



# General ASSEMBLY

BRAND GUIDELINES

## Primary Logo

Use one of the following logos for all external communications.

Select the most appropriate colour scheme based on the background colour, media restrictions, or production requirements.

General  
**ASSEMBLY**

**ASSEMBLY**

# Secondary Logos

Each logo orientation has an option to display the location and/or year. The locations are based on the Airport code of the nearest major airport and is to be used in order to differentiate between the various sites.

YYZ **General** YEG  
**ASSEMBLY**

YEG **General** 2020  
**ASSEMBLY**

YYZ **General** 2020  
**ASSEMBLY**

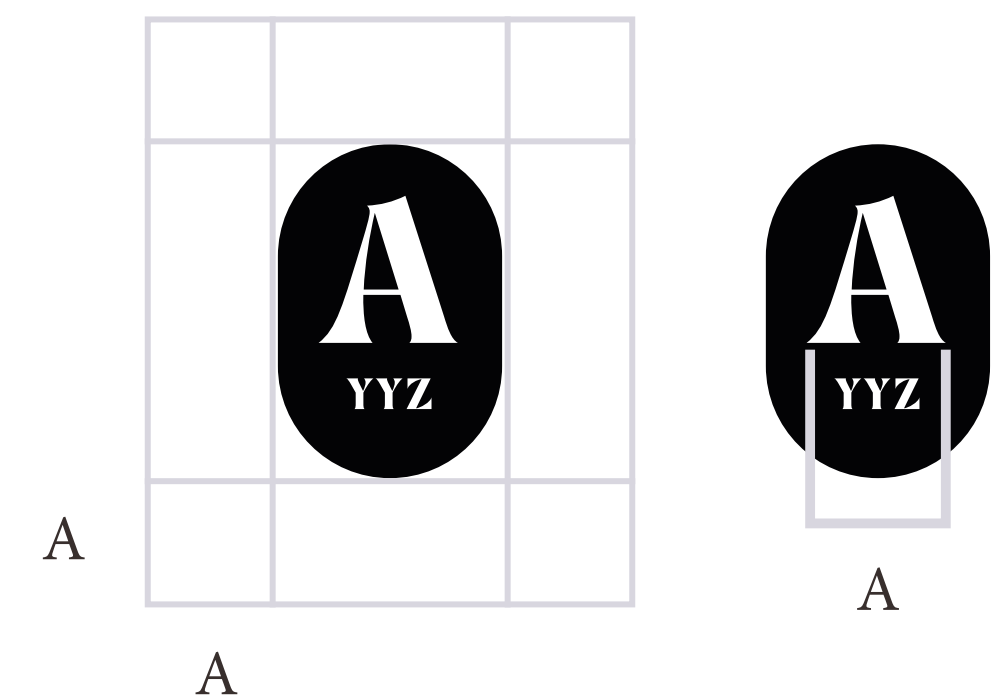
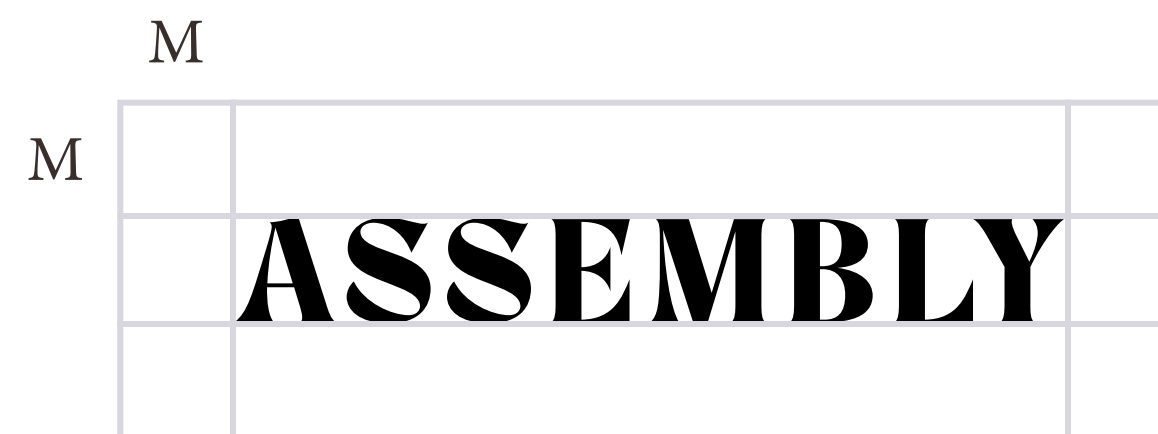
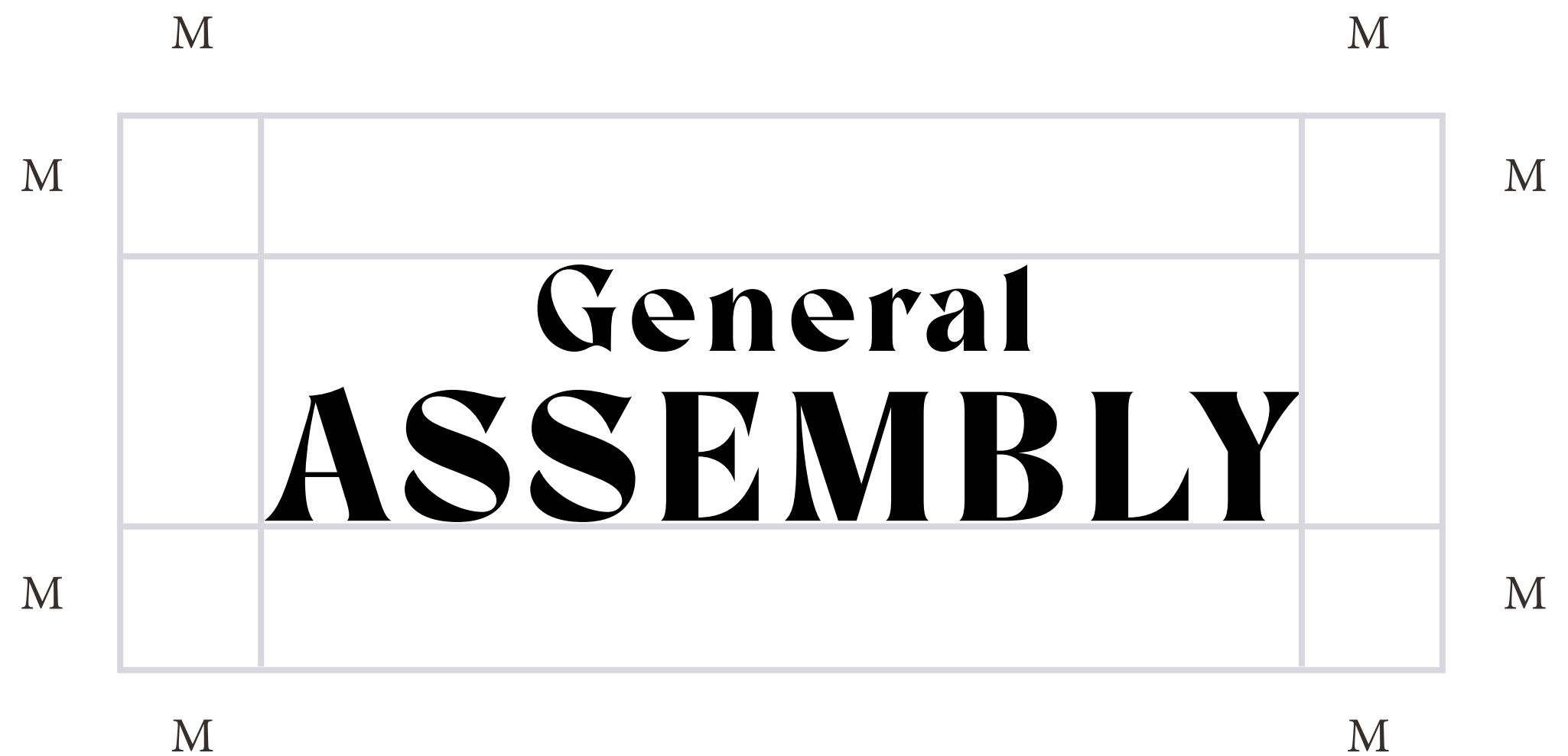


**General  
ASSEMBLY**



## Spacing

Negative space around the logo is just as important as the logo itself. Please use a minimum of space of 1 “M” around the logomark where ever it appears.



