BRIDGEBUSTERS.CA

A J.L. McCONNELL COMPANY

Brand Guide

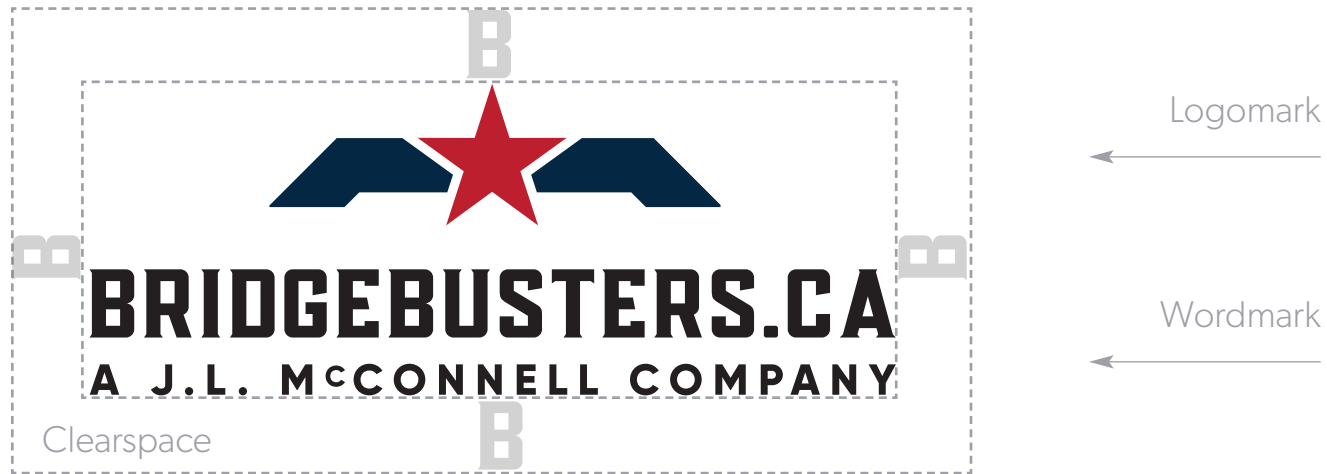# Table of Contents

Identity Guidelines

Consistent and proper usage of the BRIDGEBUSTERS.CA corporate identity will help reinforce branding efforts.

Detailed logo usage guidelines are outlined in this document and serve as instructions for expressing the BRIDGEBUSTERS.CA brand. These guidelines allows all touch points to convey a consistent and continuous brand experience.

Logomark

Wordmark

Clearspace

BRIDGEBUSTERS.CA

The corporate identity consists of the wordmark and the logomark. The wordmark and logomark should be used together except in very few applications (e.g. a lapel pin, embroidered on a shirt, favicon, etc).

Clearspace

Minimum clearspace is very important to ensure that the corporate identity stands out and is not competing visually with other graphic elements. The minimum clear space is the height of the "B" in the wordmark.

Orientation

The main orientation of the BRIDGEBUSTERS.CA logo is stacked.

The horizontal (side-by-side) orientation may be used for special applications and art files should be requested.
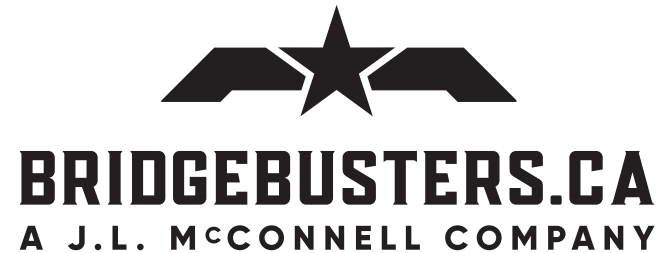
Identity Colour Options

The ideal representation of the BRIDGEBUSTERS.CA corporate identity is the colour version of the logo. BRIDGEBUSTERS.CA strongly recommends its use on all colour materials.

The BRIDGEBUSTERS corporate identity is provided in the following options:
1. Colour
2. Black
4. Reverse (White)

The preferred background colour for the BRIDGEBUSTERS.CA corporate identity is white. The logo can appear on other backgrounds, as long as the legibility of the identity is not compromised. Never place the identity on a busy background.

Corporate Fonts

Posey Regular
Logo: BRIDGEBUSTERS.CA

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPP
QQRRSSTTUUVVWWXXYYZZ 1234567890

Gilroy ExtraBold
Logo: A J.L. MᶜCONNELL COMPANY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Gilroy
Bodycopy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Posey Regular

Gilroy ExtraBold

Corporate Colours

CMYK 100C/80M/45Y/45K
RGB 5R/44G/71B
HEX/HTML #052C47

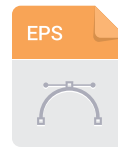CMYK 18C/100M/90Y/9K
RGB 189R/32G/47B
HEX/HTML #BD202F

CMYK 0C/0M/0Y/100K
RGB 35R/31G/32B
HEX/HTML #231F20

File Formats

Raster images (jpg and png) are constructed by a series of pixels, or individual blocks, to form an image.
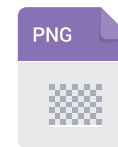
Vector images (eps) are far more flexible when it comes to resizing. They are constructed using proportional formulas rather than pixels.

EPS
Vector format, designed to produce high-resolution graphics for **print**

JPG
Raster format, designed for use on the **web** or in **Microsoft Office documents**

PNG
Raster format, low resolution designed for use on the **web**

PDF
Designed for universal **sharing**, include (with the eps) when providing artwork for **print or production**

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If you have any questions or concerns regarding the usage of the artwork
provided in this guide, please feel free to contact:

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