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## BRAND STANDARDS & STYLE GUIDE

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# About This Guide

## WHY IT'S IMPORTANT TO BE CONSISTENT

Your brand is your identity—it stands for what you believe in and how you want the world to perceive your organization. This brand standards guide was created to give Experience Waterloo a resource for how to properly apply your brand to all types of applications: merchandise, fliers, web, signage and more. A brand standards guide helps you stay true to the investment you made in your logo and provides consistency and professionalism to your identity.

A highly-recognized brand can become a valuable asset to a company. That's why keeping our company logos and trademarks consistent will promote Experience Waterloo's success. This allows us to put on a familiar face that goes with our quality products and services.

This guide can be used as an internal document and may also be shared with vendors who may need access to such information as Pantone® colors, guidance on allowable clearance and proper placement of the logo. It puts best practices of design into a format that will serve as a reference point for all applications. As Experience Waterloo grows, staying true to the initial design will help create a consistent brand image.

# Color Palette

## Specifications

The consistent use of these colors will create recognition and strengthen the identity.

Experience Waterloo has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the logo should be reproduced in full color whenever possible.

These colors should be employed throughout Experience Waterloo communications and are equivalent to the Pantone® Matching System numbers listed in the table below. For four-color process printing (also known as full-color printing), refer to the CMYK values shown. For desktop publishing, such as Microsoft® Word or Microsoft PowerPoint, refer to the RGB (print/on-screen). For web applications, refer to the RGB (print/on-screen) values or Hexadecimal web values.

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the Pantone values for color matching.

### PRIMARY COLOR PALETTE



	Blue	Medium Blue	Magenta	Burnt Orange	Light Green	Medium Green
Spot	PMS 273	PMS 299	PMS 152	PMS 7413	PMS 380	PMS 7739
CMYK	100/100/30/20	70/15/0/0	5/100/0/0	8/57/100/0	25/0/86/0	80/11/100/0
RGB	41/38/98	41/170/226	222/5/140	229/132/37	201/220/78	46/163/74
HEX	292662	29AAE2	E1058C	E58425	C9DC4E	2EA34A

### SECONDARY COLOR PALETTE

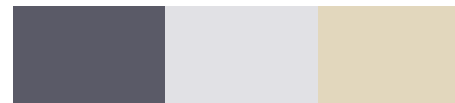


	Dark Magenta	Red	Dark Red	Orange	Dark Green
Spot	PMS 675	PMS 1795	PMS 188	PMS 130	PMS 7732
CMYK	33/100/30/5	10/100/96/0	30/100/100/37	0/40/100/0	88/27/100/18
RGB	168/32/107	218/33/43	126/21/23	250/166/26	13/120/60
HEX	A8206B	DA212B	7E1517	FAA61A	0D783C



	Dark Olive	Dark Blue	Charcoal
Spot	PMS 546	PMS 2765	PMS Black 6
CMYK	91/65/60/63	100/98/38/45	80/74/59/80
RGB	6/42/48	24/22/69	14/14/25
HEX	062A30	181645	0E0E19

### NEUTRAL COLOR PALETTE



	Slate Gray	Light Gray	Tan
Spot	Cool Gray 11	PMS 663	PMS 7500
CMYK	15/15/0/70	2/2/0/10	0/5/18/12
RGB	92/91/104	223/223/228	227/214/189
HEX	5C5B68	DFDFE4	E3D6BD

# Logo

## *Correct Usage*

Logos must not be altered in any way other than to adjust the size proportionally. When used on branding, co-branded materials, or other items such as garments or commodities, it may be necessary to print the logo on a color background. It is never acceptable to change the color of the logo, but the logo may be overprinted on light shades of color or lightly colored and textured backgrounds that do not make it illegible. Below are some examples of how the logo may be used correctly when displayed on a colored background.

### REVERSED-OUT LOGO

The logo can also be used in a reversed-out manner if background color or background photography does not allow the full-color logo to appear clearly.

### GRAYSCALE LOGO

When the full-color and reversed-out logos are not options, the lockup should be printed in grayscale.

