

CANCAP
GROUP

LOGO

Our logo is an integral part of our brand and identity. We never alter, modify or recreate it, as this would dilute the value that it holds. Our logo helps clients identify us through a range of visual cues, making it essential that it is used in its entirety.

To ensure its consistency, the logo should always be taken from the electronic files provided as .ai, .eps and .png formats. We provide instructions for its use in all forms of communication, both digital and printed. We take pride in our logo and understand its importance for our brand.

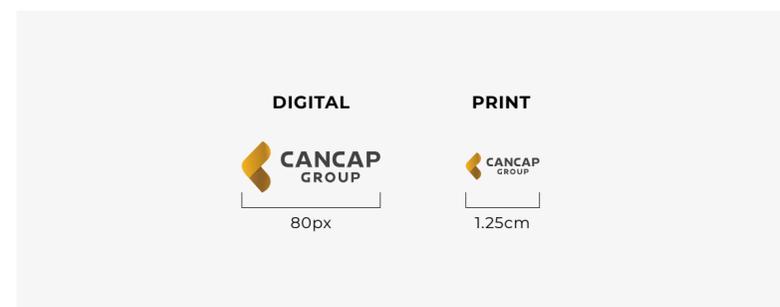
Clear Space

Gray area indicates clear space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'O' (equal to the height of O in the word GROUP, known as the 'cap-height'. The width is equal to the height).

Minimum Size

Our logo is designed to reproduce well at a small size, making it ideal for use in a variety of mediums. However, when possible, we recommend using it in larger sizes than **1.25cm in width for print or 80 pixels in width for digital**. This will ensure the logo is visible and clearly legible, helping to maximize the impact of its design. Additionally, the added size can help to emphasize the details of the logo, ensuring it stands out and represents our brand in the best way possible. We believe that the use of our logo in recommended sizes is the key to successful branding.



LOGO USAGE

Full Color Logo

Whenever possible, use our full-colour logo with **dark gray CANCAP GROUP** text on a white backgrounds and light-colour photographs with clear background. In the case of a dark background image, use the other version with **white CANCAP GROUP** text. Always ensure sufficient contrast between our logo and the background colour/image.

Logo on photographs

Place the logo on area with great view.
Place the logo with maximum contrast.
Use one-color logo if necessary to create maximum contrast



Logo on Bright Background



Logo on Dark Background

Monochrome Logo

Our one-colour logo should be used only when necessary due to printing restrictions.



Logo on Bright Solid Color



Logo on Dark Solid Color

LOGO USAGE

Emblem

The emblem should be displayed in full colour on a white background. When displaying the emblem on a photographic image or coloured background, always use on a clear bright background.

Should media or printing constraints make it difficult to display the emblem in full colour, it may be displayed in an monochrome colours.

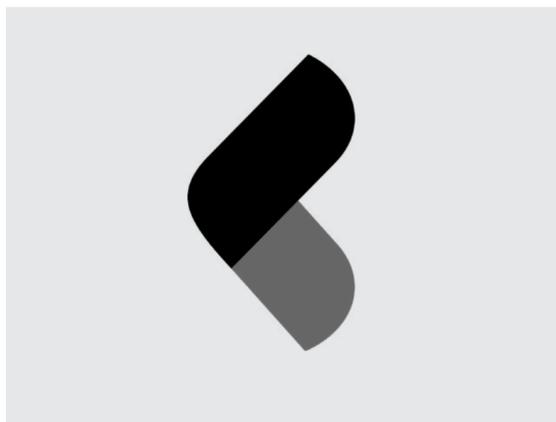
Please be sure to use the original data when displaying the emblem in one of the above-stated monochrome colours.



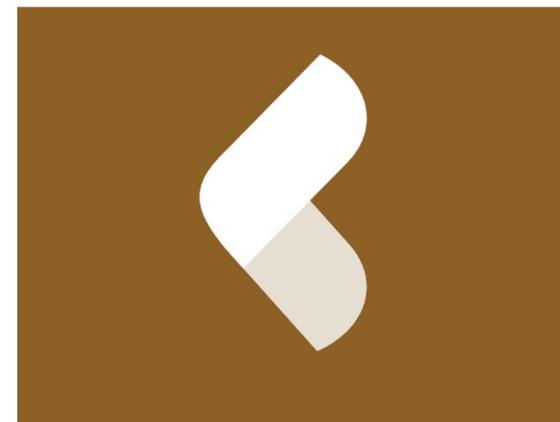
Logo on an image



Monochrome logo on a dark background



Logo on Bright Solid Background



Logo on Dark Solid Color

INCORRECT USE OF LOGO



Do not stretch or distort the logo



Do not add visual effects, such as drop shadows, to our logo



Do not rotate or skew our logo.



Do not reposition our logo or logotype.



Do not place on a busy/complex background



Do not outline our logo



Do not change the opacity of our logo



Do not recreate the logo using different font.

COLOR PALETTE

Primary Colors

We use CMYK values for print applications and use RGB or HTML values for digital applications. In some instances, such as when using Pantone® spot colours, match to Pantone® solid-coated swatches or to solid-uncoated swatches for uncoated stock.



HEX #F1B021
C5 M33 Y99 K0
R240 G175 B32
PANTONE 7409C



HEX #B37E2C
C27 M50 Y100 K8
R179 G126 B44
PANTONE 7511C



HEX #8D6125
C36 M58 Y100 K23
R141 G97 B38
PANTONE 464C



HEX #404042
C68 M62 Y58 K46
R65 G64 B66
PANTONE BLACK 7C

Secondary and Neutral Colors

Secondary color is used for accent/highlight and Neutral is for text/copy.



HEX #FFDD00
C0 M15 Y100 K0
R255 G221 B0
PANTONE 7409C



HEX #626366
C0 M0 Y0 K70
R98 G99 B102
PANTONE Cool Gray 10 C



HEX #000000
C0 M0 Y0 K0
R255 G255 B255

TYPOGRAPHY

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

used for headings and titles with primary colors.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

IMAGERY

Photography

Like our brand voice, all photography direction is based on a spectrum of relatable, human, warm, not silly, colorful, but mature, personable, alludes to collaboration, confident, clear, focused.

