



Graphic Standards Manual | Version 1.0 | January 2018

This manual provides usage information for the National Connector Program visual identity. The National Connector Program is responsible for ensuring that logos are available for use by members, affiliates, and appropriate external entities.

visual identity

A visual identity is the sum of all the visual impressions associated with a brand, including the logo, which contribute to building that brand.

The impact of any identity depends on consistent use resulting in a large number of impressions over a long period of time. Familiar identities are processed by the brain visually, evoking a complex set of associations much more powerful than words.

By using a visual identity system, the quality, efficiency, and cost-effectiveness of communication efforts increases.

The National Connector Program logo is the core element of the organization's visual identity. Its size, positioning, and colour treatment are governed by the rules in this guide.

NOTE: A LOGO IS A UNIQUE DESIGN AND CANNOT BE ACCURATELY REPRODUCED WITH ANY TYPEFACE. IT MUST NOT BE HAND DRAWN, SCANNED, OR MODIFIED IN ANY WAY. IT SHOULD BE REPRODUCED ONLY FROM THE PROVIDED ELECTRONIC LOGO FILES.

primary logo

This is the National Connector Program primary logo. It is the preferred version and should be used whenever possible.



logo variations

The full-colour logo is the primary and preferred version. It should be used whenever appropriate. In certain cases, it may be necessary to use a black or reverse version, such as on dark backgrounds or where there is the inability to print in colour.

Below are some acceptable variations. Please refer to the section on “logo usage restrictions” for further information regarding alternate logo variations.

FULL-COLOUR VERSION

NCP_LOGO_FULL-COLOUR.eps



BLACK VERSION

NCP_LOGO_BLACK.eps



REVERSE VERSION

NCP_LOGO_WHITE.eps



Use the **logo file usage guide** on page 6 to help determine which file type and colour space is best for your project.

minimum size

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a reasonable size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

Avoid reproducing the primary logo below 1.25" wide in print and 90 pixels wide in web use. Any smaller than this and the logo will become difficult to read.



minimum free space

In keeping a clean, uncluttered look to the logo, a minimum free space should be maintained around the logo on all sides, at all times, whenever possible. Free space is equal to the height of the mosaic square.



logo colours

Logo colours are one of the most important parts of the National Connector Program identity. We have provided colour values for Pantone, CMYK, and RGB outputs. Because screen resolution and printer settings can vary by device, we use a standardized colour palette to ensure consistency across the board.

Where this becomes especially important is in the printing process. The industry standard—the Pantone Color Matching System—is typically cost-prohibitive, and with the rise in digital technology, an increasingly rare practice. Instead, you should treat Pantone colours as a guidepost for colour matching with CMYK colour values in the printing process. We have provided the Pantone values for the primary brand colours below.

NOTE: DIFFERENT PERSONAL PRINTERS (LASER OR INKJET) CAN ONLY APPROXIMATE PANTONE COLOURS. RESULTS WILL VARY. PLEASE USE THE CMYK (PRINT) OR RGB (DIGITAL) COLOUR VALUES FOR A MORE RELIABLE AND APPROPRIATE COLOUR REPRESENTATION. SUBSTRATE CHOICE (I.E. VINYL, PAPER TYPE, ETC.) WILL ALSO AFFECT INK CHOICE AND COLOUR OUTPUT. WE RECOMMEND DISCUSSING YOUR DESIRED COLOUR OUTPUT WITH YOUR PRINT SUPPLIER AS EACH PRINTER WILL VARY IN RESULTS. ALWAYS REQUEST TO SEE A PRINTING PROOF TO VERIFY COLOUR.

PRIMARY BRAND COLOURS



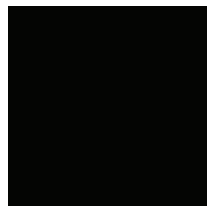
Mosaic Red

PMS 200 C
CMYK 17/99/96/7
RGB 194/33/41
HEX #c22129



Connector Grey

PMS 424 C
CMYK 64/56/52/27
RGB 89/89/92
HEX #59595C



Black

PMS BLACK C
CMYK 75/68/67/90
RGB 0/0/0
HEX #000000

logo restrictions

The following are examples of incorrect uses of the National Connector Program logo.

