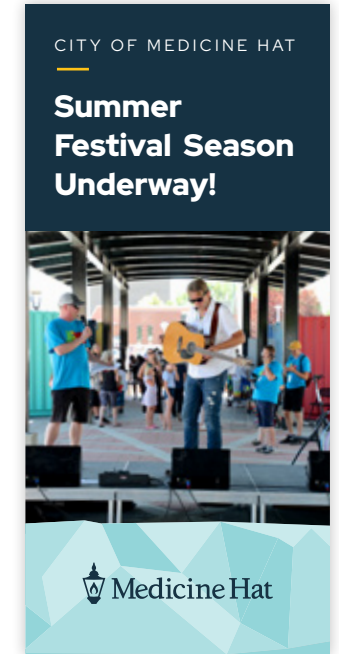
Design Language

Sunshine Ray

The ray, or ray of sunshine, permeates everything we do at the City of Medicine Hat. Which is great, because we've got a very bright future ahead of us! The ray always finds a way to shine through when we're communicating. Whether it underlines a key point in a social media graphic, draws the eye to the headline on a banner, or provides the foundation for a text block in a print ad, the ray finds its way into every page and post.

The ray introduces the concept of the sun into our design language, and is present in both the Splash and Steady versions of our corporate identity.





Supporting/Facility Graphics

There are several initiatives, buildings and services within the City of Medicine Hat that utilize and maintain unique graphic elements, including logos and styling components. Communications, Engagement and Marketing seeks to create a balance that maintains the City's design objectives while allowing for enough variation to enable distinctive and effective branding for individual components.

Please contact Communications, Engagement and Marketing or the respective department for the complete branding material for each logo/initiative.



Additional Graphics

The graphics in this section are not for general use. While an official part of the CMH identity, these graphics are largely ceremonial and of a historical nature. As such, they are reserved for specific use cases. As a rule, do not use these graphics without prior authorization from Communications, Engagement and Marketing.



Coat of Arms

The golden field of the shield represents the prairie ranchlands and the wealth created by the community. The wavy bar represents the South Saskatchewan river. The iconic gaslamp with flame is visible above the river, alongside a steam locomotive wheel for the importance of the railway in the development of the city, and a cogwheel representing industry.

The base of the shield represents the natural gas reserves. The crown represents the city character while the wheat ears represent the surrounding agricultural land. The crest shows a traditional head dress of an Indigenous medicine man.

The horse symbolizes the importance of ranching in the region and transportation in the first decades of the development of the city. The horse wears a collar with the Canadian maple leaf. The tiger represents the energy and dynamism of the city and its body is highlighted with gas flames, while wearing a collar with the rose of Alberta.

The shield and supporters, the horse and tiger, are placed on a mound of prairie grass to complete the Coat of Arms.

Additional Graphics



Crest

The City of Medicine Hat crest consists of a shield which shows a steam locomotive, denoting the importance of the railway which was constructed to the Medicine Hat area in 1883. A factory, depicting Medicine Hat's many industries. A stocked wheat field, which recognizes the agricultural area around Medicine Hat, and gas well derricks, which depict Medicine Hat's famous gas fields.

The shield is flanked by maple leaves and has a beaver above, showing Medicine Hat's Canadian ties. The crest is topped with Medicine Hat's motto - "Enterprise".



Flag

The City of Medicine Hat flag is flown at City Hall and maintained by the City Clerk. The flag was one of four winning entries submitted to City Council as part of a "Flag Contest" held in the fall of 1973.

City Council selected this design from among the finalists. Upon receipt of registration information and permission to use the copyrighted First Nations man's head from the Medicine Hat News, Council declared the design above to be the city's official flag on April 1, 1974.

