



**Centraide**  
of Greater Montreal

# Centraide of Greater Montreal

## Brand Identity Guidelines

April 2021



For any questions about our logos, contact us at [communications@centraide-mtl.org](mailto:communications@centraide-mtl.org)

# Vertical Brandmark Lockup: Safety Zone & Minimum Size

## Safety Zone

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone.

The safety zone is equal to two uppercase "C"s from the logotype. This standard holds true for all vertical brandmark examples, excluding social media profile pictures.



Safety Zone

## Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen. This standard holds true for all vertical brandmark examples.



# Horizontal Brandmark Lockup: Safety Zone & Minimum Size

## Safety Zone

The safety zone is equal to two uppercase "C"s from the logotype. This standard holds true for all horizontal brandmark examples.



Safety Zone

## Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen. This standard holds true for all horizontal brandmark examples.

Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.

# Brandmark Colours

United Way Centraide's brandmark is one of the most recognized identities in Canada. PMS 485, a warm red for the logo, and PMS 425, a warm grey for the logotype, work together to humanize the brandmark.

As the preferred version, the positive colour art brandmark should be used where possible. The red and grey colours should never be switched or altered, and must be used consistently across all communication materials.

Positive versions of the brandmark must only be used over a white background. When using a reverse version of the brandmark, use discretion to select between the colour art and line art versions. The red should clearly and aesthetically separate from the background, otherwise only the line art option should be used.

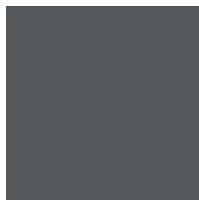
When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a linescreen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

**NOTE:**  
Hexadecimal should be used for online applications, RGB for Microsoft Office, CMYK and PMS (Pantone®) for print.

## Primary



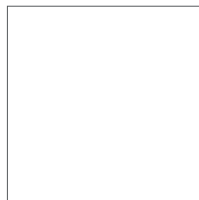
PMS 485  
C0 M95 Y100 K0  
R218 G41 B28  
#DA291C



PMS 425  
C0 M0 Y0 K77  
R112 G115 B114  
#54585A



PMS Process Black  
C0 M0 Y0 K100  
R44 G42 B41  
#2C2A29



White (for Reverse)  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

## Colour Art Brandmark Positive



**Centraide**  
of Greater Montreal

PMS 485  
C0 M95 Y100 K0  
R218 G41 B28  
#DA291C

PMS 425  
C0 M0 Y0 K77  
R112 G115 B114  
#54585A

PMS Process Black  
C0 M0 Y0 K100  
R44 G42 B41  
#2C2A29

## Line Art Brandmark Positive



**Centraide**  
of Greater Montreal

PMS Process Black  
C0 M0 Y0 K100  
R44 G42 B41  
#2C2A29



**Centraide**  
of Greater Montreal

White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

# Misuse of Brandmark

Below are examples of misuse of the corporate brandmark.



**Centraide** of Greater Montreal

Do not move the location of the identifier.



**Centraide**  
of Greater Montreal

Do not move or try to center the logo.



**Centraide**  
Greater Montreal

Do not alter the logotype.



**Centraide**

Once you've started using our new brandmark, do not use the previous version.



**Centraide**  
of Greater Montreal

Do not change any of the typefaces.



**Centraide**  
of Greater Montreal

Do not use an isolated element of the logo.



LOGO



**Centraide**  
of Greater Montreal

Do not place other logos or elements within the safety zone.



**Centraide**  
of Greater Montreal

Do not alter the colour of the logotype.



**Centraide**  
of Greater Montreal

Do not alter the colour of the logo.



**Centraide**  
of Greater Montreal

Do not tint or screen the brandmark.



**Centraide**  
of Greater Montreal

Do not place the brandmark on a busy background.



**Centraide**  
of Greater Montreal

Do not distort, stretch or tilt the brandmark.