



Newfoundland  
&  
Labrador

Graphic Standards

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## Four Colour Brand Signature Master Artwork

(for use at all sizes greater than or equal to 1 inch wide)



Note: the dotted line is not part of the Brand Signature, but only represents the minimum protection space. Do not alter the brand signature in any way.



## The Brand Signature: Overview

The Brand Signature consists of two elements: the unique lettering of the words 'Newfoundland & Labrador', and the integrated stylized Pitcher Plant graphic flower. The relationship between the two elements is fixed and must never be altered. Reproduction in colour on a white background is always preferred wherever possible (see page 9

onwards for Pantone®, four-colour process, one and two-colour, and RGB reproduction specifications).

Publications will determine which version of the Brand Signature to apply.



Use on white paper stock for stationery, printed items, promotional items, and light coloured vehicles.



Use when printing on an approved dark-coloured background (see page 11).



Use for black and white newspaper advertising, fax cover sheets, and other media where colour cannot be achieved but 30% and 70% tints can be reproduced.



Use when screens and tint cannot be reproduced.







Use only when the Brand Signature is being used outside Canada.



Use when the Brand Signature is being used in French language situations.



Use only when the Brand Signature is being used in French language situations outside Canada.

## Department Logos

When the Brand Signature is accompanied with department names the following design standards must be followed. The illustrated examples are based on the Brand Signature at 5". All the other uses

should be proportionally enlarged or reduced. The department can produce the logo in a variety of ways:



**Tourism, Culture, Arts and Recreation**

Colour



Colour Reversed



**Tourism, Culture, Arts and Recreation**

Black and White



Black and White Reversed



**Tourism, Culture, Arts and Recreation**

Grey-Scale

Note: Department logos are not to be used on official stationery or forms.

## Department Logos (continued)

Department logos have been developed for each government department as well as a number of branches and agencies, boards and commissions.

### Government Departments

Children, Seniors and Social Development  
Digital Government and Service NL  
Education  
Environment and Climate Change  
Executive Council  
Finance  
Fisheries, Forestry and Agriculture  
Health and Community Services  
Immigration, Population Growth and Skills  
Industry, Energy and Technology  
Justice and Public Safety  
Municipal and Provincial Affairs  
Tourism, Culture, Arts and Recreation  
Transportation and Infrastructure

### Agencies, Boards and Commissions

Human Rights Commission  
Newfoundland and Labrador Housing Corporation  
Public Procurement Agency  
Public Service Commission

### Branches, Offices and Secretariats

Cabinet Secretariat  
Communications and Public Engagement Branch  
Indigenous Affairs and Reconciliation  
Intergovernmental Affairs  
Labrador Affairs Secretariat  
Office of the Chief Information Officer  
Office of Women and Gender Equality  
Treasury Board Secretariat



### Children, Seniors and Social Development



### Education



### Public Service Commission

Note: Department logos are not to be used on stationery or forms.

## Measurement and Re-sizing

Precise and consistent measurement of the Brand Signature is best achieved by measuring horizontally from the outside left edge of the letter 'N' in Newfoundland, across to the outer right serif edge of the letter 'd'.

When resizing the Brand Signature, always ensure that it is scaled proportionately. As a check, the vertical

measurement should always be  $\frac{1}{2}$  the horizontal measurement. If this 2:1 ratio is off, the Brand Signature will appear horizontally or vertically skewed, leading to an unacceptable appearance (as illustrated below).



## Protection Area

So that the Brand Signature can stand out clearly in any situation or application, it should be reproduced with as much surrounding clear space as possible without looking unnatural or isolated. Allow a minimum space around all the elements equal to the height of the letter 'L' in Labrador. Visually, this means there will always appear to be more clear space above the entire Brand Signature, adding impact to its presentation.



## Minimum Size

When the Brand Signature is reproduced at widths less than 1", and particularly at the minimum width of .75", great care should be taken to ensure that mechanical production processes reproduce all the elements of the Brand Signature precisely.



### Four-Colour Version



### One-Colour Version Solid Black

## Brand Signature: Pantone and Four-Colour Reproduction

To ensure consistent colour reproduction of the Brand Signature using Pantone colours or four-colour process, or RGB, the following specifications must be followed.

