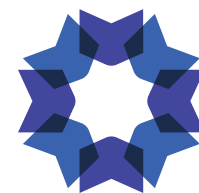


Brand Guidelines

A guide to the proper use of the brand.

Corporate office:

650 Montgomery St,
Fredericton, NB E3B 5R6



NBTA

New Brunswick
Teachers' Association

Welcome

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications.

The brand communicates excellence and usually serves as the first impression of New Brunswick Teachers' Association with any audience in person or online. Each has a specific role to play, but the real magic happens when they're all used together. The following pages will help you understand our brand, what it stands for and how to express in the best possible way.

Contents

Logo 04

Logo usage & sizing 07

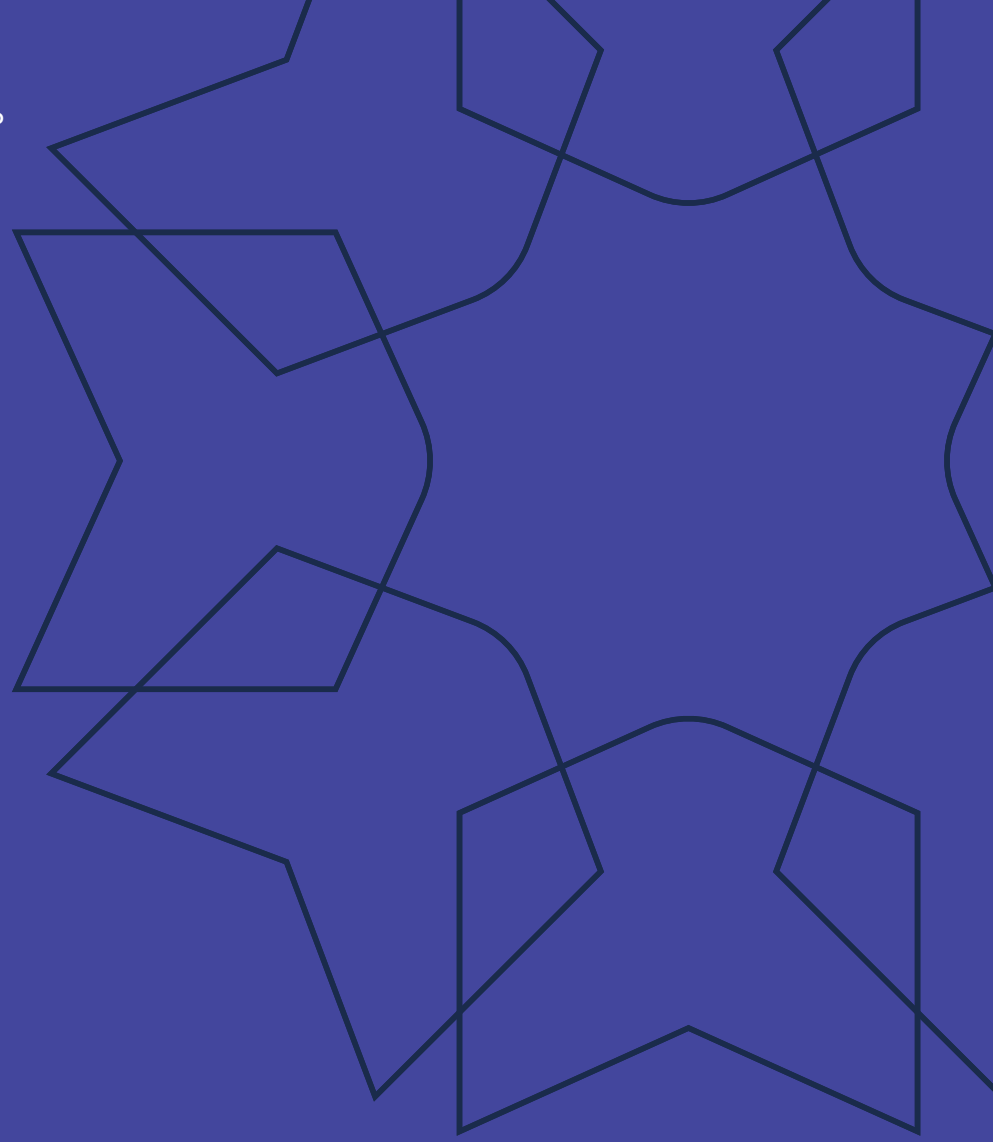
Colour palette 03

Brand elements 10

Logo

Logo configuration
Logo colour variations

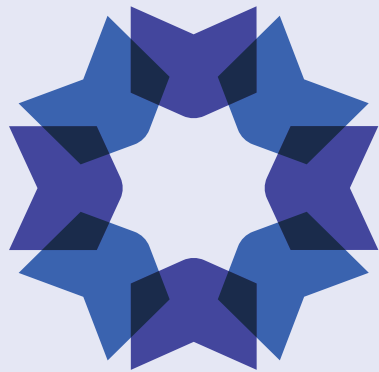
LOGO



Logo configuration

Icon

Wordmark



NBTA
New Brunswick
Teachers' Association

Logo colour variations



Colour



Reversed



Black

Logo usage and sizing

Exclusion zone
Incorrect use of logo

Exclusion zone



No maximum height
Minimum height



Incorrect use of logo



Do not stretch the logo



Do not place the full color logo over a busy image or dark blue background



Do not use hard shadow on a light background



