



OLIP OTTAWA LOCAL
IMMIGRATION PARTNERSHIP

PLIO PARTENARIAT LOCAL POUR
L'IMMIGRATION D'OTTAWA

BRAND GUIDELINES

Logos



Primary Logo - English & French



English Logo



French Logo

Usage on Backgrounds

The full-colour logo should only be used on white backgrounds. The black and reversed logos can be used on any neutral coloured background, provided that there is enough contrast between the two.

Avoid placing any logo on a photograph.
If it is necessary, use a consistent and neutral area that provides a good amount of contrast.



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Placement

Often your logo will appear with other logos or graphics. Make sure to use clear space between and around logos.

To get a better idea of space needed, base it off of the “O” from the english version of the logo.

Partner logos should be aligned to the optical baseline of the OLIP logo.



English Logo



French Logo



Primary Logo - English & French

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo in any way. Its orientation, colour, and composition should remain as indicated in this document – there are no exceptions.



NO

Do not change the transparency of the logo



NO

Do not use drop shadows or any other effects



NO

Do not distort the logo



NO

Do not outline logotype



NO

Do not re-create using any other typeface



NO

Do not use different colours

Colour

Our color palette is comprised of primary and accent groupings. Pantone™ colors and CMYK values are provided for color printing applications. When needed for web and digital applications please use the RGB or HEX values.

Body text should always be set in black or white.

Primary Colours



PMS 424 C
RGB 112, 115, 114
CMYK 30, 20, 19, 58
HEX 707372



PMS 376 C
RGB 132, 189, 0
CMYK 54, 0, 100, 0
HEX 84BD00



PMS 421 C
RGB 178, 180, 178
CMYK 13, 8, 11, 26
HEX B2B4B2



PMS 7578 C
RGB 220, 107, 47
CMYK 0, 67, 100, 0
HEX DC6B2F



PMS 7689 C
RGB 41, 143, 194
CMYK 77, 25, 6, 0
HEX 298FC2

Accent Colours



PMS 7673 C
RGB 83, 84, 134
CMYK 81, 74, 16, 0
HEX 535486



PMS 233 C
RGB 198, 0, 126
CMYK 12, 100, 0, 0
HEX C6007E



PMS 4755 C
RGB 215, 196, 183
CMYK 3, 16, 20, 9
HEX D7C4B7

Typography

Typefaces used are *Rubik* Medium for headings and *Open Sans* Regular for body copy. Both fonts are available free of charge via Google Fonts (<https://fonts.google.com/>).

Calibri is to be used when *Rubik* and *Open Sans* are unavailable.

Rubik Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Calibri Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

The background is a solid light green color. Overlaid on this are several large, abstract, curved shapes in a slightly darker shade of green, resembling stylized leaves or petals. These shapes are layered, with some appearing in front of others, creating a sense of depth. The overall aesthetic is clean, modern, and nature-inspired.

olip-plio.ca