

UNISON

BRAND GUIDELINES • V.1

PRIMARY LOGO

Our logo represents who we are as a lifeline for the Canadian music community. Its colour, scale and other graphic elements should remain intact and never be altered.

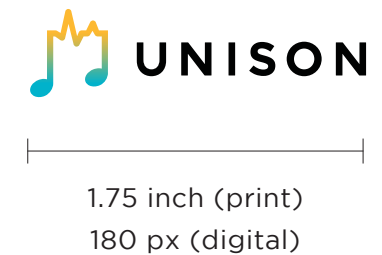
The vertical and horizontal logos can be used interchangeably, depending on available space and application.

Below are the minimum required sizes to ensure proper prominence and clarity of our logo on both print and digital applications.

Vertical



Horizontal



Primary



Black



Alternate



White/Reversed



LOGO USAGE

Choosing the correct logo will vary depending on the size, location, background colour and type of application in which it will appear. In some instances, the alternate logo may be the best option, and is only to be used on dark backgrounds.

The black and reversed/white versions of the logo are only to be used when a single colour is available. For example: receipts, clothing graphics or newspaper ads.

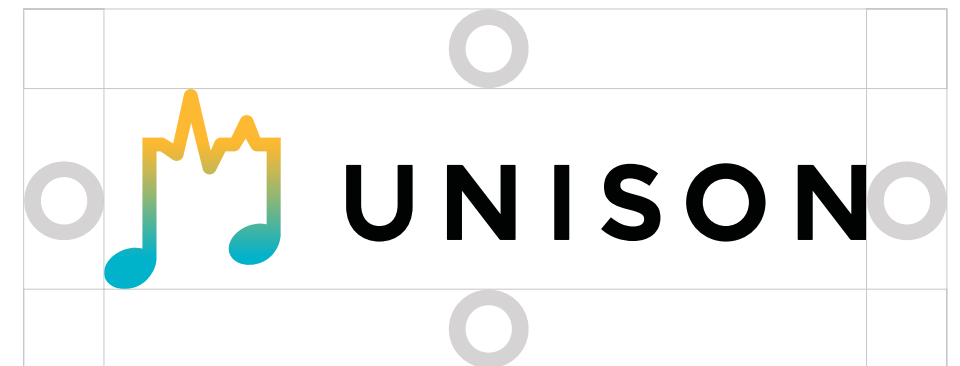
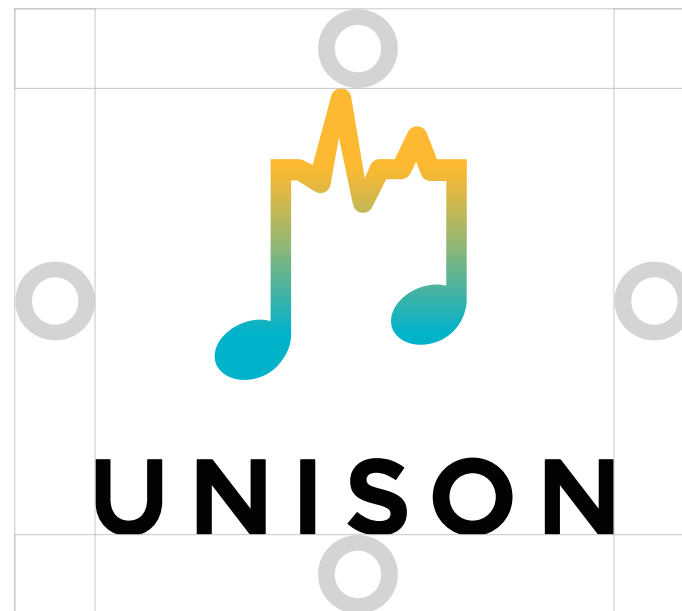


CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of text, graphics and other logos.

The impact and legibility of the logo will be diminished if it is placed too close to graphics or type.

The *minimum* clear space is defined as the height and width of the “O” in the Unison logo.



