Morinville

Identity Quick Reference Guide

Logo | Proper Formats

The corporate identity logo for Morinville is a valuable asset that distinguishes it from other organizations. When used properly and consistently the corporate identity will strengthen the overall brand, building awareness and viewer recognition. A logo is the single most important element of a corporate identity and it is imperative that its integrity is protected and managed properly.

Vertical Logo - 2 Colour

Vertical Logo - 1 Colour Option
Used when background may have
colours or graphics that hinder legibility

Vertical Logo - Reverse
Used on dark backgrounds

Horizontal Logo - 2 Colour

Horizontal Logo - 1 Colour Option
Used when background may have
colours or graphics that hinder legibility

Horizontal Logo - Reverse
Used on dark backgrounds

Logo | Incorrect Usage

Inconsistent use of the signature will lessen its distinctiveness and diminish its value. Below are some examples of **incorrect** logo usage.

Do not distort proportions

Do not change the approved size relations

Do not change fonts

Do not change colours
1 colour option only must be all black

Do not rotate or place on an angle

Do not add drop shadow

Do not rearrange logo elements

Do not use outlines

Do not change opacity

Do not add any kind of frame or border

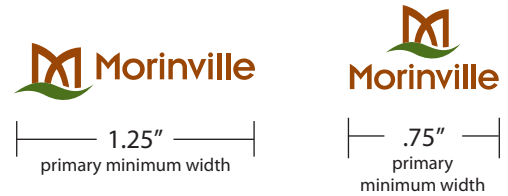Do not place on a busy background that interferes with legibility

Do not place on a background that does not offer enough contrast

Logo | Resizing Requirements

The minimum width of the horizontal logo is 1.25 inches.
The minimum width of the vertical logo is .75 inches.

The logo may be resized to as large as required.

1.25”
primary minimum width

.75”
primary
minimum width

Logo | Spacing

Minimum space required between the Morinville logo and other logos, graphics or copy is the height of the letter 'M' in Morinville.

Logo | Selecting Proper File Format

The Morinville logo is available in JPG, PNG and EPS formats. Authorization to use the logo on any printed, electronic or promotional material must be obtained from an employee of Morinville.

JPG ✓ **Digital & Print**
Non-editable, smaller file size, loses detail when enlarged.

Recommended Usage
• small to medium sized printed material
• web pages
• word processing software
• digital presentations

PNG ✓ **Digital**
Non-editable, smaller file size, loses detail when enlarged.

Recommended Usage
• web pages
• word processing software
• digital presentations

EPS ✓ **Print**
Editable file, can be enlarged to any size without distortion or loss of detail.

Recommended Usage
• any printed material
• need for unlimited sizing

Colour Palette

Primary Colours

Colour is a critical element in creating a memorable and lasting identity. Using the approved colour palettes will lend consistency to Morinville branding. The corporate colour palette is made up of five colours with two primary colours and three secondary colours.

Grass Pantone® 575	CMYK	RGB	WEB	HEX
	48	76	4C	4b721d
	0	114	72	
	100	29	1D	
	53			

Brick Pantone® 1685	CMYK	RGB	WEB	HEX
	0	153	99	994708
	68	71	47	
	100	8	08	
	44			

Secondary Colours

The secondary colours have been selected based on their compatibility with the primary colours. These colours should be used as accent colours with one or more primary colour.

Water Pantone® 7469	CMYK	RGB	WEB	HEX
	100	0	00	006595
	20	101	65	
	0	149	95	
	40			

Prairie Pantone® 131	CMYK	RGB	WEB	HEX
	0	231	E7	e7a614
	32	166	A6	
	100	20	14	
	9			

Slate Pantone® 404	CMYK	RGB	WEB	HEX
	0	136	88	887e6f
	8	126	7E	
	22	110	6E	
	56			