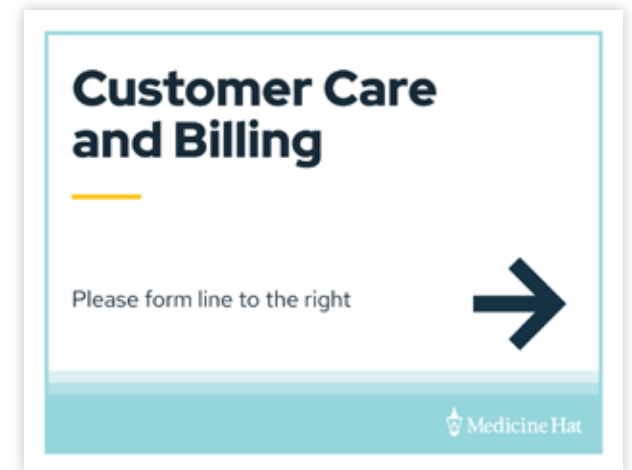
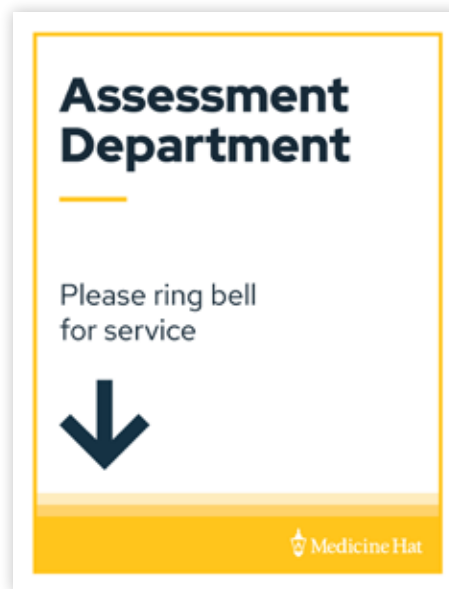
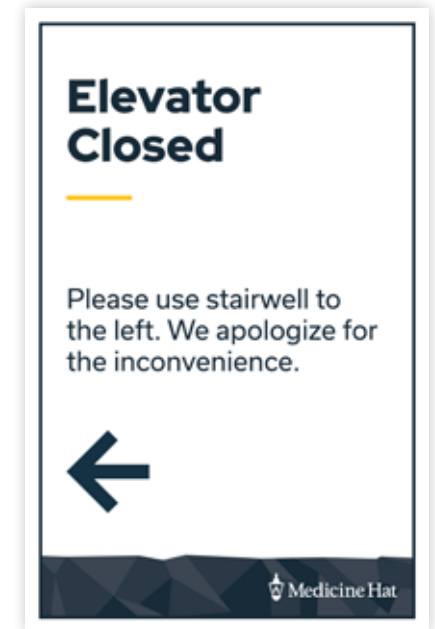
Signage Guidelines: Temporary/Short Term

Corporate signage is used when creating smaller signs (8.5x11, 11x17 etc.) for counters and tables, windows, event direction or anything else relating to current corporate information.

Typically these signs are temporary. If you require something more permanent, consider using the facility signage guidelines.

Templates for corporate signage can be found on INsite. Temporary/short term signs are available in both Splash and Steady styles.

Speak with Communications, Engagement and Marketing for more information or if you require a temporary sign of a different size.



Signage Guidelines: Permanent, Facility

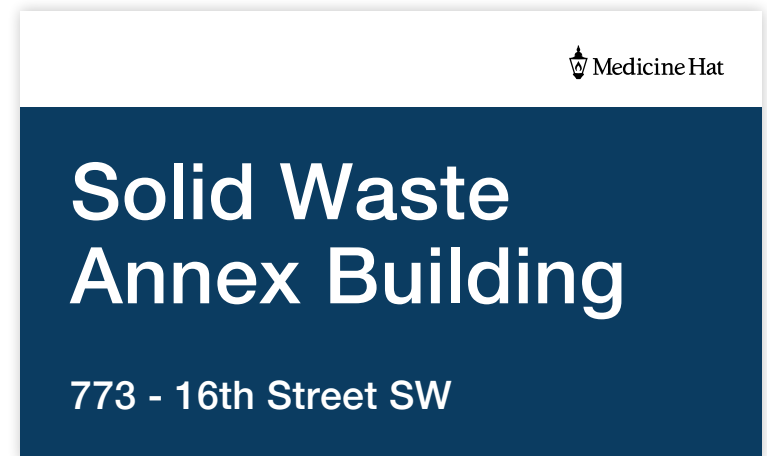
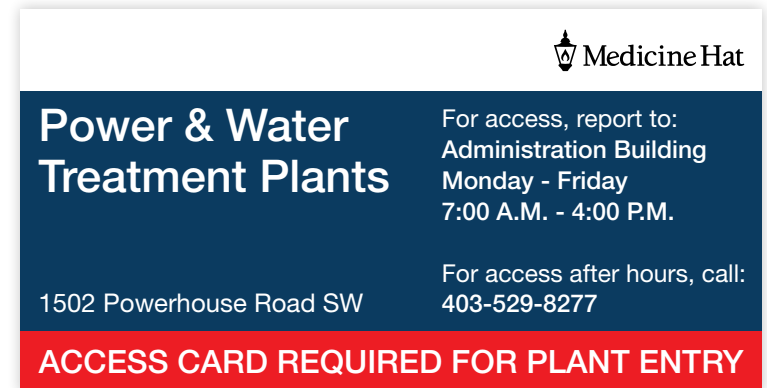
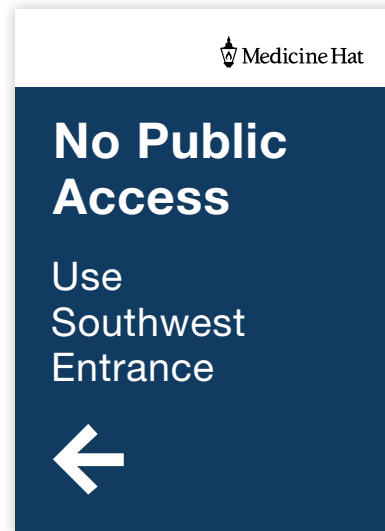
Facilities signage is used when creating signs for facility way-finding, such as boardroom and facility designation signs, washroom signs, etc.