Do not scale different elements



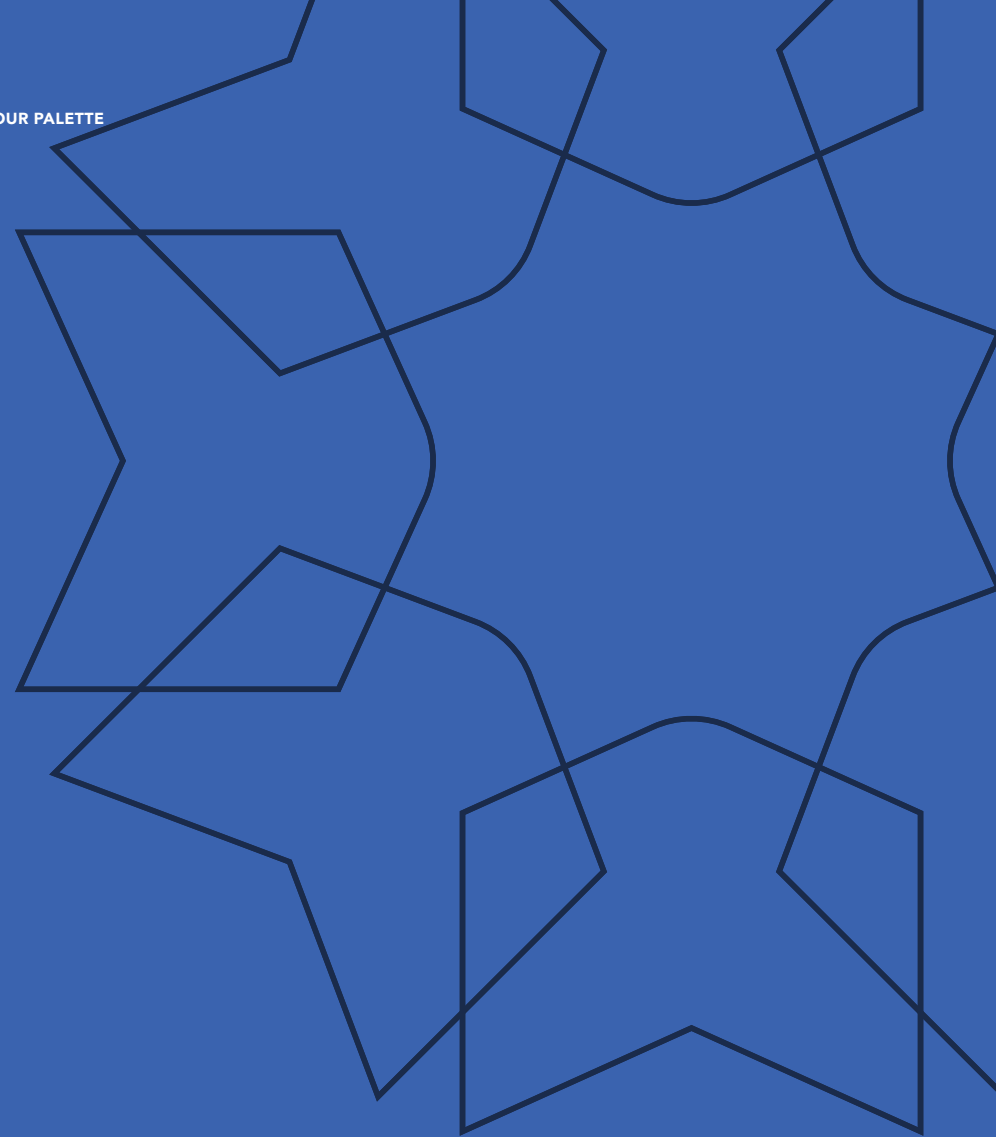
Do not stack logo elements



Do not change the logo colours

Colour palette

COLOUR PALETTE



Colour palette

Dark Blue

C96 M84 Y43 K41

HEX 1A2B4B

PANTONE 2767 C

Purple

C85 M85 Y0 K0

HEX 44479D

PANTONE 7670 C

Light Blue

C84 M65 Y0 K0

HEX 3A63AF

PANTONE 7455 C

Yellow Accent

C0 M10 Y100 K0

HEX FFDD00

PANTONE Yellow C

White

C0 M0 Y0 K0

HEX FFFFFFFF

PANTONE 000 C

Brand elements

Corporate typefaces
Shapes and Backgrounds
Photography

BRAND ELEMENTS

An abstract graphic design consisting of several overlapping, irregular white outlines on a solid blue background. The shapes are geometric and somewhat organic, resembling stylized letters or symbols that are partially obscured by each other, creating a layered effect.

Typography

Avenir

Headlines and subtitles
must be Avenir font

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Inter

Body text must be
Inter font

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Shapes and Backgrounds

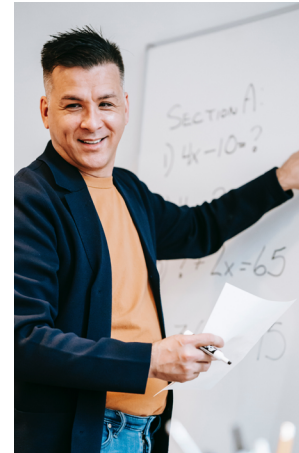


Photography

BRAND ELEMENTS

Attributes:

Influential: Successful, competent & accomplished





NBTA
New Brunswick
Teachers' Association

Brand Guidelines

A guide to the proper use of the brand.