



**HOPE AIR**

# Brand Identity Guidelines

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# 1.0 Overview

**Hope Air's** visual identity represents the face of the organization to the community through all visual communication channels. It is comprised of the logo, colour palette, type guide, and image usage guide.

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The purpose of this document is to explain how to use this visual identity to ensure consistency across all forms of media. As a newly established visual identity, Hope Air needs consistency to ensure communication materials reinforce the Hope Air brand and contribute to making it a recognizable and trusted organization. The guidelines in this document should be adhered to in all visual communications to avoid compromising the brand's visual integrity.

These specifications document should serve as a consistent baseline, but ultimately should not limit the production of new creative for Hope Air. Adhering to these standards will create a solid, consistent visual style upon which further design materials can be developed.

## 2.0 Logo Usage

The Hope Air logo is a symbol that represents the organization visually. It represents a positive, uplifting symbol that reflects the work that Hope Air does. The logotype must be used in the formats shown below and not altered in order to maintain consistency across all communication channels.

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**PRIMARY LOGO:**  
USE IN ONLINE AND PRINT MATERIALS WHERE POSSIBLE



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**HORIZONTAL VARIATION:**  
USE IN ONLINE AND PRINT MATERIALS WHEN DICTATED BY LAYOUT (E.G. WEBSITE HEADER TO SAVE SPACE)



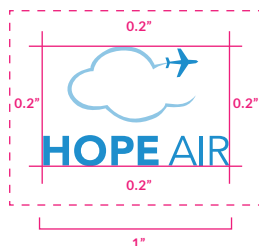
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**LOGO WITH TAGLINE:**  
USE WHEREVER A DESCRIPTIVE TAGLINE IS REQUIRED



**CLEAR SPACE:**

TEXT OR OTHER DESIGN ELEMENTS SHOULD NOT ENCROACH UPON THE LOGO. WHITESPACE SHOULD REPRESENT AT LEAST 20% OF THE LOGO WIDTH.



**LOGO SHAPE:**

THE LOGO SHOULD NOT BE SCALED DISPROPORTIONATELY



INCORRECT



CORRECT

**USE ON COLOURED BACKGROUND:**

THE LOGO MUST BE CLEAR AND VISIBLE, SET ON A BACKGROUND WHICH SHOWS CONTRAST, BUSY BACKGROUNDS MUST BE AVOIDED



INCORRECT



CORRECT

## 3.0 Colour

The Hope Air colour palette is made up of two primary blues, and a bright and strong secondary palette. The colours represent the energy and vibrancy of the brand and the positive effect Hope Air has on people's lives. Overall the core brand palette should be used, with the secondary palette used as small accents to extend and enhance design materials.

### CORE BRAND PALETTE:

CONSISTS OF TWO COLOURS—THE HOPE AIR BLUE (THE MAIN BRAND COLOUR), AND THE DARK BLUE

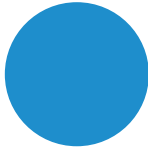
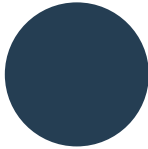




PLEASE USE THE DARK BLUE FOR COPY AND OTHER DESIGN ELEMENTS INSTEAD OF STANDARD BLACK

### SECONDARY PALETTE:

INTRODUCES FOUR BRIGHT, VIBRANT COLOURS WHICH WORK IN CONCERT WITH THE CORE BRAND PALETTE. FOR USE IN MATERIALS THAT COULD BENEFIT FROM THE USE OF COLOUR.

ACCENT COLOURS ARE NEVER TO BE USED ON THEIR OWN, BUT TO COMPLIMENT THE BRAND COLOURS.

EXAMPLES: WEB BUTTONS AND LINKS, ICONS, INFOGRAPHICS, AND SO ON

		PANTONE SOLID COATED + UNCOATED	RGB	CMYK	HEX/WEB
HOPE AIR BLUE		2925c 299u	24 143 203	78 32 2 0	#188FCB
DARK BLUE		3035c 2965u	37 63 83	88 69 46 37	#263F53
ACCENT TEAL		319c 319u	0 196 204	69 0 24 0	#00c4cc
ACCENT MINT		573c 566u	172 239 212	30 0 23 0	#ACEFD4
ACCENT RUBINE RED		213c RUBINE RED U	238 55 120	0 92 25 0	#FF3078
ACCENT YELLOW		122c 7404u	255 210 49	1 16 89 0	#FFD231

## 4.0 Type

HOPE AIR's primary typeface is **AVENIR®** by Linotype used in the company's logo. For online application use **LATO** (a Google web font). These fonts have been carefully selected to best represent the brand image, and must be used to retain consistency.

Where possible when typing **Hope Air** the word '**Hope**' should be typed in bold to be consistent with the logotype.

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### PRIMARY TYPEFACE: AVENIR® BY LINOTYPE

**AVENIR® BOOK**  
USED IN "AIR" PART  
OF THE LOGO

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THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.  
the quick brown fox jumps over the lazy dog.  
0123456789

**AVENIR® BLACK**  
USED IN "HOPE" PART  
OF THE LOGO

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**  
**the quick brown fox jumps over the lazy dog.**  
**0123456789**

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### GOOGLE WEB FONT: LATO

**LATO LIGHT**  
FOR USE IN LARGE TITLES,  
QUOTES, TAGLINES, AND  
OTHER LARGE WEB  
TYPE ELEMENTS

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THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.  
the quick brown fox jumps over the lazy dog.  
0123456789

**LATO REGULAR**  
FOR USE IN BODY COPY,  
AND SMALLER TITLES

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.  
the quick brown fox jumps over the lazy dog.  
0123456789

**LATO BLACK**  
FOR USE IN SMALLER TYPE  
ELEMENTS, BUTTONS, ETC.

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**  
**the quick brown fox jumps over the lazy dog.**  
**0123456789**

# 5.0 Imagery

Imagery chosen to represent Hope Air should be friendly, approachable and authentic. Images should represent the real people that are helped by Hope Air across the entire country. Landscapes representing the breadth of the organization's work help to support Hope Air's authentic, personal brand. Where possible refer to the colour palette in image selection to build strong visual harmony.

## AUTHENTIC STORY-TELLING IMAGES OF HOPE AIR CLIENTS, VOLUNTEERS, DONORS, EVENTS



## CANADIAN LANDSCAPES



## IMAGES REPRESENTING HOPE AIR'S COLOUR PALETTE

