

Brand Standards Quick Reference Guide

MARCH 2023 | PHASE 1

CCDI Consulting Inc.
Consultation CCDI, Inc.



Our brand standards

CCDI Consulting's visual identity consists of the logo, colour palette and typography. Collectively, these elements express the style, tone and manner by which we communicate with our audiences.

This quick reference guide covers the key components of our visual identity and brand standards. It is intended as an overview to familiarize you with our brand look and feel.

Logo and usage

The primary element of the visual identity is the CCDI Consulting logo/wordmark. It is important to use the logo in a consistent way.

The logo should be used from artwork supplied by CCDI Consulting: eps format for print production, and svg/png or jpeg format for use online.

The eps and svg formats can be scaled proportionately to any size. Png and jpeg formats should be used at actual size or reduced.

The standard application of the logo is reproduced in **indigo** and **amber** on a white background.

The logo can also be **white** on a solid colour background as shown. Use on a dark background to be sure the contrast allows for legibility.

In rare cases where a **black** logo is required, use the eps format provided by CCDI Consulting.

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Clear space and size

Clear space or protective space around the logo ensures visual clarity and focus. Allow a **minimum** of the space equivalent to the distance from the rule to the top of the logo, on all sides.

To ensure the logo remains legible and maintains visual impact, do not go any smaller than 1.5 inches, 38.1 millimeters or 216 pixels (at 144 ppi).



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Minimum size:

- 1.5 inches
- 38.1 millimeters
- 216 pixels (at 144 ppi)

Colour palette

Colour is an important brand element in any visual identity system. Our colour palette has been selected to reinforce our brand positioning: authoritative, dynamic, bold.

Color can help to create emphasis, clarify hierarchy, and organize information on a layout. In addition to neutral colors (black, gray, or white), be selective when using colour, in order to keep the content from looking too complex and cluttered.

See the following page for screen tints of the corporate colours.



Indigo	Maroon	Amber	Purple	Teal
PMS 655	PMS 7421	PMS 1375	PMS 2617	PMS 321
Hex 002f65	Hex 780032	Hex ff9e1a	Hex 470f67	Hex 008996

PMS 655 Hex 002f65	PMS 7421 Hex 780032	PMS 1375 Hex ff9e1a	PMS 2617 Hex 470f67	PMS 321 Hex 008996
PMS 655: 75% Hex 305082	PMS 7421: 75% Hex 953c56	PMS 1375: 75% Hex ffaa59	PMS 2617: 75% Hex 6a5680	PMS 321: 75% Hex 0098a3
PMS 655: 40% Hex 7e8eb3	PMS 7421: 40% Hex c38995	PMS 1375: 40% Hex ffcdad	PMS 2617: 40% Hex b1acba	PMS 321: 40% Hex 9ac5ca
PMS 655: 20% Hex b5bdd5	PMS 7421: 20% Hex dfbdc2	PMS 1375: 20% Hex ffe5d7	PMS 2617: 20% Hex d7d6dd	PMS 321: 20% Hex cfe1e4
PMS 655: 10% Hex d5d8e7	PMS 7421: 10% Hex eddadc	PMS 1375: 10% Hex fef1eb	PMS 2617: 10% Hex eaebee	PMS 321: 10% Hex e6f0f1



Typography

Typography can be a powerful brand tool when used carefully and consistently.

CCDI Consulting's corporate typeface **Arial** has been selected for its clean, contemporary and highly legible properties.

It is versatile and suitable for all applications: body copy, headlines, display type, call-outs, charts and graphs.

For body copy on a white background, use Arial in 85% Black or Hex 595959 for better legibility and a professional look.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Arial Black Italic

Using white space

An important part of our brand is allowing for white space to convey an open, contemporary, uncluttered look.

Avoid the temptation to enlarge the size of the copy or visuals to fill the entire space. Allowing your document to “breathe” makes it easier for the reader, and presents a more professional, polished document.

Logo file formats

Eight logo formats are available with this guide. Use eps format for print production, and svg/png or jpeg format for use online.

Print:

CCDI_ConsultingWordmark_March2023_2PMS.eps

CCDI_ConsultingWordmark_March2023_CMYK.eps

CCDI_ConsultingWordmark_March2023_White.eps

CCDI_ConsultingWordmark_March2023_Black.eps

Online:

CCDI_ConsultingWordmark_March2023_Hex.svg

CCDI_ConsultingWordmark_March2023_White.svg

CCDI_ConsultingWordmark_March2023_300ppi.jpg

CCDI_ConsultingWordmark_March2023_300ppi.png

Contact us

This quick reference guide covers the basic components of our visual identity and brand standards.

For further information and design approval, please contact:

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