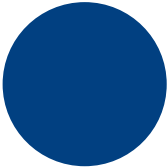
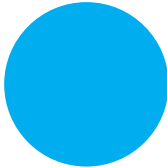
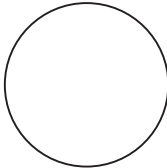
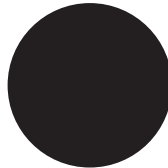




## OFFICIAL COLOURS

			
<b>PANTONE PLUS 288</b>	<b>CYAN PROCESS</b>	<b>WHITE</b>	<b>BLACK</b>
<b>CMYK</b> 100 / 70 / 0 / 30 <b>RGB</b> 0 / 66 / 130 <b>HTML</b> #004282	<b>CMYK</b> 100 / 0 / 0 / 0 <b>RGB</b> 0 / 168 / 236 <b>HTML</b> #00A8EC	<b>CMYK</b> 0 / 0 / 0 / 0 <b>RGB</b> 255 / 255 / 255 <b>HTML</b> #FFFFFF	<b>CMYK</b> 0 / 0 / 0 / 100 <b>RGB</b> 44 / 42 / 41 <b>HTML</b> #2C2A29
<b>AVERY VINYL</b> 700 Opaque Royal Blue Film HP 700-683-O	<b>AVERY VINYL</b> 700 Opaque Cascade Blue Film HP 700-642-O	<b>AVERY VINYL</b> 700 Opaque White Film HP 700-101-O	
<b>EMBROIDERY</b> Robison-Anton Super Strength Rayon Royal 2210	<b>EMBROIDERY</b> Robison-Anton Super Strength Rayon California Blue 2389	<b>EMBROIDERY</b> Robison-Anton Super Strength Rayon Snow White 2297	
<b>PAINT</b> Sico Mystic Cobalt 6008-73	<b>PAINT</b> Sico Grecian Blue 6005-53		

## 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



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

Dark background



## 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](http://myfonts.com) or [typography.com](http://typography.com)).

### Primary

#### Trade Gothic Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%?&\*( )!0#;,:.Ç È

### Secondary

#### Din Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%?&\*( )!0#;,:.Ç È

#### Din Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%?&\*( )!0#;,:.Ç È

#### Din Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%?&\*( )!0#;,:.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