LOGO MISUSES

A few rules need to be in place for maintaining the integrity of the brand. Be sure to not misuse the logo by rotating, skewing, or distorting it in any way — that includes adding text, drop shadows or outlines. Here are a few examples of some ways one should never use the logo.

A. Don't rotate the logo.

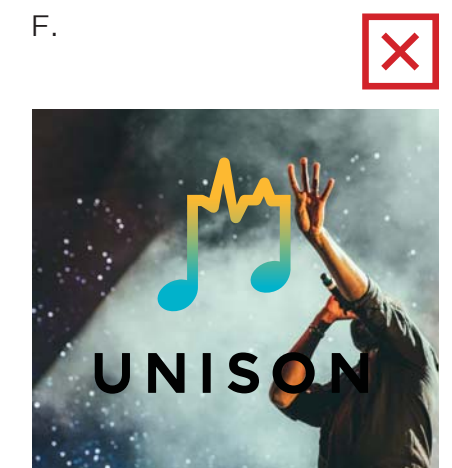
B. Don't squash or stretch.

C. Don't place elements in the logo's clear space.

D. Don't resize any part.

E. Don't add dropshadows.

F. Don't put the logo on a busy background, or an image that doesn't provide sufficient contrast for legibility.



TAGLINE

When needed, our tagline can be displayed with the logo, shown here in both English and French.

Small space



*The heartbeat of
the Canadian music
community*



*Le cœur de la
communauté
musicale canadienne*

English



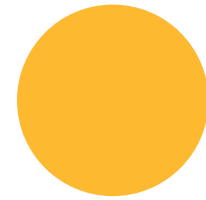
French



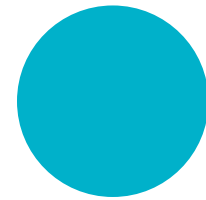
COLOUR PALETTE

Consistent use of the colour palette will reinforce the cohesiveness of the Unison brand.

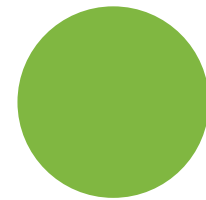
Our colours are friendly, reassuring and optimistic. They are shown here in CMYK (the industry standard for four colour print reproduction), RGB and HEX (industry standard for web, screen and digital).



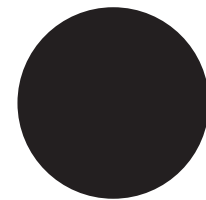
YELLOW
CMYK: 0/30/91/0
RGB: 253/184/49
HEX: #FDB831



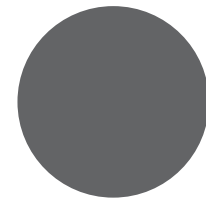
BLUE
CMYK: 73/7/18/0
RGB: 0/178/204
HEX: #00B2CC



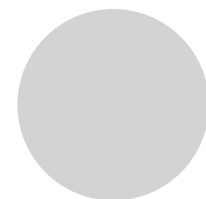
GREEN
CMYK: 56/7/100/0
RGB: 126/182/66
HEX: #7EB642



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000



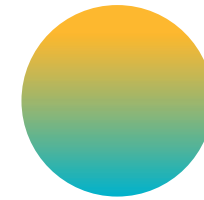
DARK GREY
CMYK: 0/0/0/75
RGB: 102/102/102
HEX: #666666



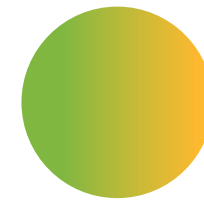
LIGHT GREY
CMYK: 0/0/0/35
RGB: 204/204/204
HEX: #CCCCCC

GRADIENTS:

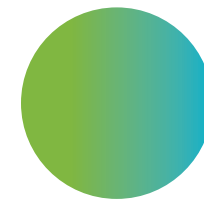
To be used sparingly -- as a highlight (ex: web buttons, or as overlays on select images).