Typically, these signs are permanent.

Facility signage is designed (using our facility signage guidelines) and printed out of house by a professional signage company.

Please refer to the 'Signage Standards' and 'Signage Construction Specs' documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Engagement and Marketing.



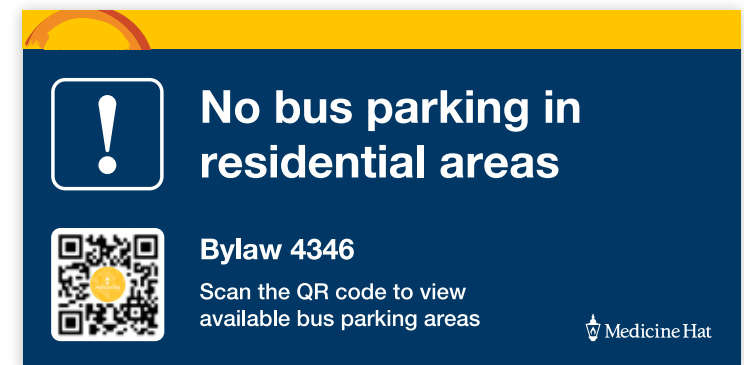
Signage Guidelines: Permanent, Parks and Outdoors

Parks (outdoor) signage is typically used as informational and directional signs for parks, trails and outdoor recreational facilities.

Parks signage is designed (using our Parks signage guidelines) and printed out of house by a professional signage company.

Please refer to the 'Signage Standards' and 'Signage Construction Specs' documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Engagement and Marketing.



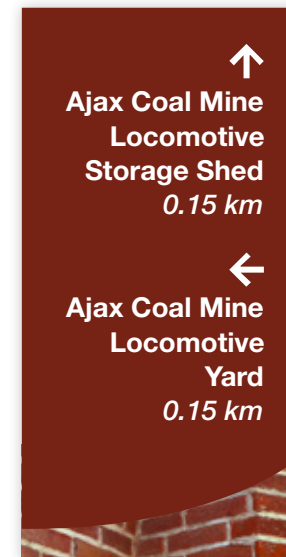
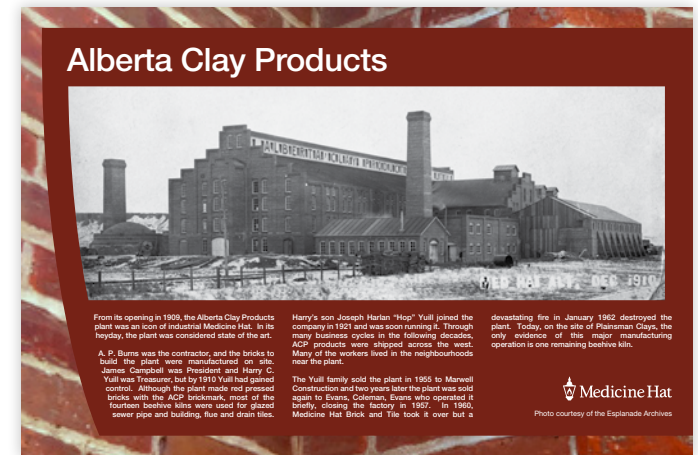
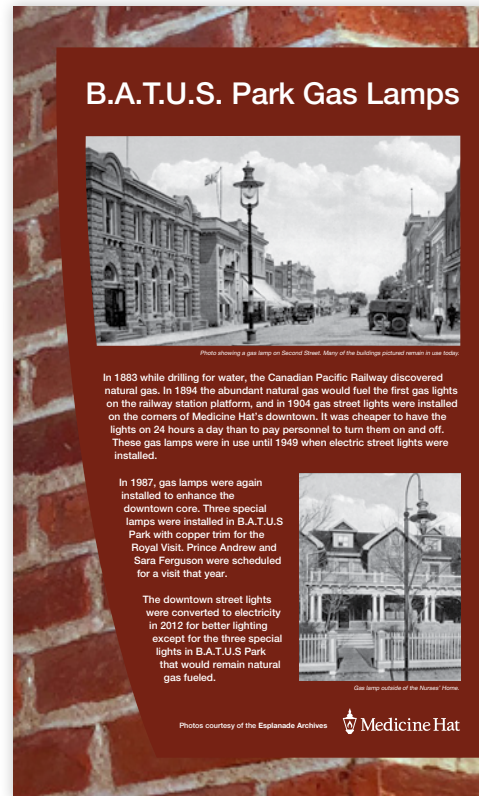
Signage Guidelines: Permanent, Heritage Resources

Heritage Resources signage is typically used as informational signs for historical sites and pieces designated by the Heritage Resources Committee.