Reproduction on white backgrounds ensures maximum legibility and impact. Different reference numbers for coated (C) and uncoated (U) colours are given so that a close visual match can be achieved for the orange and green colours on differing paper stock.

### Pantone Coated:

Slate Grey: Pantone 7546C

Red: Pantone 485C

Orange: Pantone 715C

Green: Pantone 362C

### Pantone Uncoated:

Slate Grey: Pantone 7546U

Red: Pantone 485U

Orange: Pantone 714U

Green: Pantone 361U

### Four-Colour Process:

Slate Grey: (coated and uncoated) C86 M69 Y50 K47

Red: (coated and uncoated) C0 M100 Y99 K4

Orange: (coated) C0 M36 Y71 K0

Orange: (uncoated) C0 M61 Y97 K0

Green: (coated) C70 M0 Y100 K9

Green: (uncoated) C69 M0 Y100 K0

### RGB:

Slate Grey: R36 G55 B70

Red: R238 G46 B36

Orange: R250 G175 B94

Green: R71 G170 B66

### Hex:

Slate Grey: #243746

Red: #E11F26

Orange: #F9AE5F

Green: #49A848



## Brand Signature: Single Colour with Tint Reproduction

Where production constraints preclude the use of two-colour or four-colour process reproduction of the Brand Signature, it may appear in a single colour with 30% tint inside the stylized flower heads and 70% tint in the stems or as black and white. Other colours must not be used. These Brand Signatures must only be reproduced on white backgrounds. The

method of measurement and protection area for these versions of the Brand Signature is the same as for all other Brand Signatures (see page 6-7).



For usage 1.5" and larger



For usage smaller than 1.5"



## Brand Signature: Single Colour on Dark Backgrounds

Where production constraints preclude the use of two-colour or four-colour process reproduction of the Brand Signature, it may appear using a single colour. The Brand Signature may be reversed out of

a black or Pantone 7546 (C or U) background. The letters, stem, and stylized flower heads remain white.



## Protecting the Brand Signature

Only the versions of the Brand Signature shown on pages 1 to 11 of this section are authorized for use. Pages 12 to 14 show typical examples of common

errors in reproduction, or misuse of the Brand Signature that must be avoided at all times.



Don't remove the '&'



Don't change the lettering colour



Don't change the flower colours



Don't remove the flowers



Don't modify the Brand Signature



Don't condense or expand the Brand Signature



Don't enlarge the flowers or change the proportional relationship



Don't frame the Brand Signature with lines, shapes or panels

## Protecting the Brand Signature (continued)



Don't lose the Brand Signature in mixed tone backgrounds



Don't lose the red flowers



Don't add glows



Don't lose the green stems



Don't add drop shadows



Don't lose the spaces between petals



Don't ignore the protection area



Don't print or display the colour Brand Signature on black backgrounds, use the reversed logo

## Protecting the Brand Signature (continued)



Don't lose the brand signature in light backgrounds



Don't change two-colour specifications



Don't change brand signature orientation



Don't use the flowers in isolation (except in approved special use situations)

## Supporting Typeface

To maintain consistency across all applications of the Brand Signature, the typeface **Lato** has been selected for headline and text requirements. This clear, legible, and very distinctive typeface is available in regular and italic versions in multiple weights which complement the Brand Signature.

Consistent typography is an important element in reinforcing the Brand, and typefaces other than Lato should not be used. Text usually appears in black or grey (Pantone Cool Grey 9), and headings appear in Pantone 7546 (C or U) or grey, or reversed white out of dark backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Lato Heavy

