

THE NAVY LEAGUE OF CANADA

ALBERTA DIVISION

BRAND GUIDELINES

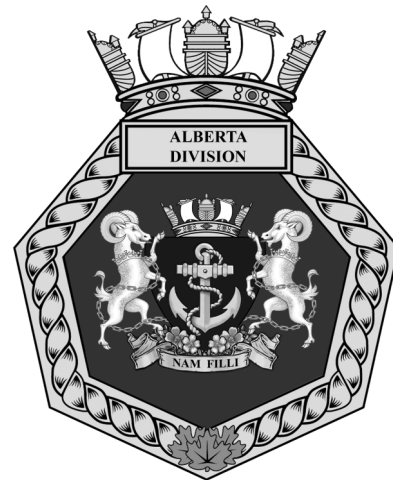


1. LOGO

Logo to be placed on a solid white or black background. Logo can be overlaid on an image on a clear area of the photo.



Main Logo

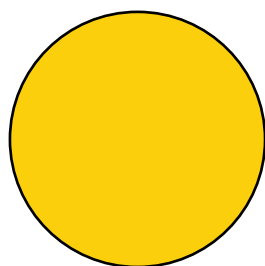


Greyscale
Alternate

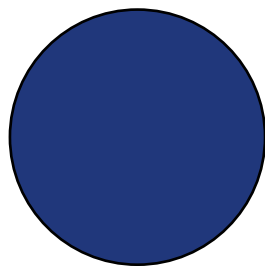


2. COLOURS

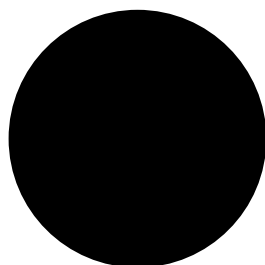
The main colours for The Navy League of Canada—Alberta Division are Yellow and Blue.



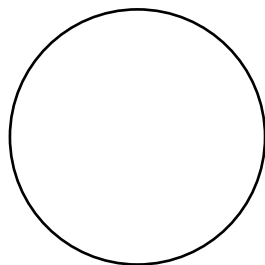
HEX	#FBCF0B
CMYK	2 16 99 0
RGB	251 207 11
PANTONE	7405 C



HEX	#20377B
CMYK	100 92 22 7
RGB	32 55 123
PANTONE	534 C



HEX	#000000
CMYK	75 68 67 90
RGB	0 0 0
PANTONE	Neutral Black C



HEX	#FFFFFF
CMYK	0 0 0 0
RGB	255 255 255
PANTONE	White



3. FONTS

Airborne is used for titles and headings. Quicksand is used for body text.

AIRBORNE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEADING 1 40PX

HEADING 2 30PX

HEADING 3 20PX

Body 18px

