

A photograph of a business office. In the foreground, a woman with long brown hair, wearing a dark blue blazer over a white shirt, is smiling and talking on a mobile phone. In the background, two men in light blue shirts and red ties are working at a desk with laptops. The background is slightly blurred.

Visual Identity Guide v1.1

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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.

1 For full colour materials, the logo should be black with a graduated red for the swish using the official colours.

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

3 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.

1



2



3



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.





The common colour scheme used by Sencia is a combination of black, red, and white. The full colour logo uses black and a gradation 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.

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.

Cronos Pro

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet MS

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