DO NOT CHANGE COLOUR OF LOGO



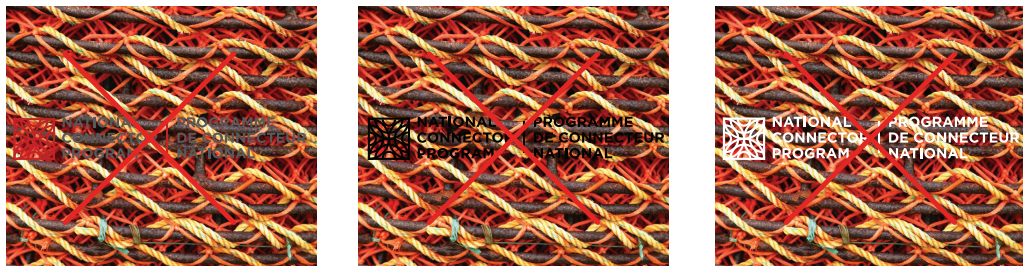
DO NOT DISTORT THE LOGO



DO NOT PLACE ON ANY BACKGROUND THAT DOES NOT PROVIDE ADEQUATE CONTRAST



DO NOT PLACE ON ANY BUSY BACKGROUND



typefaces

A typeface is a set of one or more fonts, in one or more sizes, designed with stylistic unity, and usually comprises an alphabet of letters, numerals, and punctuation marks. It is a key component of any visual identity.

All items produced by the National Connector Program should have a consistent look and feel as part of building a strong brand, and adhering to typeface guidelines assists in achieving this.

All branded collateral should use the same set of fonts to maximize cohesiveness across platforms.

Principle Typeface

GOTHAM BOOK

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9 ! ? / { } () ; .

GOTHAM BOLD

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9 ! ? / { } () ; .

Alternative Typefaces

When working within Microsoft Office, font choices are limited. Even if Gotham is available, it is recommended to use Microsoft Office-compatible typefaces to ensure cross-compatibility when sending and opening collaborative documents. When working with Microsoft Office programs, please substitute Arial for Gotham. These typefaces are to be used in drafting letterhead and memos.

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? / { } () ; .

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? / { } () ; .

logo file usage guide

Every job is different, and each printer has a preference towards which file types and colour formats they use. For the most part, CMYK eps files are preferred over other file types in print applications, while RGB files of varying types are used in digital media. Below is a suggested breakdown of when each supplied file type should be used.

In order to ensure the best quality and colour reproduction, contact your printer and request them to specify the file type (Pantone vs. CMYK etc.) they use. **Always follow the specific instructions from your printer in order to ensure accurate results.**

| FILENAME | RGB (DIGITAL) | CMYK (PRINT) | PANTONE (PRINT) | TRANSPARENT | SCALABLE | MICROSOFT OFFICE COMPATIBLE |
|---------------------------------|---------------|--------------|-----------------|-------------|----------|-----------------------------|
| ncp_logo_pantone_fullcolour.eps | X | X | ✓ | ✓ | ✓ | X |
| ncp_logo_cmyk_fullcolour.eps | X | ✓ | X | ✓ | ✓ | X |
| ncp_logo_cmyk_white.eps | X | ✓ | X | ✓ | ✓ | X |
| ncp_logo_cmyk_black.eps | X | ✓ | X | ✓ | ✓ | X |
| ncp_logo_rgb_fullcolour.eps | ✓ | X | X | ✓ | ✓ | X |
| ncp_logo_rgb_white.jpg | ✓ | X | X | X | X | ✓ |
| ncp_logo_rgb_black.jpg | ✓ | X | X | X | X | ✓ |
| ncp_logo_rgb_fullcolour.jpg | ✓ | X | X | X | X | ✓ |
| ncp_logo_rgb_fullcolour.png | ✓ | X | X | X | X | ✓ |
| ncp_logo_rgb_white.eps | ✓ | X | X | ✓ | ✓ | X |
| ncp_logo_rgb_black.eps | ✓ | X | X | ✓ | ✓ | X |
| ncp_logo_rgb_white.png | ✓ | X | X | X | X | ✓ |

using the logo

FOR CONNECTOR COMMUNITIES

Logo Colour & Placement

The purpose of the National Connector Program logo is to unite all connector communities and create consistency across the brand. Adding the National Connector Program logo on collateral helps strengthen the program and communicate that it extends beyond any one community.