YELLOW
& BLUE



GREEN
& YELLOW



GREEN
& BLUE

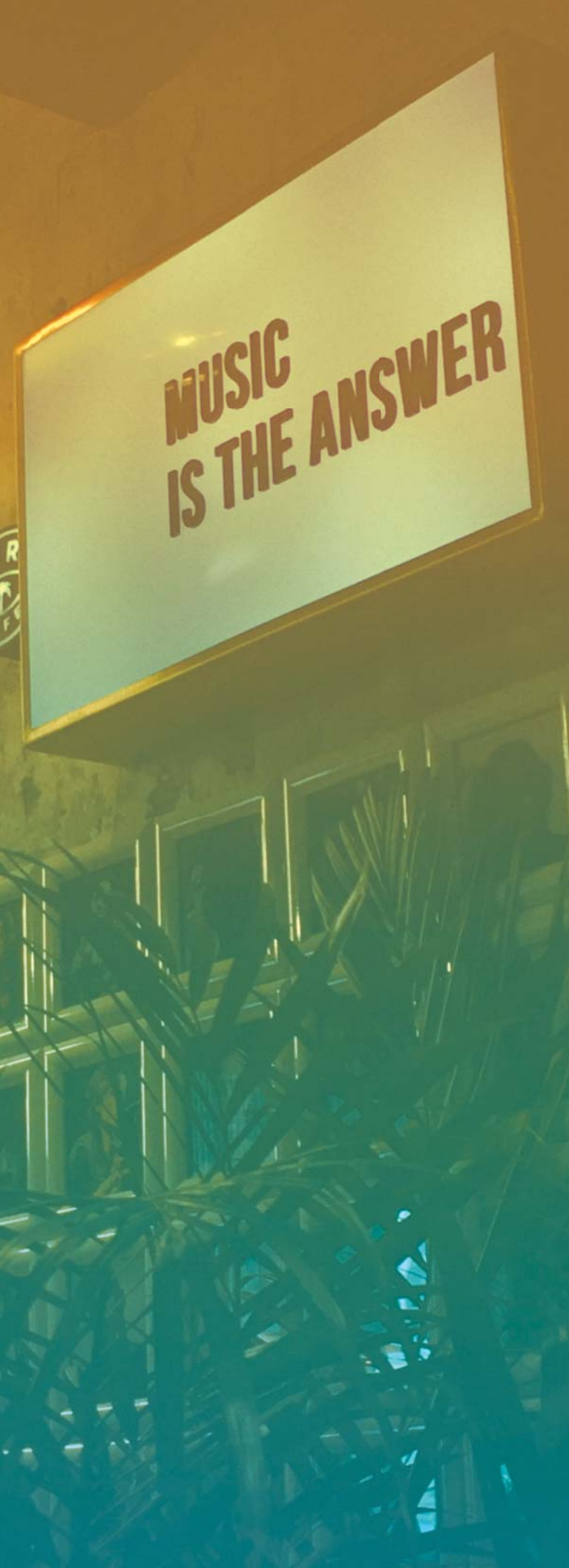




ACCESSIBLE COLOUR COMBINATIONS

Each of the type and background combinations shown on the right pass required contrast standards and can be used in Unison messaging.

BLACK ON WHITE	
DARK GREY ON WHITE	
WHITE ON BLACK	
YELLOW ON BLACK	LIGHT GREY ON BLACK
GREEN ON BLACK	BLUE ON BLACK
BLACK ON YELLOW	
BLACK ON BLUE	
BLACK ON GREEN	
WHITE ON DARK GREY	
BLACK ON LIGHT GREY	



TYPOGRAPHY

SHORT CALL-OUTS

**Headlines
should look
like this.**

And, the body copy, *like this*. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Enim ad minim veniam, quis nostrud **added emphasis** laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Myriad Pro Bold
(web spacing: .1em)

Myriad Pro Black
(web spacing: 1.5px)

Myriad Pro Light
(web spacing: 1px)