### TRANSPARENT 'W' LOGOS

In places where the logo will be placed over a photo/background that needs to be visible, a full color version of the 'W' can be used, set at 75% opacity. Alternatively, a one color (white) outline of the 'W' can be used.



# Logo

## *Surrounding Space*

A minimum area surrounding the logo must be kept clear of any other company names, symbols and/or logos by a minimum of 1 H heights. More than the minimum clear space is encouraged if the application provides the opportunity.

Minimum clear space on all sides is equal to the height of the "o" in "Waterloo".

When viewed electronically (i.e. website, electronic newsletters), logos must be separated from any other company names, symbols and/or logos by a minimum of 40 pixels or 1 H heights, whichever is greater.

H = Height of the "o" in "Waterloo"



# Logo

## Size Restrictions

The Experience Waterloo logo should always be produced at a reasonable size to maintain its legibility.

For printed materials the optimal minimum width is 1.25 inches.

For digital use, the optimal minimum width is 90 pixels.

### PRINT



*Minimum Print Width = 1 inch*



*Optimal Print Width = 1.25 inches*



*Minimum Print Width = .625 inch*



*Optimal Print Width = .75 inch*

### DIGITAL



*Minimum Digital Width = 90 pixels*



*Optimal Digital Width = 108+ pixels*



*Minimum Digital Width = 54 pixels*



*Optimal Digital Width = 72 pixels*

# Logo

## *Incorrect Usage*

Do not distort, crop or “jazz up” the brand mark. Ever.

Do not use the logo as a headline. It should be used for support, not to get attention.

Do not use the logo in text. Always use the company name instead.

Always use the correct typefaces and relative positioning and size of all elements.

The examples on this page illustrate some unacceptable displays:

1. Do not distort any part of the logo.
2. Do not crop any portion of the logo.
3. Do not tilt the logo.
4. Do not rotate the logo.
5. Do not apply an effect to the logo.
6. Do not modify the color of the logo.
7. Do not add images or other icons that obscure or alter the logo.
8. Do not make any other distortions just because they aren’t listed or portrayed on this page.



# Typography

The Experience Waterloo brand has been built to use two font families for clarity and consistency. Pacifico was chosen for its bold, engaging, and humanistic qualities. This font should be used in headlines, sub-heads, and short text blurbs and should be used sparingly. Pacifico can be downloaded for free at [FontSquirrel.com](https://FontSquirrel.com).

The Prompt font family was chosen for clarity and compatibility with Pacifico. Prompt is a free Google font that can be downloaded at [Google.com/fonts](https://Google.com/fonts) to be used in traditional materials and digital media. Visually extolling the progressive and aspirational virtues of the Experience Waterloo brand, Prompt should be used in all larger bodies of text.

In cases where system fonts are required (Microsoft Word, PowerPoint, etc.), the Calibri font family should be used.

**Note:** *Pacifico may vary slightly in appearance across PC and Mac platforms due to font rendering differences across both operating systems.*

*Pacifico*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

Prompt Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

Prompt Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

Prompt Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

Prompt Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

Prompt Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

*Prompt Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

*Prompt Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

*Prompt Semibold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

*Prompt Bold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

*Prompt Black Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789! ? & , .

# Third Party Usage

Third parties must adhere to all organizational brand guidelines when using the Experience Waterloo logo.

For the Printing Agency: These are the approved colors for the Experience Waterloo logos. Please use the correct color format for your particular application. Pantone® is a registered trademark of Pantone, Inc. The colors shown here and throughout this guide are intended to match the Pantone standards.

The CMYK and RGB specifications given here are for appointment only. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These percentages are to be used only as a reference. Each printing agency is responsible for making the necessary adjustments to visually match the colors as closely as possible to approved color swatches.

*Experience Waterloo retains full rights to the logos, and reserves the right to review any usage of those logos in any media. Experience Waterloo reserves the right to retract the right for this usage should usage be contrary to accepted local, national or international practices, or if that usage in any way damages or diminishes the value of the Experience Waterloo brand.*