



Visual Identity Guide v1.1

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1) Introduction

Sencia Canada Ltd. has been a trusted provider of corporate web solutions since 2001. Today, it is one of the largest web development firms in Northwestern Ontario making countless contributions to the area through various charities, events, and sponsorships.

In order to increase brand awareness and a seamless identity in the community, we have compiled a comprehensive Visual Identity Guide. This guide covers the logo elements, official colours, and fonts to be used in printed and online materials. This guide should be used for all internal and external documents, proposals, and advertisements. If you require a copy of the Sencia Canada Ltd. logo please send a request via email to support@sencia.ca.

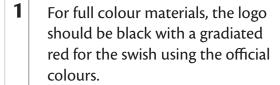
When advertising, Sencia will use our in-house graphic design professionals when available. Please provide the ad dimensions, bleeds, margins, colour requirements (CMYK, Grayscale, RGB), and preferred file format (PDF, EPS, JPG).





The Sencia logo must be displayed with the "Corporate Web Solutions" moniker unless size prohibits its use.

The URL may be used below the logo instead of the "Corporate Web Solutions" moniker when authorized by Sencia.



For single colour materials, the logo should be black with medium red for the swish.

When displayed on a dark background, an all white logo can be used. When displayed on a light background, an all black logo can be used.









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Minimum Size

For legibility and reproduction quality, the minimum size for print and web materials are:

Print) 0.5 in x 1.625 in

Web) 50px x 160px



Aspect Ratio

The approximate aspect ratio the logo should maintain is 1:3.125



Prominence

Any digital or printed materials for Sencia Canada Ltd. must prominently feature the logo using the official colours and size. Any use of the logo must first be approved by Sencia before being released for public viewing.

Incorrect Usage

No alteration to either the design or aspect ratio of the logo is permissible without consent from Sencia Canada Ltd.









3) Colour Palette

The common colour scheme used by Sencia is a combination of black, red, and white. The full colour logo uses black and a gradiation from dark red to light red.

The website utilizes a set of cool blues to offset the boldness of the reds. Any online advertisements not created by Sencia can use either colour palette for background, so long as the Sencia logo is in the traditional colours of black and red or pure white.

Primary Colours

black

Pantone Process Black
C M Y K 75 68 67 90
R G B 0 0 0
web #000

dark red

Pantone 1815 C M Y K 0 100 100 70 R G B 103 0 0 web #670000

medium red

Pantone 1805 C M Y K 0 100 100 40 R G B 148 11 15 web #9e0b0f

light red

Pantone 485 C M Y K 0 100 100 10 R G B 215 25 32 web #d71920

Secondary Colours

gray

Pantone Cool Gray 10 C M Y K 0 0 0 70 R G B 102 102 102 web #666

dark blue

Pantone 660 C M Y K 90 57 0 0 R G B 0 111 182 web #006fb6

medium blue

Pantone 630 C M Y K 47 0 11 0 R G B 139 198 218 web #8bc6da

light blue

Pantone 290 C M Y K 25 2 0 0 R G B 232 244 248 web #e8f4f8

Pantone is a Registered trademark of Pantone Inc.





The official font for Sencia is Cronos Pro from the Adobe Type Library. This font should be used on any external marketing materials for all text, including heading and body. Various styles are available for appropriate emphasis such as bold, semibold, and italics.

Heading sizes may vary between 18-24pt while body copy should be between 9-12pt.

Cronos Pro

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate Font

For materials that do not utilize professional design software, such as websites, Cronos Pro may be substituted with Trebuchet MS, a default system font on both Windows and Mac platforms. Use of any other fonts must be approved by Sencia.

Trebuchet MS

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