**General  
ASSEMBLY**

1 ¾" wide OR  
200 pixels wide



**General  
ASSEMBLY**

**ASSEMBLY**

1 ½" wide OR  
150 pixels wide



**ASSEMBLY**



½" wide OR  
50 pixels wide



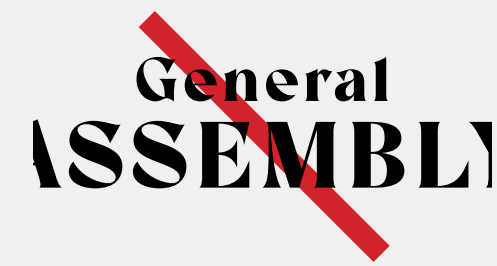
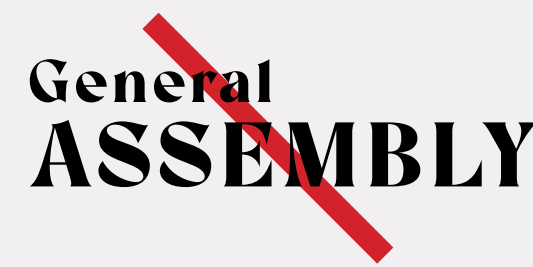
## Sizing & Resizing

To preserve the legibility of mark, please do not scale the marks smaller than the sizes displayed above.

If you need to resize the logo, either smaller or larger—whenever possible—please prioritize a vector file format such as an .eps, .svg, .ai, etc.

When resizing, please make sure to maintain the correct proportions. Do not stretch or distort the logo.





## Logo Restrictions

Please do not alter the Assembly logo in any way. Alterations to the logo will undermine its recognition and dilute our brand image.

If you have any old logo files, please delete them and download the new logo.

### ***Do not:***

- Change the colour of the logo
- Rotate the logo
- Change the position or size of the elements
- Change the typeface of the logo
- Place the logo on a busy background
- Crop or cut any part of the logo
- Change the transparency of the logo
- Apply any effects to the logo, i.e. no drop shadows, etc.
- Put the logo inside another shape

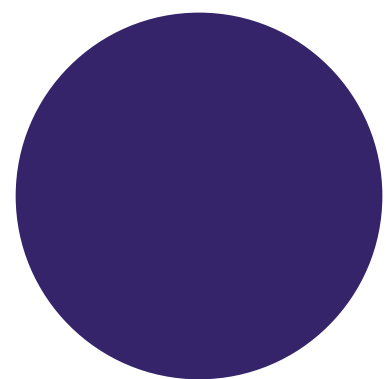
# Colour Formulas

Use these colours for Assembly applications. Do not change or alter the colours in any way.

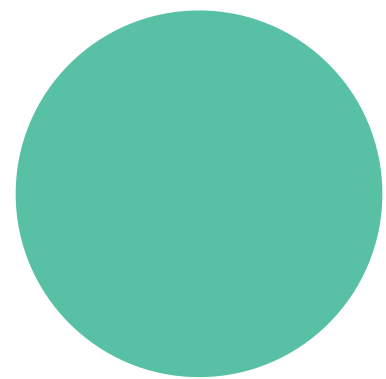
The use of negative space helps create emphasis and balance. Too much colour will create a sense of clutter and busy-ness.

Colour should always be used strategically and never compete with the messaging. Try to employ the 60/30/10 rule. (60 percent one colour, etc.)

