USE OF BRAND LOGO

Principal logo safe area
To ensure optimum readability of the logo and a clean and refined presentation, a safe area must be maintained at all times around the logo. No other graphic elements should be found within this field. The minimum area around the logo corresponds to two times the diameter of the centre circle counter-form of the symbol on each side of the logo. Keep a safe area equivalent to this measure on all four sides of the logo.

Note: For optimal appearance, whether in a square configuration or a circular one, such as an avatar on social media, the symbol is visually centered on the horizontal. Use the original file for optimal results.
USE OF BRAND LOGO

Symbol safe area
When the symbol is used alone: to ensure optimum readability of the symbol and a clean and refined presentation, a safe area must be maintained at all times around the symbol. No other graphic elements should be found within this field. The minimum area around the symbol corresponds to the diameter of the centre circle counter-form of the symbol. Keep an area equivalent to this measure on each side.

Note: For optimal appearance, whether in a square configuration or a circular one, such as an avatar on social media, the symbol is visually centered on the horizontal. Use the original file for optimal results.
USE OF BRAND LOGO

Minimum dimensions
The logo lockup must maintain a minimum size in which the width of the logo is at least 1.25 inches for its horizontal versions and 1 inch for its vertical versions.

1.25 in
Horizontal version | Bilingual

1 in
Vertical version | Bilingual

1.25 in
Horizontal version | English

1 in
Vertical version | English

1.25 in
Horizontal version | French

1 in
Vertical version | French
USE OF BRAND LOGO

Consistency of shapes and proportions (dos and don’ts)

The use of additional elements or of colours in a manner that does not maintain the coherence of the visual identity is prohibited at all times. Always follow the guidelines governing the use of the logo.
Always use the logo’s master files. Never modify them or try to recreate the logo.

Use of the colour logo on a colour background
Change of proportions and relative positioning of symbol and name
Change of proportions of a logo component
Addition of an effect to the logo
Change of font

Change of logo’s proportions
Change of colour of a logo component
Positioning of colour logo against a busy, coloured background