



LOGO GUIDELINES ADVANTAGE ST. JOHN'S

April, 2021

Logo Statement

The stylized capital A in this logo suggests navigational motifs: waves, map meridians, wind, a compass, an arrow, a net, and an iceberg. The three converging lines represent diverse streams striving towards a common goal. As well, the lines meet in the north east corner indicating the geographic location of St. John's. The wave signifies balance—of work and life, economy and social life, tradition and technology.

Keywords

Natural — authentic / wilderness / outdoor adventure

Bold — innovative / creative / outstanding





Balanced — work/life harmony / sustainability

Vibrant — unexpected / dynamic

prepared by

Perfect
Day

LOGO VARIATIONS

<p>Horizontal</p> <p>This version of the logo is designed for applications with long, wide dimensions, like a masthead banner.</p>	 The horizontal logo variation features the orange stylized 'A' icon on the left, followed by the text 'ADVANTAGE' and 'ST. JOHN'S' in a bold, dark blue, sans-serif font, all aligned to the left.
<p>Left-Aligned</p> <p>This version of the logo is designed for left-aligned applications.</p>	 The left-aligned logo variation features the orange stylized 'A' icon on the left, with the text 'ADVANTAGE' and 'ST. JOHN'S' in a bold, dark blue, sans-serif font positioned to its right, aligned to the top.
<p>Centred</p> <p>This version of the logo is designed for centre-aligned applications.</p>	 The centred logo variation features the orange stylized 'A' icon and the text 'ADVANTAGE' and 'ST. JOHN'S' in a bold, dark blue, sans-serif font, both centered horizontally.
<p>Icon</p> <p>The icon can be used on letterhead, business cards, or other items where the full logo is already used. This variation may be also used as a watermark or an emblem.</p>	 The icon logo variation consists solely of the orange stylized 'A' icon, centered horizontally.

LOGO SAFETY ZONE

Safety Area

A safety area equivalent to the **height of the text block** should be maintained on all sides of the logo.



LOGO APPLICATION

Light Background

When the logo is being applied to a white or very light coloured background, a full colour logo should be used.



Bright Background

When the logo is being applied to a brightly coloured background, a solid white logo, or one of the darker colours from the brand palette, should be used. Please ensure there is enough contrast between the logo and background colour for legibility.



Dark Background

When the logo is being applied to a dark background, a solid white logo, or one of the lighter colours from the brand palette, should be used.



LOGO APPLICATION

Logo Misuse

Careful attention should be paid to ensuring the logo is clearly legible, in the colours of the brand palette, and remains unaltered.



If the logo must appear on a dark background, do not use a dark logo.



If the logo is being applied on one of the brand colours, do not use the full-colour logo.



If the logo must appear on a very light background, do not use a white logo.



Do not put the logo in a box.



Follow the safety zone and do not place the logo close to edges or other logos.



Do not select any colour for the logo that isn't part of the brand palette.



Do not stretch or use any effects on the logo.



Do not rearrange or alter any aspect of the logo.

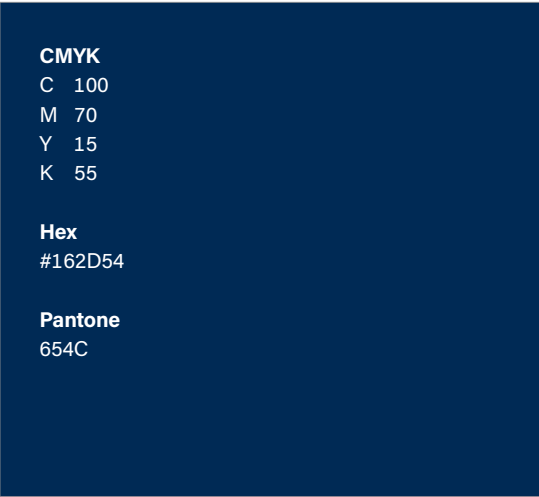
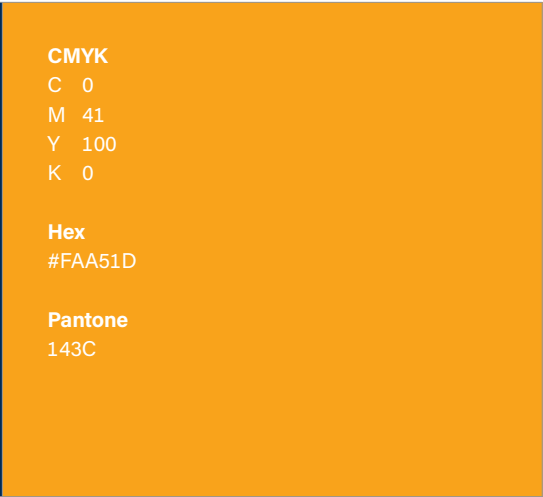

