ADR Institute of Canada

Affiliate Logo Guideline

Logo Styles

Primary Full Tone Colour

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below.

ADR Institute of Alberta
Affiliate - ADR Institute of Canada

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

ADR Institute of Alberta
Affiliate - ADR Institute of Canada

Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

ADR Institute of Alberta
Affiliate - ADR Institute of Canada

Social Media

There 2 versions of the Social Media profile image. The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container.

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.3 Colour Specifications

Pantone 300C

PROCESS	**C**100 **M**42 **Y**0 **K**0
SCREEN	**R**0 **G**101 **B**189
WEB	**HTML** #0065BD

ADR Institute of Canada
Institut d'arbitrage et de médiation du Canada TM/MC

Pantone 2745C

PROCESS	**C**100 **M**95 **Y**0 **K**15
SCREEN	**R**36 **G**0 **B**120
WEB	**HTML** #240078

ADR Institute of Canada
Institut d'arbitrage et de médiation du Canada TM/MC

Pantone 7481C

PROCESS	**C**87 **M**0 **Y**83 **K**0
SCREEN	**R**76 **G**186 **B**76
WEB	**HTML** #00BA4C

ADR Institute of Canada
Institut d'arbitrage et de médiation du Canada TM/MC

Logo Best Practices

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, do not use the icon by itself (except for social media icons) and do not alter or modify any part of the logo.

Some examples of logo missuse are shown below.

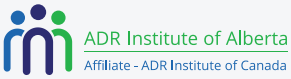
ADR Institute of Alberta
Affiliate - ADR Institute of Canada

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to DIN Regular.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

ADR Institute of Canada

Affiliate Member Logo Guideline

Logo Styles

Primary Full Tone Colour

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below.

ADR Institute of Alberta
MEMBER

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

ADR Institute of Alberta
MEMBER

Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

ADR Institute of Alberta
MEMBER

Logo Best Practices

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, do not use the icon by itself and do not alter or modify any part of the logo.

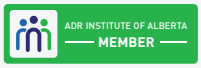
Some examples of logo missuse are shown below.

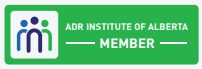
Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

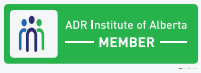
Do not use any other font, no matter how close it might look to DIN Regular.





Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines