LOGOTYPE – OFFICIAL VERSION

cogeco
COMMUNICATIONS

OFFICIAL COLOURS

PANTONE PLUS 288

CMYK	100 / 70 / 0 / 30
RGB	0 / 66 / 130
HTML	#004282
AVERY VINYL	700 Opaque Royal Blue Film HP 700-683-O
EMBROIDERY	Robison-Anton Super Strength Rayon Royal 2210
PAINT	Sico Mystic Cobalt 6008-73

CYAN PROCESS

CMYK	100 / 0 / 0 / 0
RGB	0 / 168 / 236
HTML	#00A8EC
AVERYL VINYL	700 Opaque Cascade Blue Film HP 700-642-O
EMBROIDERY	Robison-Anton Super Strength Rayon California Blue 2389
PAINT	Sico Grecian Blue 6005-53

WHITE

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HTML	#FFFFFF
AVERY VINYL	700 Opaque White Film HP 700-101-O
EMBROIDERY	Robison-Anton Super Strength Rayon Snow White 2297

BLACK

CMYK	0 / 0 / 0 / 100
RGB	44 / 42 / 41
HTML	#2C2A29

LOGOTYPE – PROTECTION SPACE

The protection space around the logotype is defined as being a square unit equal to the height of the letter 'O'. No graphic element may ever appear in this space.

LOGOTYPE – MINIMUM SIZE

The minimum size for the Cogeco Communications logotype is defined as the width of the Cogeco symbol plus the signature: 1-1/8 inches for all print material, and 145 pixels for all electronic material.

LOGOTYPE – APPLIED ON A BACKGROUND COLOUR

The background colour on which the logotype is to appear, dictates which version of the logo to use.

> On a white background: use full logotype colours.
> On a pale background: use a black logotype.
> On an official blue background: reverse the logotype (white) and print the Business Unit name in cyan at 80%.
> On a dark background: reverse the logotype (white).

White background

Pale background

Official blue background

Dark background

CMYK 80 / 0 / 0 / 0
RGB 0 / 176 / 234
HTML #00B0EA

LOGOTYPE – BLACK AND WHITE VERSION

TYPOGRAPHY

Two fonts have been selected, and officially designated for use: this will help support and enhance the effective communication of our brand. These fonts are to be used by all Cogeco Business Units in order to bolster the building of a coherent, strong brand.

> These fonts are available for PC and Mac and should be purchased at (myfonts.com or typography.com).

Primary

Trade Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%?&*( )!Ó#;:,Ç È

Secondary

Din Medium
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

Din Regular
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

Din Light
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

LOGOTYPE – INCORRECT USE

The following are examples of incorrect uses of the logotype. Under no circumstances may the logotype be modified or altered in a manner that might damage the brand image.

Printed in a colour that is not approved

Symbol moved

Logotype deformed

Printed on a photo background, rendering the logotype illegible

Proportions altered (symbol)

Elements reconstructed

Effects added to the logotype

Logotype placed in a shape