



**Moncton
Economic Development
Campaign Style Guide:
Make your Mark**



Colour Palette



Moncton Navy
PANTONE 2380 C
RGB: 43/55/69
CMYK: 82/69/51/46
HEX: #2b3745



Moncton Blue
PANTONE 2202 C
RGB: 0/165/217
CMYK: 74/17/3/0
HEX: #00a5d9



Moncton Green
PANTONE 2292 C
RGB: 141/198/63
CMYK: 49/0/99/0
HEX: #8dc63f



Moncton Red
PANTONE 179 C
RGB: 239/65/53
CMYK: 0/89/85/0
HEX: #ef4135



Typefaces

H1

Calibre Bold

Title Case

H2/URLs

CALIBRE SEMIBOLD

ALL CAPS

Body

Calibre Regular

Sentence case

PPT/Word

Avenir Next

Microsoft Office Safe Alternative

The Calibre font family is available for purchase at <https://klim.co.nz/buy/calibre/>

For programs like PowerPoint or Word, use Avenir Next as an alternative to Calibre, as it's available on all Microsoft Office products, for Mac and PC.

Moncton Logo



Please use the knocked out (white) version over a navy or photographic background with high contrast. For white or light backgrounds, use the full-colour version.

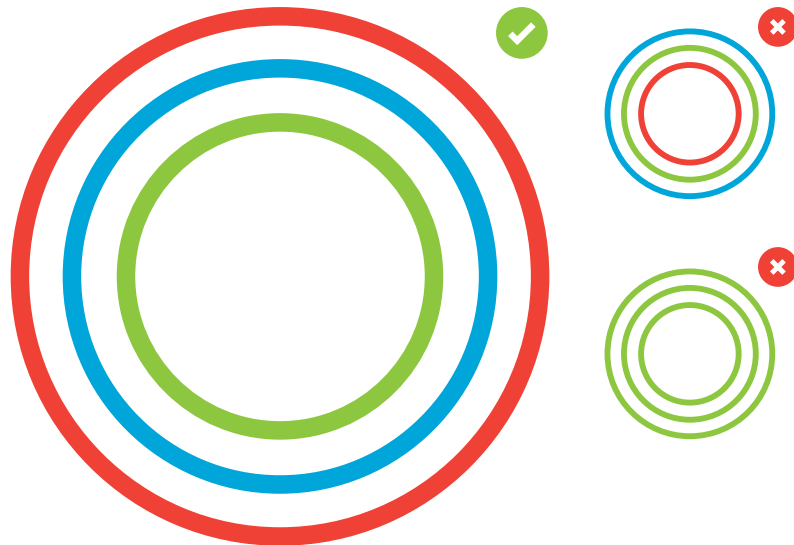


Logo Safety

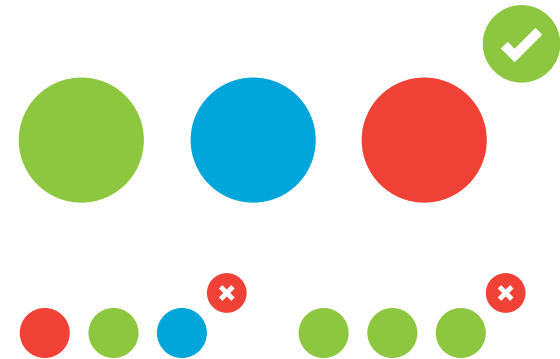


At minimum, there should always be space around the Moncton logo equal to or greater than the height of the logo's letter O.

Primary Brand Element: Ripples



Secondary Brand Element: Ellipses



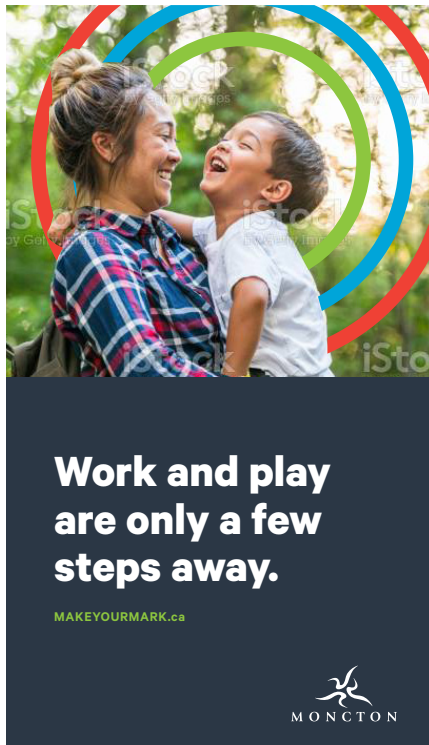
When using the ripple or ellipses, always do so in the sequence of green, blue, and red, starting from the middle and emanating outwards or reading from left-to-right. Never swap the order of the colours or use just one or two of the brand colours.

Usage — Ripples

The ripples are intended to communicate a sense of impact. They are an integral part of our campaign identity and should be included in some fashion, in every thing we do.

The ripples can be used in an assortment of ways. They can help dress up a simple layout, they can interact with images, frame content and draw focus. In the spirit of keeping their impact, use them in a variety of ways to keep them fresh and fun.