Heritage Resources signage is designed (using our Parks signage guidelines) and printed out of house by a professional signage company.

Please refer to the 'Signage Standards' and 'Signage Construction Specs' documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Engagement and Marketing.



Promotional Merchandise

When acquiring promotional materials or merchandise featuring the City's logo, it is essential to adhere to our visual identity guidelines. Please take into account the following information.

Placement: Ensure there is ample white space around the logo for a clean and professional appearance.

Colour: Utilize the official source colors, which include Navy, white, or black, to maintain consistency.

Size: Opt for a size that guarantees readability and clarity, preserving the integrity of the logo.

Format: Do not distort or alter the proportions of the logo during application.

Additionally, please refrain from using the gaslamp icon component of the logo in isolation. This practice is typically reserved for historic or special circumstances, as determined by CEM.



Vehicle Guidelines

Placement: Ensure there is ample white space around the logo for a clean and professional appearance.

Colour: Utilize the official source colors, which include Navy, white, or black, to maintain consistency.

Size: Opt for a size that guarantees readability and clarity, preserving the integrity of the logo.

Format: Do not distort or alter the proportions of the logo during application.

Additionally, please refrain from using the gaslamp icon component of the logo in isolation. This practice is typically reserved for historic or special circumstances, as determined by CEM.

** A more complete logo and decal policy for CMH vehicles will be developed with the input of appropriate parties in the future. In the meantime, please follow these simple best practices.*



Department Logos

Every department is permitted to use its respective department logo exclusively for uniform or internal promotional merchandise when the City's logo is not appropriate. **External use is prohibited.** However, prior approval from the Communications, Engagement, and Marketing team is required for such usage.

For access to the department logo file, please reach out to Communications, Engagement, and Marketing.

Department logo, one line



Department logo, two lines



Department logo, three lines



Notes

These guidelines should answer most of your questions about the specifics of using our visual identity. We appreciate your help in following these guidelines and helping to develop a strong voice and consistent implementation for the CMH brand.

When working with a third party, you will most likely be asked to provide a vector copy of the CMH logo or other supported graphics. Vector artwork is preferred by printers and other production companies as this type of graphic file is 'infinitely scalable'. That is to say, no matter how big you enlarge vector artwork, it does not degrade, break down or 'pixelate'.

Vector versions of artwork are easy to identify by their file type, which most commonly appear as .ai, .eps, .svg or .pdf. When providing CMH artwork to outside companies, please ensure you are sending vector artwork. DO NOT ask or allow outside companies to redraw, fix or alter the CMH logo or any associated supported graphics. If you are uncertain as to what to provide a third party vendor for artwork, please contact Communications, Engagement and Marketing.

Glossary

Brand

The immediate image, emotion or message people retain when they think of a company or product, in this case, the City and its provision of services. The mission, voice and personality.

CMYK

Cyan (blue), Magenta (red), Yellow, Key (black). Used in offset and some digital printing, these four inks are mixed to reproduce colours in print.

HEX

The hexadecimal number system is a way of representing Web colours in HTML. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB).

Logo

A graphic element often presented with a wordmark to form a visual for an organization's brand.

Pantone

The Pantone Color Matching System (PMS) is a standardized colour reproduction system that allows different manufacturers to match colours without direct contact with one another.

RGB

Red, Green and Blue. Colour space for digital and electronic images. It is an additive type of color mode that combines the primary colors, red, green and blue, in various degrees to create a variety of different colours.

Serif

Small line to finish off a main stroke of a letter. A typeface that has serifs is called a serif typeface, while one without is called sans-serif. Sans serif fonts are preferred for reading on computer screens, while serif fonts are generally considered more readable on printed materials.

Text or Display Font

The 'text' version of a font is designed to be more easily readable at smaller sizes, while the 'display' version can forego some legibility for uniqueness at larger sizes.

Tint or Shade

A tint is a mixture of colour with white, while a shade is a mixture with black.

Visual Identity

Combined visual elements used to express the brand's character. This includes logos, colours and typography.



Visual Identity Guidelines

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