

Identity Quick Reference Guide

The Corporate Identity 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.

The signature is the single most important element of the Corporate Identity and it is imperative that its integrity is protected and managed well. This quick guide explains the proper use and display of the Morinville signature within the Corporate Identity program. Use this guide as a reference when using the signature in any communication efforts.



APPROVED FORMATS – PRIMARY SIGNATURE

Primary Signature - 2 Colour



Primary Signature - 1 Colour Black



Primary Signature - White Reverse*



Primary Signature w/ Tagline - 2 Colour



Primary Signature w/ Tagline
- 1 Colour Black



Primary Signature w/ Tagline
- White Reverse*



APPROVED FORMATS – SECONDARY SIGNATURE

The secondary signature is available for limited use only, please contact the Communications Department for a copy.

Secondary Signature - 2 Colour



Secondary Signature
- 1 Colour Black



Secondary Signature
- White Reverse*



Secondary Signature w/ Tagline
- 2 Colour



Secondary Signature w/ Tagline
- 1 Colour Black



Secondary Signature w/ Tagline
- White Reverse*



NOTE: Any other configuration of the signature is not authorized for use.

* When using the signature on a coloured background, please use the white reverse signature. Do not place the signature on a white box.

APPROVED COLOURS

Colour is a critical element in creating a memorable and lasting identity. Using the approved colour palettes will lend consistency to Morinville communications.

The corporate colour palette is made up of the green and brick red used in the Morinville signature and must be used in all communication pieces.

NOTE: Do not use this reproduction for colour matching. Please refer to the colour mixes.



CMYK	RGB	WEB
48	76	4C
0	114	72
100	29	1D
53		



CMYK	RGB	WEB
0	153	99
68	71	47
100	8	08
44		

SECONDARY COLOURS

The secondary colours have been selected based on their compatibility with the corporate colours. These colours should be used with the corporate colours as accent colours only.



CMYK	RGB	WEB
100	0	00
20	101	65
0	149	95
40		



CMYK	RGB	WEB
0	231	E7
32	166	A6
100	20	14
9		



CMYK	RGB	WEB
0	136	88
8	126	7E
22	110	6E
56		

NOTE: Do not use this reproduction for colour matching. Please refer to the colour mixes.

RESIZING REQUIREMENTS

The signature may be resized to be as large as you require. It may also be sized smaller, as long as all components of the signature remains easily readable.

The minimum width of the primary signature is 19mm (.75in). The minimum width of the primary signature with the tagline is 32mm (1.25in).

The minimum width of the secondary signature is 32mm (1.25in). The minimum width of the secondary signature with the tagline is 44.45mm (1.75in).



SIZE REQUIREMENTS

Minimum required white space between signature and edge of paper or other graphics is the height of the letter 'M' in "Morinville."



RECOMMENDED FILE FORMATS

The Morinville signatures are available in EPS, JPG and PNG formats. The chart on the right will guide you in choosing the appropriate file format for you needs.

To download go to www.morinville.standardsguide.ca.

Authorization to use the logo on any printed, electronic or promotional material is restricted to the purposes outlined in the Identity Standards Guide. Permission to use the logo for other purposes must be obtained from the Morinville Communications Department.

- EPS**
- is a vector graphic and can be resized without distortion or loss of detail
 - preferred format for printing presses and sign production
- TIF**
- large file size
 - good quality, loses detail when enlarged
 - supported by many programs
- JPG**
- smaller file size
 - loses detail when enlarged
 - preferred format for internal documents and online use
- PNG**
- very small file size
 - loses detail when enlarged
 - preferred format for MS Office documents, PowerPoint and online use

TYPE OF PROJECT	EPS	JPG	PNG
Banners	●		
Business Cards	Not permitted - must be produced by official printer		
Environmental Graphics	●		
Letterhead	Not permitted - must be produced by official printer		
Envelope	Not permitted - must be produced by official printer		
Newsletters	●	●	
Newspapers	●	●	
Offset Printing	●		
Posters	●	●	
Videos	●		
Vinyl Output	●		
Webpages		●	●
Promotional Items	●	●	
Signs	●		

TYPE OF SOFTWARE	EPS	JPG	PNG
Word		●	●
PowerPoint		●	●
Publisher, InDesign	●		
Illustrator, Corel Draw	●		
Dreamweaver, FrontPage		●	●

INCORRECT SIGNATURE USES

Inconsistent use of the signature will lessen its distinctiveness and diminish its value. In fact, an improperly used signature may no longer be protected by law and the owner may lose the signature entirely. Below are some examples of incorrect use of signature.



Do not use a low-resolution version of the artwork



Do not distort the signature proportions



Do not change the approved signature size relations



Do not change signature type font



Do not change the approved signature colours



Do not rotate the signature



Do not use a drop shadow



Do not rearrange signature elements



Do not use the signature in outlines



Do not reduce the signature to a size that interferes with the legibility.



Do not screen the colours of the signature



Do not box the signature



Do not add a containing shape to the signature



Do not place the signature on a background that interferes with the legibility



Ensure there is enough contrast between the signature and the background colour