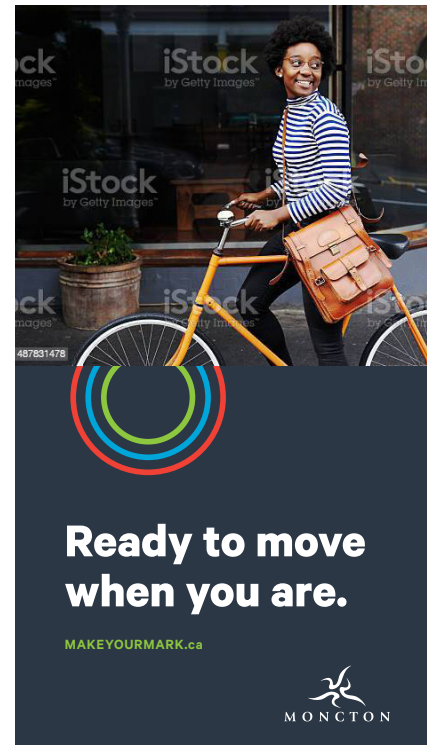
- ✗ The ripples should never appear fully in any layout. They should always be cropped to bleed of the page, obscured by subjects or slightly cut off.
- ✗ Be mindful not to over use the ripples, doing so might lessen their visual impact.
- ✗ Do not change the colour, the order or the stroke weight of the ripples.
- ✗ Avoid using any drop shadows under the ripples and make sure that the colours are clearly visible against the background.



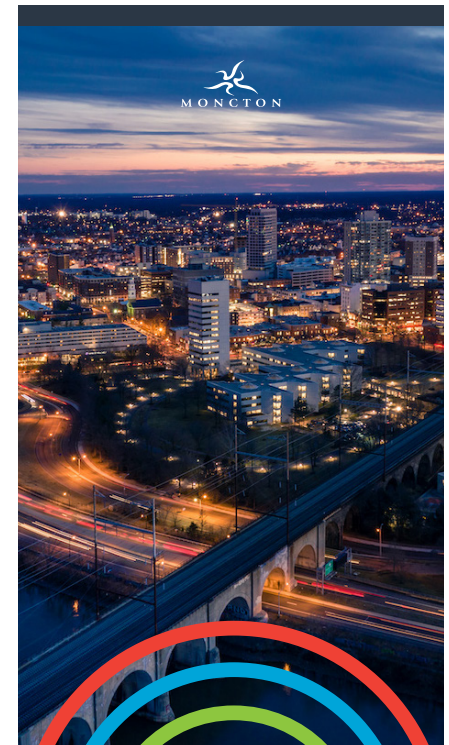
- ✓ Having the ripples emanating from behind the subject.



- ✓ Using the centre of the ripples as a container for photography.



- ✓ Using the ripples as an extension of the photo.



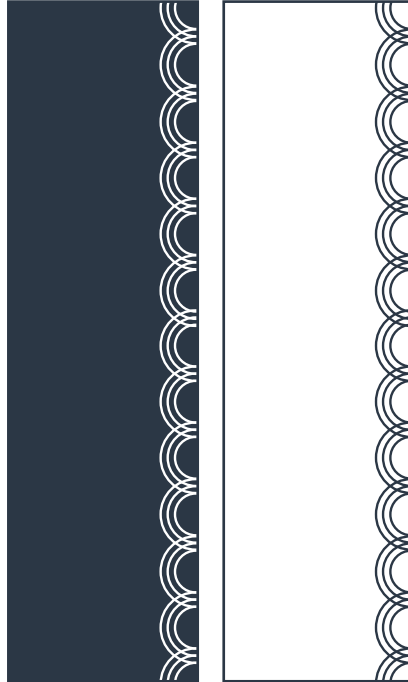
- ✓ Overlaying the ripples in the corner or sides of photography.

Additional Executions



Lockups

For faster executions, or executions where photography does not have an obvious space for the ripple motif, you may choose to place a lockup overtop a photograph. While flexible to adjust, this lockup should always feature from top-to-bottom: the ellipses, the logo, and the ripple motif—all on a navy background.



Patterns

By layering the ripple motif, you can use an all-white or all navy pattern at the edge of a frame or document.



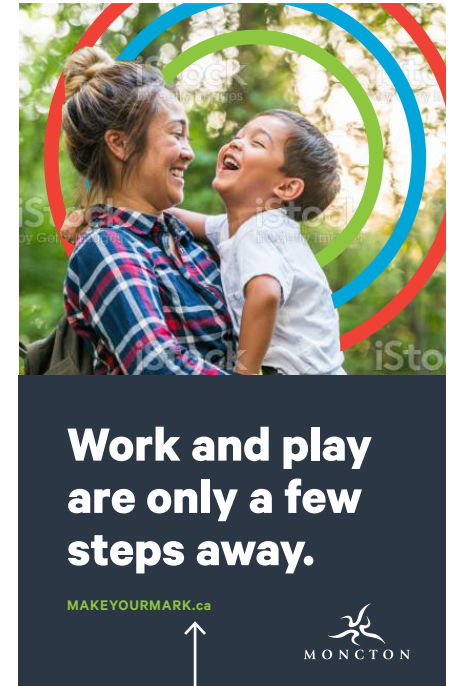
Overlay

You may apply a colour overlay to your photography to increase the contrast between the photo and the ripple motif.

Colour: Navy (#2b3745)

Opacity: 100%

Colour blend mode: Color



Tagline

In place of a subheader or tagline, use the url "MAKEYOURMARK.ca".