## Primary



Pantone 2685 C  
c90 M99 Y0 K8  
R51 G0 B114  
#330072



Pantone 3385 C  
c43 M0M Y28 K0  
R71 G215 B172  
#47D7AC





# *C&MA Guidelines*

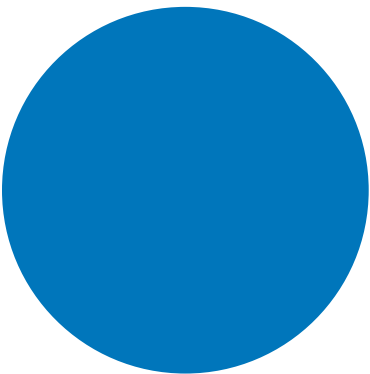




# C&MA Colour Formulas

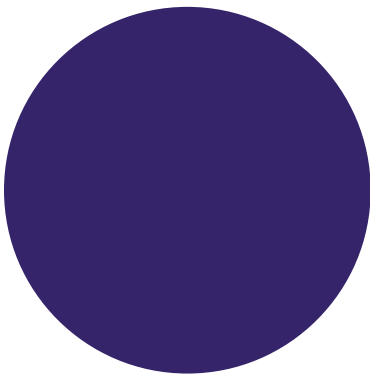
Use these colours as the main colour palette for C&MA applications. Do not change or alter the colours in any way. Please remain consistent in using the designated region colours for the corresponding region (i.e. When making Silk Road content, only use Pantone 205 C in addition to the C&MA brand and accent colours, do not use other region colours in addition).