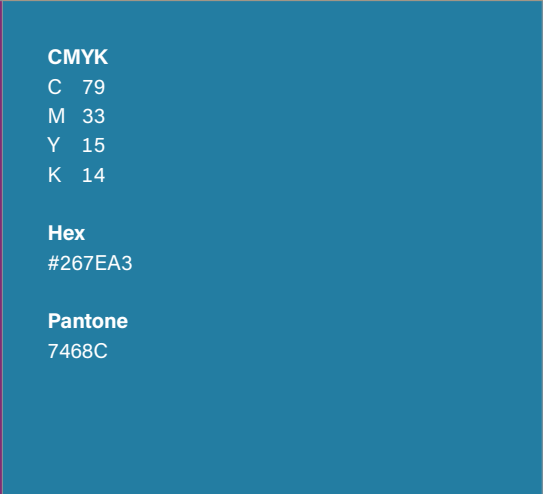


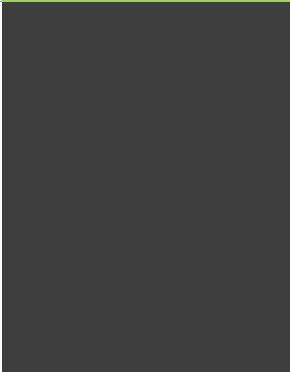


Do not apply a stroke to the logo.

COLOUR PALETTE

CMYK colours are used for print applications.
Hex codes are used online.

Please note when a CMYK value is viewed on
screen, it may appear lighter than printed colour.

Main Palette		
<p>The primary palette is made of four core colours to represent the brand.</p>	 <p>CMYK C 100 M 70 Y 15 K 55</p> <p>Hex #162D54</p> <p>Pantone 654C</p>	 <p>CMYK C 0 M 41 Y 100 K 0</p> <p>Hex #FAA51D</p> <p>Pantone 143C</p>
	 <p>CMYK C 62 M 100 Y 31 K 0</p> <p>Hex #812E73</p> <p>Pantone 2603C</p>	 <p>CMYK C 79 M 33 Y 15 K 14</p> <p>Hex #267EA3</p> <p>Pantone 7468C</p>
	Secondary Palette	
	<p>The secondary palette can be used on collateral where a greater colour range may be desired.</p>	 <p>CMYK C 13 M 0 Y 0 K 15</p> <p>Hex #BCD1DC</p> <p>Pantone 277C</p>
 <p>CMYK C 0 M 0 Y 0 K 64</p> <p>Hex #7A7B7D</p> <p>Pantone 7544C</p>		 <p>CMYK C 0 M 0 Y 0 K 90</p> <p>Hex #424143</p> <p>Pantone 432C</p>

FONT APPLICATION

Brand Fonts

Gibson is an Adobe font that comes with a license for Adobe CC, to be used for headlines.

Acumin Pro is an Adobe font that comes with a license for Adobe CC, to be used for body copy. If you are unable to use this font, please use Arial.

GIBSON SEMIBOLD FOR HEADLINES

Acumin Pro Bold for Subheadline

Acumin Pro Regular for body copy. Officiis dita quoditaquid qui re net voluptatur si aut aut esendunt experore occum ipicabo. Bis ut moluptatio et aut labo. Orpores simusci duciendus essequi andanim agnimusa serae nonsero voloriam santin nima corunt.

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Substitute Fonts

When access to the brand fonts is unavailable and there are only system fonts to choose from, please use Arial.

Arial Bold for Headline

Arial Bold for Subhead

Arial Regular for body copy. Officiis dita quoditaquid qui re net voluptatur si aut aut esendunt experore occum ipicabo. Bis ut moluptatio et aut labo. Orpores simusci duciendus essequi andanim agnimusa serae nonsero voloriam santin nima corunt.

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