

Compute Ontario Brand Book

VERSION 1.0 | APRIL 27, 2018



Compute • Calcul
Ontario

About These Guidelines

Compute Ontario is a not-for-profit corporation, incorporated in 2014 with a mandate to coordinate advanced computing in Ontario. We provide a central hub to support the province's Advanced Research Computing and Big Data Strategy, working with universities, colleges, hospitals, industry and government to ensure our researchers get the tools and resources they need to further their research.

In 2018, we introduced a new visual brand identity. The new look reflects an exciting new stage in our development as an established, experienced organization gaining momentum, a trusted voice and partner in the community, and an expert in advanced research computing.

These brand guidelines should be consulted in the development of all visual marketing and communications materials.

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The COMPUTE ONTARIO Brand

Logo Treatments



Minimum space around the logo is $\frac{1}{4}$ its height
(i.e. 1" height logo requires 0.25"
above, below and on either side)



The COMPUTE • CALCUL ONTARIO Logo

Colour Versions

PANTONE 2728 CMYK 90 70 0 0 RGB 42 92 170 HEX 2A5CAA	PANTONE 299 CMYK 73 16 1 0 RGB 12 167 222 HEX 0CA7DE	PANTONE 629 CMYK 40 5 15 0 RGB 150 204 212 HEX 96CCD4
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**Compute • Calcul
Ontario**



Colour logo



Black logo

An all black logo can be used when printing in black and white or when limited colours are available.

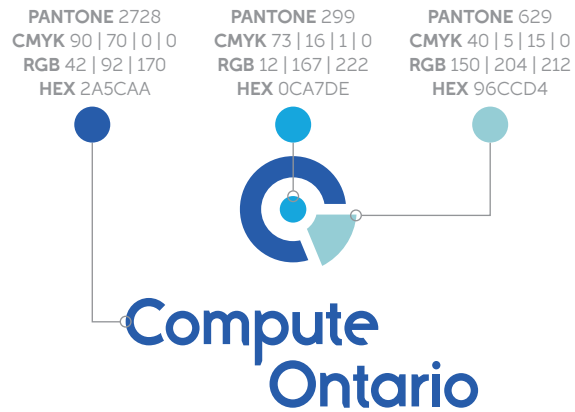


Reverse logo

A reverse white logo should be used when the logo is placed against a blue, black or dark background.

The COMPUTE ONTARIO Logo

Colour Versions



Colour logo



Black logo

An all black logo can be used when printing in black and white or when limited colours are available.

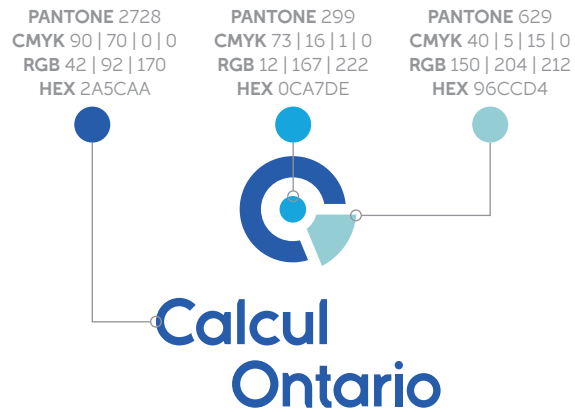


Reverse logo

A reverse white logo should be used when the logo is placed against a blue, black or dark background.

The CALCUL ONTARIO Logo

Colour Versions



Colour logo



Black logo

An all black logo can be used when printing in black and white or when limited colours are available.



Reverse logo

A reverse white logo should be used when the logo is placed against a blue, black or dark background.

The COMPUTE ONTARIO Colour Palette

Primary/core colours

Core colours should be used as the main colours in all marketing and communications materials. These are the colours reserved for the logo, stationery, and key navigational and image elements online.



PANTONE 2728
CMYK 90 | 70 | 0 | 0
RGB 42 | 92 | 170
HEX 2A5CAA



PANTONE 299
CMYK 73 | 16 | 1 | 0
RGB 12 | 167 | 222
HEX 0CA7DE



PANTONE 629
CMYK 40 | 5 | 15 | 0
RGB 150 | 204 | 212
HEX 96CCD4

Secondary colours

Examples of possible uses include infographics, charts, graphics/illustrations, backgrounds, etc.



PANTONE 143
CMYK 0 | 35 | 100 | 0
RGB 152 | 175 | 23
HEX FBAF17



PANTONE 227
CMYK 10 | 100 | 10 | 15
RGB 189 | 4 | 113
HEX BC0470



PANTONE 368
CMYK 60 | 0 | 100 | 0
RGB 114 | 191 | 68
HEX 71BF43



PANTONE 2736
CMYK 90 | 70 | 0 | 10
RGB 38 | 83 | 156
HEX 26539C



Highlight colours

Additional colours to be used sparingly for infographics, charts, graphics/illustrations, backgrounds, etc.



