



BRAND + STYLE GUIDE

# Logo

## Primary 4-Colour Logo



The primary *ONBOARDdigital* flat-logo can appear in any of the following four colors below. See colour page in brand guide to get exact colour specs.

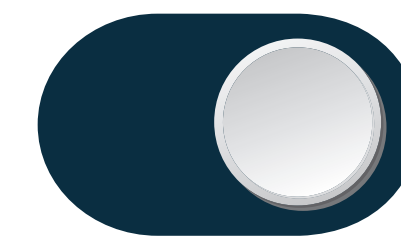
## Flat-Colour Logos



## Flat B&W Logos



## Primary 4-Colour Icon Logo



Primary 4-colour icon can be used separately from the rest of the logo/wordmark when used as a profile image for *ONBOARDdigital* accounts only. Flat-colour icon cannot use the separately from the rest of the logo/wordmark.

## Spacing

Follow these guidelines for print and digital material: Minimum clear space around the badge should be at least one-tenth the width of the logo. Don't place photos, typography, or other graphic elements inside the minimum clear space area. Allow more space whenever possible.



## Size

Minimum screen size 100px  
Minimum print size 3cm (1.1811 inches)

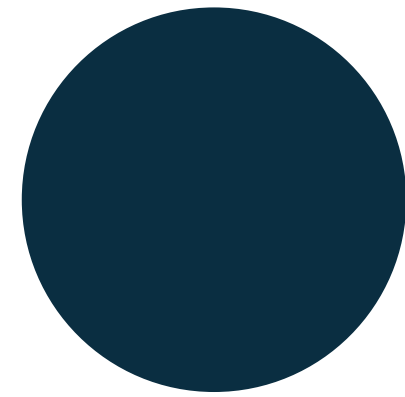


To access the current library or to request a new icon, contact: [info@onboarddigital.ca](mailto:info@onboarddigital.ca)



# Colour

## Primary Colours



DARK BLUE

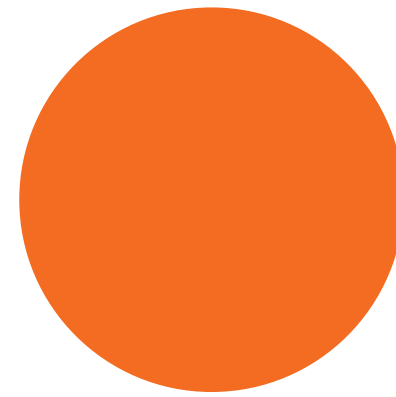


HEX  
#062f41

RGB  
R 006 | G 47 | B 65

CMYK  
C · 096  
M · 073  
Y · 050  
K · 050

PANTONE  
2189 C



ORANGE

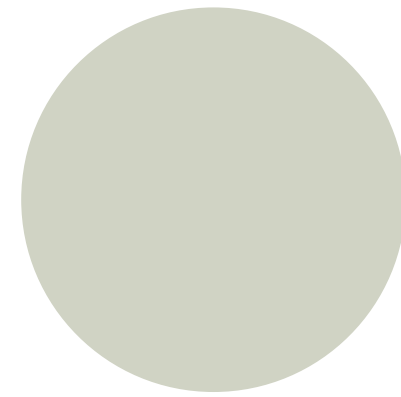


HEX  
#f36e21

RGB  
R 243 | G 110 | B 33

CMYK  
C · 000  
M · 071  
Y · 100  
K · 000

PANTONE  
4010 C



GREY



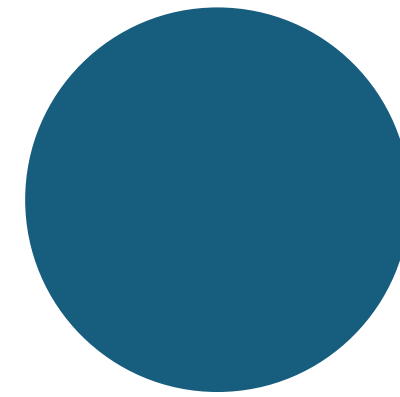
HEX  
#d1d3c5

RGB  
R 209 | G 211 | B 197

CMYK  
C · 018  
M · 011  
Y · 022  
K · 000

PANTONE  
7527 C

## Secondary Colours



BLUE

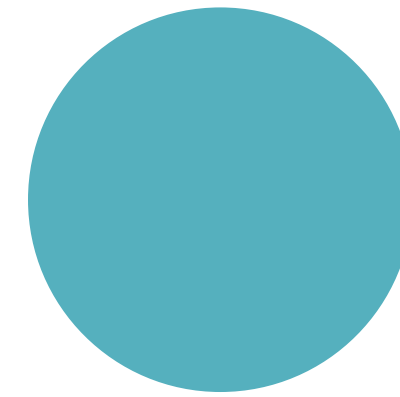


HEX  
#025e7f

RGB  
R 002 | G 094 | B 127

CMYK  
C · 094  
M · 058  
Y · 033  
K · 012

PANTONE  
634 C



CYAN



HEX  
#55b0bf

RGB  
R 085 | G 176 | B 191

CMYK  
C · 064  
M · 012  
Y · 023  
K · 000

PANTONE  
7709 C

# Typography

## Primary Typeface

Use Avenir LT Std type-family for presentations, digital and printed materials, as a rule and wherever possible.

# Header 1

Avenir LT Std 95 Black

# Header 2

Avenir LT Std 65 Medium

## Body Text

Avenir LT Std 55 Roman

## Web-safe Typeface

When Avenir type-family is not available for use, please use Nunito which is a web-safe Google font for any other web-based products.

# Header 1

Nunito Bold

# Header 2

Nunito Semibold

## Body Text

Nunito Regular

## Alternative Typeface

If neither font is available, default typeface Helvetica can be used.

# Header 1

Helvetica Bold

# Header 2

Helvetica Medium

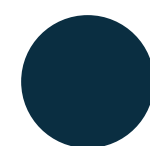
## Body Text

Helvetica Regular

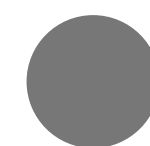
## Typeface colours

These are standard type colours for light, and dark backgrounds. Text maintains a certain contrast ratio to ensure legibility and hierarchy. True black text on white backgrounds is too harsh on the eyes.

Light background



HEX #062f41



HEX #777777



HEX #d1d3c5



HEX #55b0bf

Dark background



HEX #ffffff



HEX #a1a1a1



HEX #d1d3c5



HEX #f36e21

# Iconography

Icons are used across a range of marketing materials to provide symbolism, conceptual clarity, and visual interest in a simple and extensible format. Our icon shapes are bold and geometric.

Symmetry and consistency of shapes give our icons a unique quality, while keeping them simple and easy to understand. The design of our icons is modern and friendly. Each icon is distilled to its essence and designed to ensure readability and clarity even at small sizes.

Iconography can appear in any of our branded colours. See colour page in brand guide to get exact colour specs.

Stand-alone icon



Circled icon



Simplified icon