## Primary

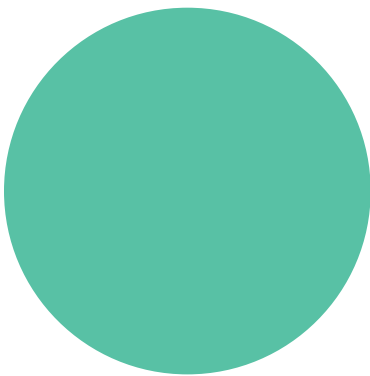


Pantone 3005 C  
c100 m31 y0 k0  
R0 G119 B200  
#0077C8

## Accent



Pantone 2685 C  
c90 m99 y0 k8  
R51 G0 B114  
#330072



Pantone 3385 C  
c43 m0M y28 k0  
R71 G215 B172  
#47D7AC

## Region



Pantone 311 C  
c68 m0 y13 k0  
R5 G195 B222  
#05C3DE



Pantone 158 C  
c0 m52 y95 k0  
R232 G119 B34  
#E87722



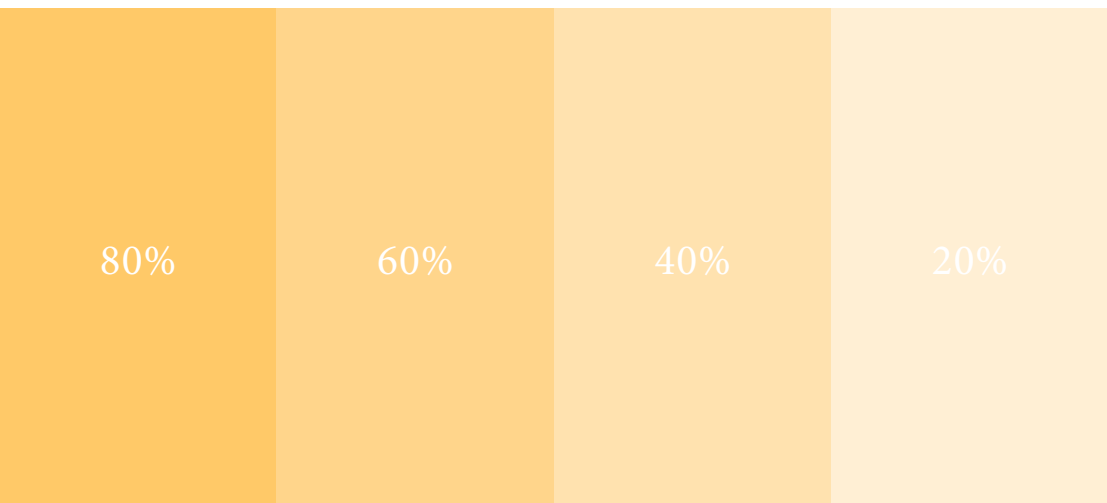
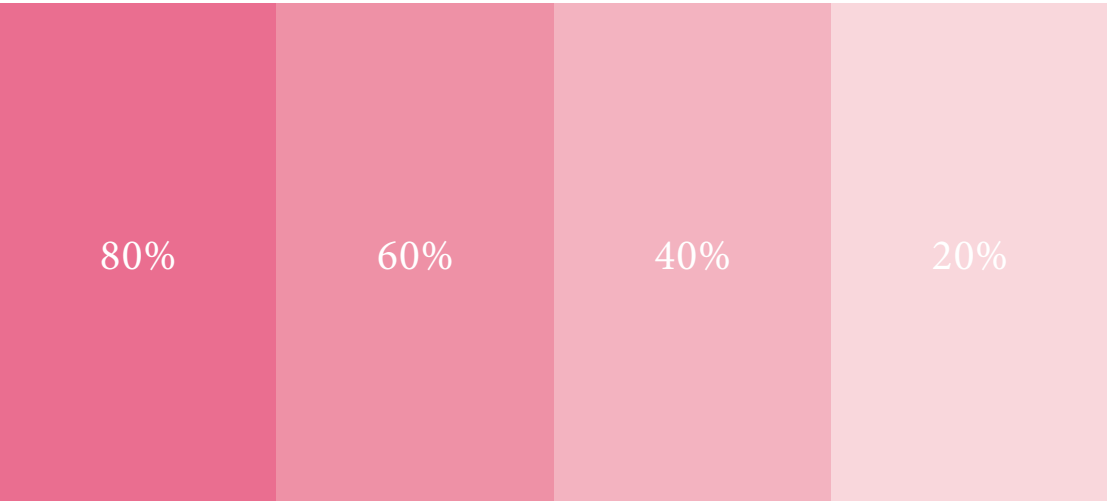
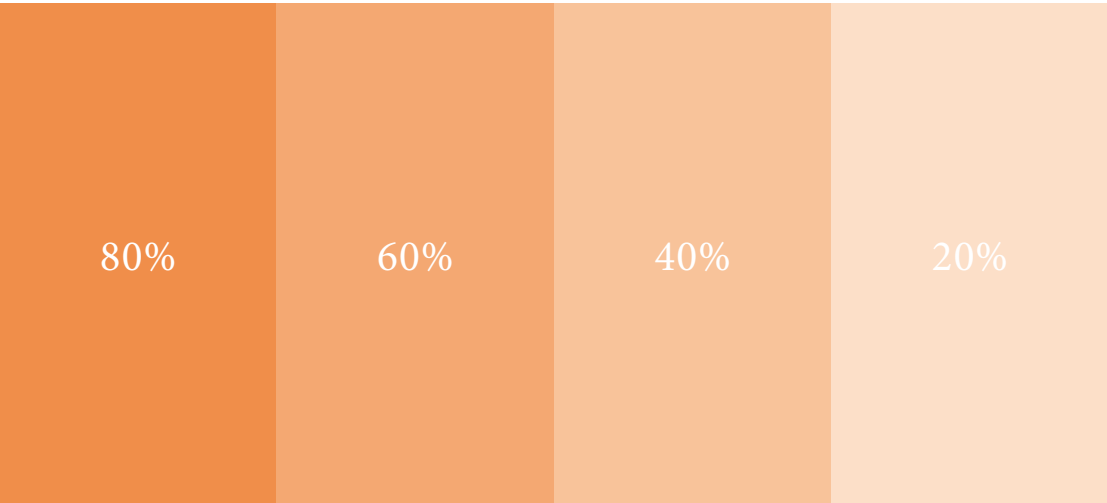