PANTONE 152
CMYK 0 | 60 | 100 | 0
RGB 245 | 130 | 32
HEX F5821F



PANTONE 259
CMYK 70 | 100 | 0 | 0
RGB 118 | 34 | 131
HEX 752283



PANTONE 382
CMYK 30 | 0 | 100 | 0
RGB 191 | 215 | 48
HEX BED62F



PANTONE COOL GRAY 8
CMYK 49 | 40 | 38 | 3
RGB 137 | 139 | 142
HEX 898A8E



CMYK 0 | 0 | 0 | 50

The COMPUTE ONTARIO Type Treatments

Core fonts

Fonts give our communications personality and help to unify our text for the reader. They have been chosen for style, clarity and weight; use only these approved fonts.

Full Sans is used primarily for headlines, captions and graphs/charts.

Core Serif N is our secondary typeface to add variety to layouts. It is intended to be used as a compliment to Full Sans.

Full Sans and Core Serif N should be the only fonts used for marketing and communications materials created by Compute Ontario and external vendors such as: printed marketing materials, branded stationery elements, video graphics, direct mail, posters, etc.

Alternate fonts have been chosen for general office use, PowerPoint presentations, online publishing, etc. and have been selected in order to complement these core fonts. (You'll find them on the following page.)

Primary

Full Sans LC 30 Light

Full Sans LC 30 Light Italic

Full Sans LC 50 Book

Full Sans LC 50 Italic

Full Sans LC 70 Medium

Full Sans LC 70 Medium Italic

Full Sans LC 90 Bold

Full Sans LC 90 Bold Italic

Secondary

Core Serif N 25 Light

Core Serif N 25 Light Italic

Core Serif N 35 Regular

Core Serif N 35 Regular Italic

Core Serif N 55 Bold

Core Serif N 55 Bold Italic

Core Serif N 75 Black

Core Serif N 75 Black Italic

Core fonts in context

Equi ute quaspel

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The COMPUTE ONTARIO Type Treatments

Web and Office fonts

It is not always practical to use our core fonts — such as for general office use of MS Word, PowerPoint presentations, online publishing, etc. These fonts can be used in those cases, and have been chosen to complement the core fonts.

Arial is used for the primary font while Georgia is used as a secondary font intended to add variety to layouts.

Primary

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Secondary

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Web and Office fonts in context

Equi ute quaspel

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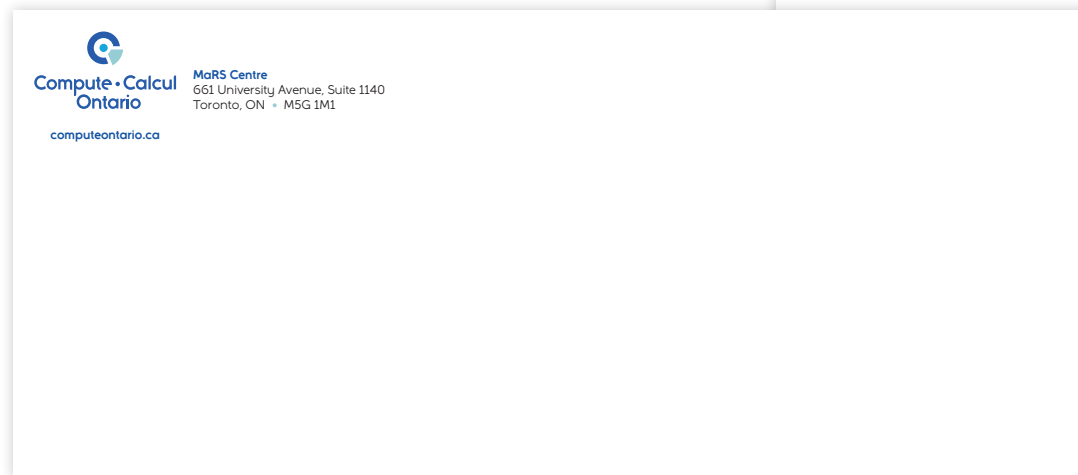
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Stationery

Compute Ontario letterhead, envelopes and business cards have been designed to reflect our brand guidelines. If you require any of these pieces — or require any new pieces — please contact Communications.



Email Signature

Compute Ontario email signatures are configured in the format as shown below. To set up your email signature with all the appropriate formatting and images, please contact Communications.

Firstname Lastname

Job Title

first.lastname@computeontario.ca

Mobile 123-456-7890 • **Phone** 123-456-7890 **ext** 12345

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