The National Connector Program logo can be used to support each Connector Community across Canada, and can be placed on various pieces of collateral. The following are examples of how Connector Communities can use the logo on different collateral. Keep the National Connector Program logo in either black or white so as to not overpower the local connector community's existing brand standards.

NOTE: EVERY CHAPTER HAS THEIR OWN BRAND STANDARDS, THEREFORE IT IS IMPERATIVE THAT BEST JUDGEMENT IS USED REGARDING COLOUR, SIZE, AND PLACEMENT, WHEN APPLYING THE NATIONAL CONNECTOR LOGO TO INDIVIDUAL LOCAL CONNECTOR COLLATERAL.

DOUBLE-SIDED COLLATERAL: CORRECT USE

SIDE A



SIDE B

The Connector Program matches new residents, as well as local and international graduates in Halifax, with established business people and community leaders. This informal networking session is as simple as having a cup of coffee and a chat, and then offering three names from your network that Connectees can also get in touch with.

Connectors are you and me. They're the person you share an office with or sit next to at lunch. Whether you only have a few years of experience or are a C-level executive, we all have the potential to be Connectors.

Connectees are recent graduates, new Canadians, and new Haligonians. They are highly qualified individuals who are just starting out in the Halifax business world who could use a little help getting a foot in the door.

This is your chance to grow our city—and your network—to help somebody and their career.

Interested?

Contact:
Denise De Long, Program Manager
Halifax Connector Program
902.220.8991
ddelong@halifaxpartnership.com

Presenting Sponsor of the Connector Program

With support from

HALIFAX PARTNERSHIP
CONNECT. COLLABORATE. PROSPER.

NATIONAL CONNECTOR PROGRAM | PROGRAMME DE CONNECTEUR NATIONAL

Correct Connector Community logo placement

Correct National Connector Program logo placement and colour

DOUBLE-SIDED COLLATERAL: INCORRECT USE

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Incorrect National Connector Program logo colour and placement

Incorrect Connector Community logo placement

SINGLE-SIDED COLLATERAL: CORRECT USE



The Connector Program matches new residents, as well as local, and international graduates in Halifax with established business people and community leaders. This informal networking session is as simple as having a cup of coffee and a chat, and then offering three introductions to your network.

Connectors are you and me. They're the person you share a wall with or sit next to at lunch. Whether you only have a few years of experience or are a C-level executive, we all have the potential to be Connectors.

Connectees are recent graduates, new Canadians, and new Halifaxians. They are highly qualified individuals who are just starting out in the Halifax business world who could use a little help getting a foot in the door.

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MEET



CHAT



REFER

What's in it for me?

There are many benefits to becoming a Connector. It's a great way to tap into the hidden talent market in Halifax. Plus, you'll have a hand in helping Halifax become a more diverse and welcoming place by providing introductions to the business community. Becoming a Connectee will help you connect to Halifax's business market. You'll have a chance to build your own professional network, meet new people, and help keep great talent in Halifax.

The Connector Program works.

The hidden job market is real. In Halifax, it's not about what you know, but who you know. When you have an in, great things can happen.

And the proof is in the numbers. To date, the Connector Program has engaged 968 Connectors with 1,999 Connectees. Through their informal conversations and networking suggestions, 833 jobs have been found by program participants.

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Correct Connector Community logo placement

Correct National Connector Program logo colour and placement

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Incorrect National Connector Program logo colour and placement

Incorrect Connector Community logo placement

Logo Colour
& Placement

ANNUAL REVIEW COLLATERAL: CORRECT USE



Correct National
Connector Program
logo colour and
placement

Correct Connector
Community logo
placement

Logo Colour
& Placement

ANNUAL REVIEW COLLATERAL: INCORRECT USE



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CONNECTOR
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