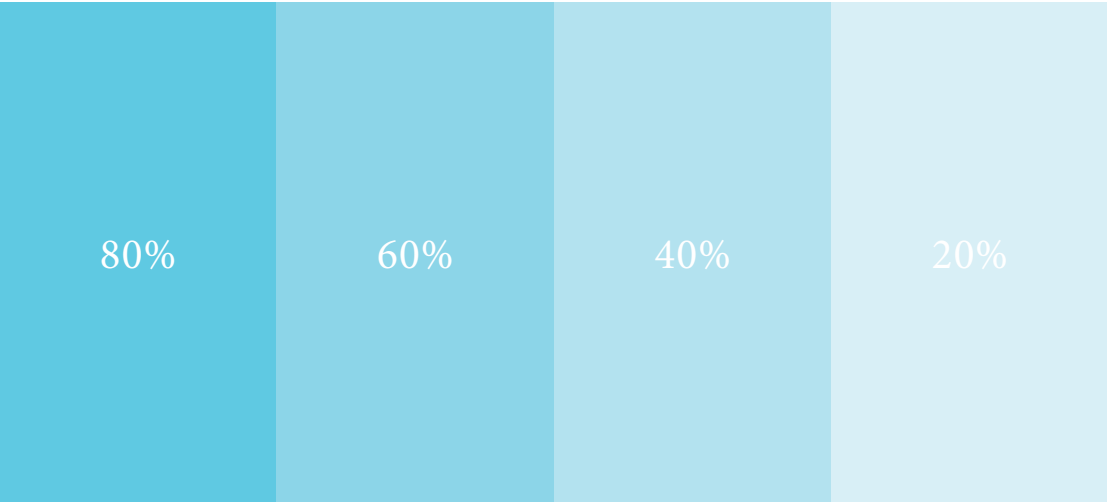
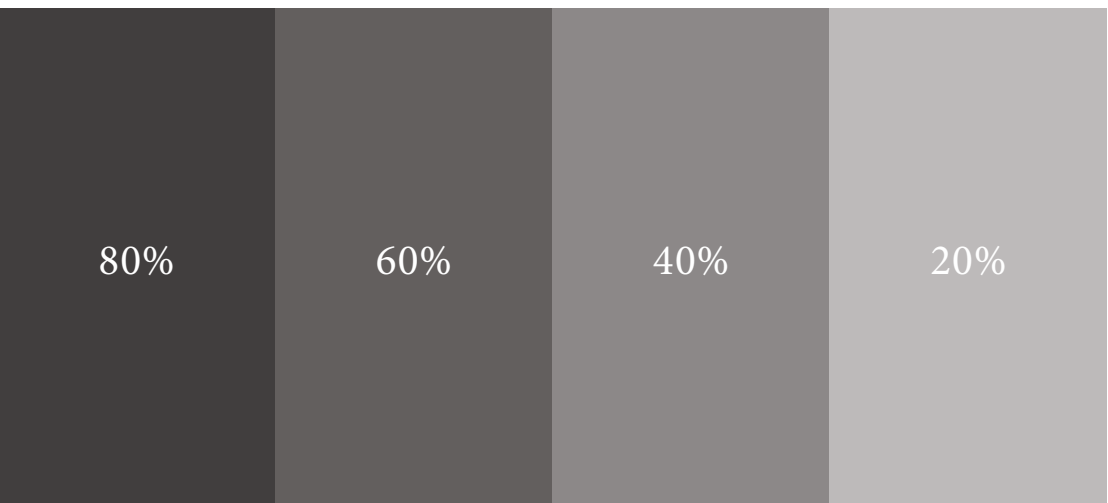
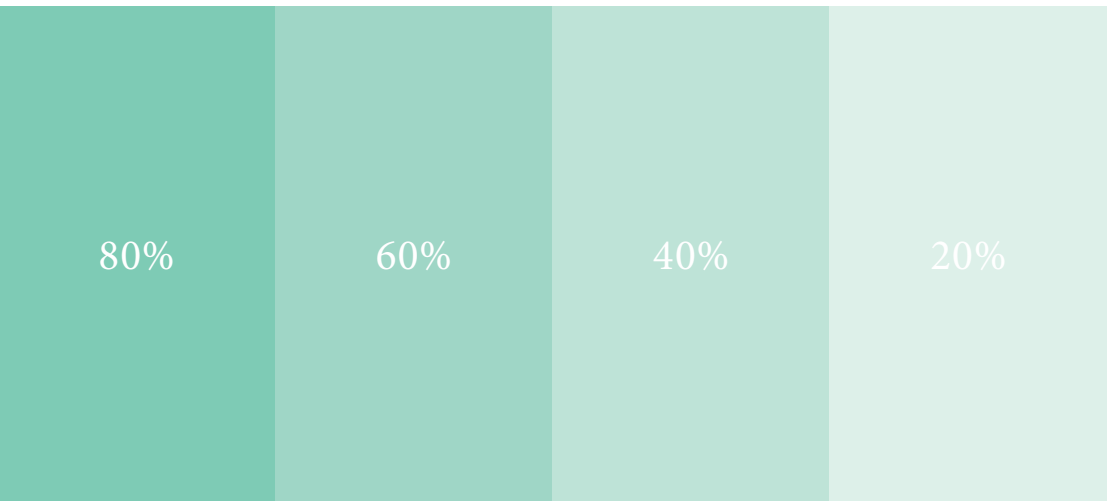
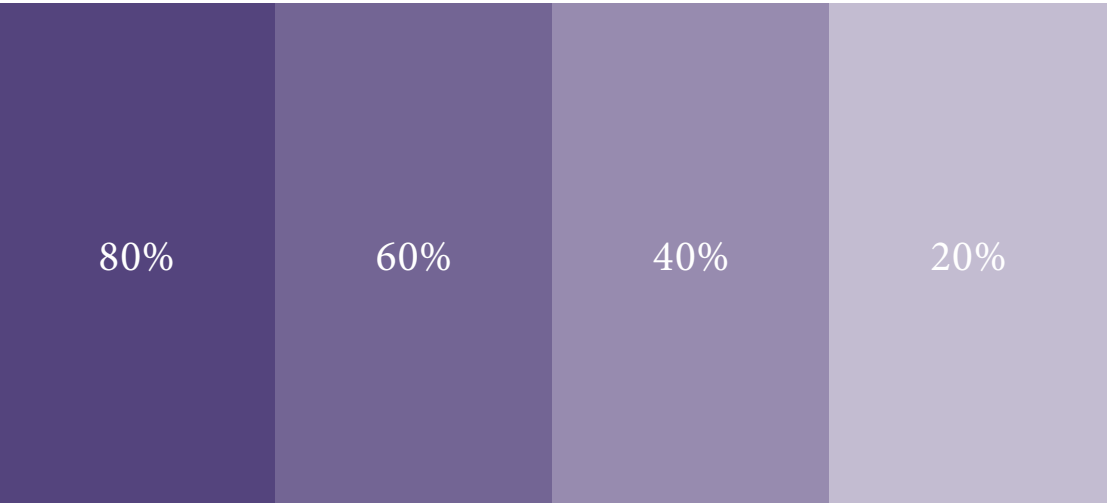
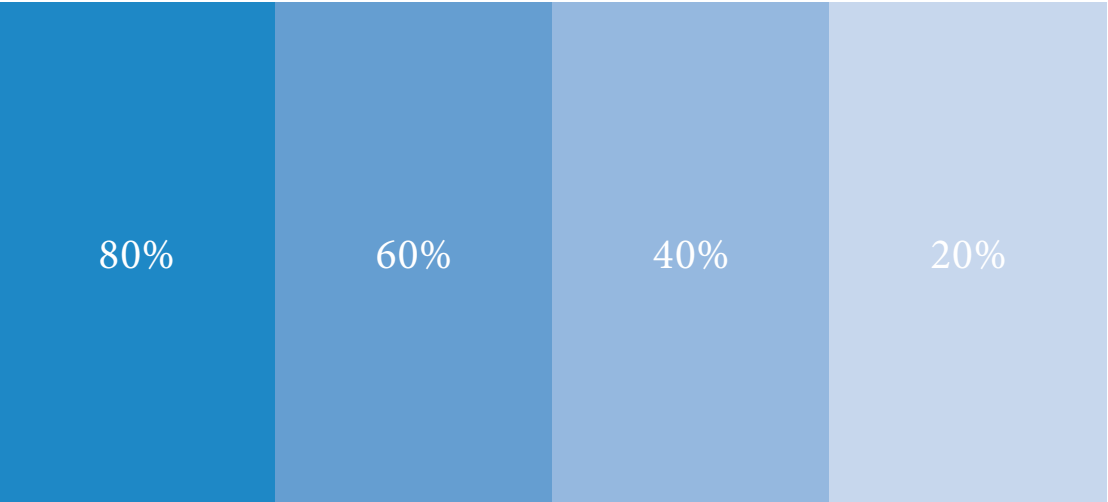
Pantone 205 C  
c0 m83 y16 k0  
R224 G69 B123  
E0457B