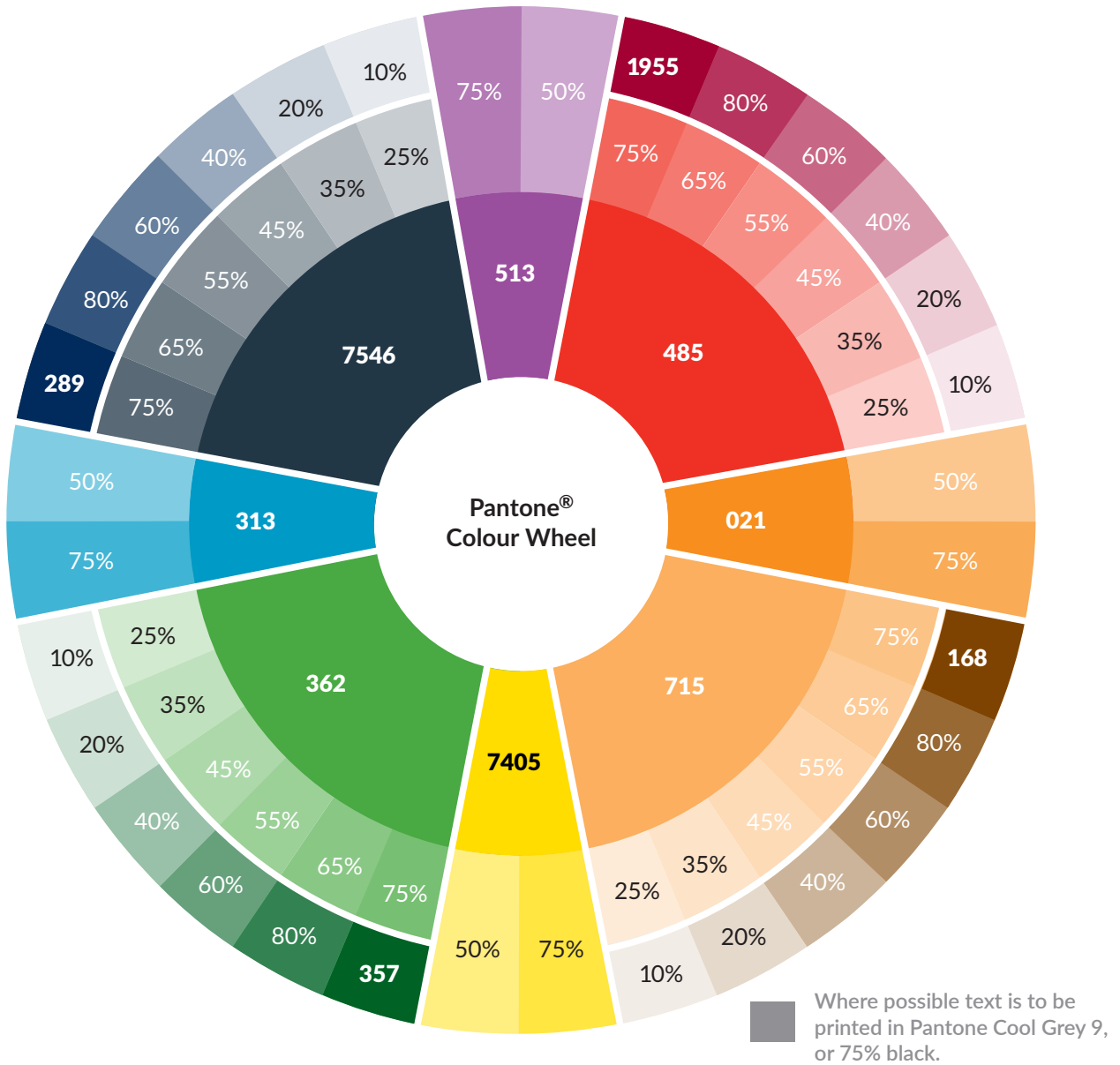
## Colour Palette

### Core Colours (7546, 485, 715, 362)

The Newfoundland and Labrador Brand colour palette is designed to help organize the colours associated with the brand. The colour palette chosen supports our unique personality by differentiating us visually. Use these colours when designing collateral material, promotional items, and online elements.

### Secondary Colours (313, 289, 513, 1955, 021, 168, 7405, 357)

The secondary colour palette has been selected to provide a harmonious and extended interpretation of the Newfoundland and Labrador Brand. Secondary colours must be used in conjunction with the official colours, not in lieu of them. The secondary colours provide good combinations for use with the core colours.



There are many colour options available to cover all types of usage, but it is important to limit the number of colours since too much variation can be visually distracting. The secondary colours can be useful in a variety of situations, ranging from corporate collateral to more playful product-specific items.

Colours shown are not an exact match to the specified Pantone® colours. Please refer to a Pantone® swatch book for true colour match.