



MAY 2019

Brand Guidelines

Purpose

The Brand Guidelines book is intended to create a uniform look for all internal and external company branding and communications. Use this guide as a resource on how to appropriately represent Archway Community Services in all communications.

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STANDARD LOGO

Use whenever possible as first option.



SIMPLE LOGO

Use when tagline does not need to be or cannot be accompanied with the logo.



REVERSE WITH COLOUR

Use when the standard logo doesn't work, but the colours are still legible on the background.



FULL REVERSE

Use when the standard logo doesn't work. For example, when the background is dark.

LOGO SPACING

For maximum legibility, the logo should have a minimum white space around it equal to one third of its height.



LOGO USAGE

The logos should be used correctly at all times. Do not alter the logos in any circumstance. Use the correct colour system: RGB for web materials and CMYK or Spot Pantone inks for printed materials.

AVOID DOING THE FOLLOWING:

- Distort the aspect ratio
- Add graphic elements
- Change the brand colours
- Rotate them
- Position them too closely to other graphics
- Overlap them on a busy background



Illegible



Legible



COLOUR PALETTE

It is important to employ the correct CMYK, RGB or HEX values to ensure proper colour consistency. Be aware that there will be some differences in how colours are portrayed when used in different instances such as Pantones (PMS) vs. web applications (RGB) but use of the values provided will allow for the closest match.

Please limit secondary colours to black, greys and white only.

PRIMARY ARCHWAY COMMUNITY SERVICES COLOURS