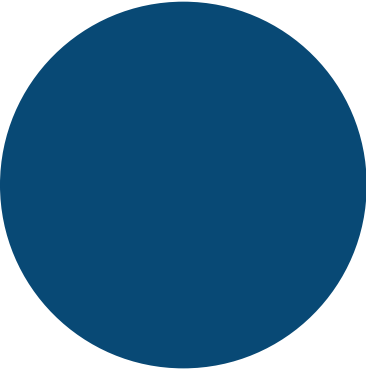
Pantone 136 C  
c0 m28 y87 k0  
R255 G191 B63  
#FFBF3F

# C&MA Colour Formulas

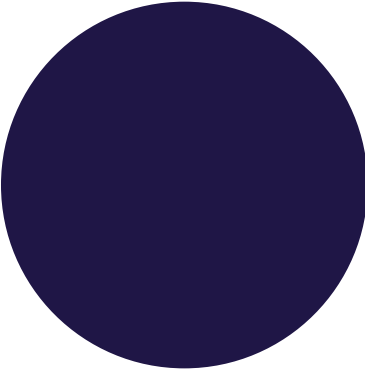
## Tints



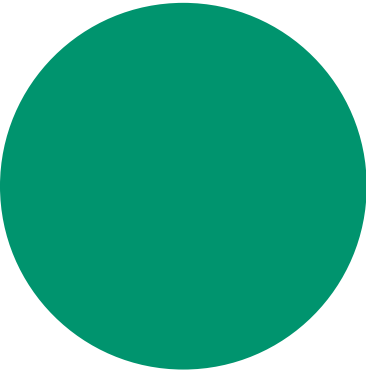
## Shades



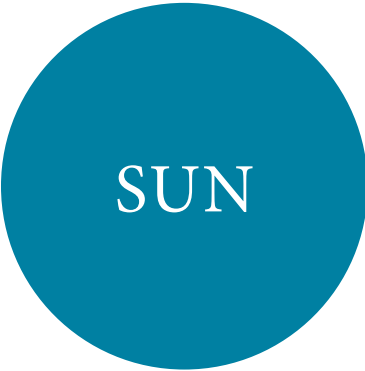
Pantone 7693 C  
c100 m57 y9 k47  
R0 G73 B118  
#004976



Pantone 275 C  
c100 m100 y7 k56  
R32 G23 B71  
#201747



Pantone 7724 C  
c82 m0 y67 k11  
R0 G150 B108  
#00966C



Pantone 314 C  
c100 m5 y14 k17  
R0 G127 B163  
#007FA3



Pantone 167C  
c5 m77 y100 k15  
R190 G83 B28  
#BE531C



Pantone 215 C  
c6 m100 y26 k24  
R172 G20 B90  
#AC145A



Pantone 7550 C  
c0 m34 y98 k12  
R209 G114 B0  
#D19000

## C&MA Typefaces

You can find all the C&MA brand fonts at **fonts.adobe.com** if you have a subscription.

### *Alternates*

If used please use the specified alternate fonts, they are available on Google fonts for free at **fonts.google.com**

You may need to adjust the kerning (space between letters), leading (space between lines of text), and point size.

Aa

**Kepler Display** OR Playfair Display / Headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

**Myriad Pro** OR PT Sans / Subheadlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

**Minion Pro** OR Crimson Text / Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz