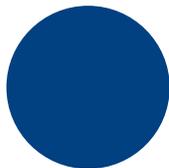




OFFICIAL COLOURS



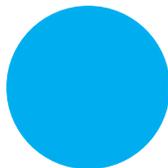
PANTONE PLUS 288

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



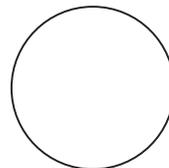
CYAN PROCESS

CMYK 100 / 0 / 0 / 0
RGB 0 / 168 / 236
HTML #00A8EC

AVERY 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

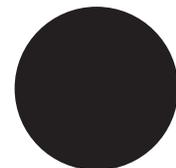


WHITE

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

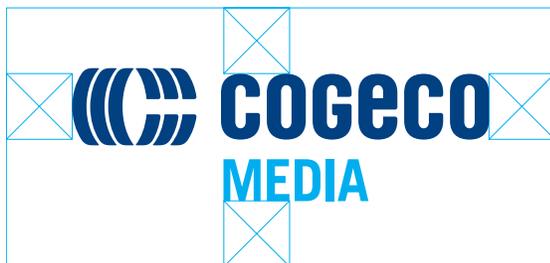


BLACK

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 Media 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.

— 1-1/8 in. —



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

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

abcdefghijklmnopqrstuvwxy
 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 – BLACK AND WHITE VERSION



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