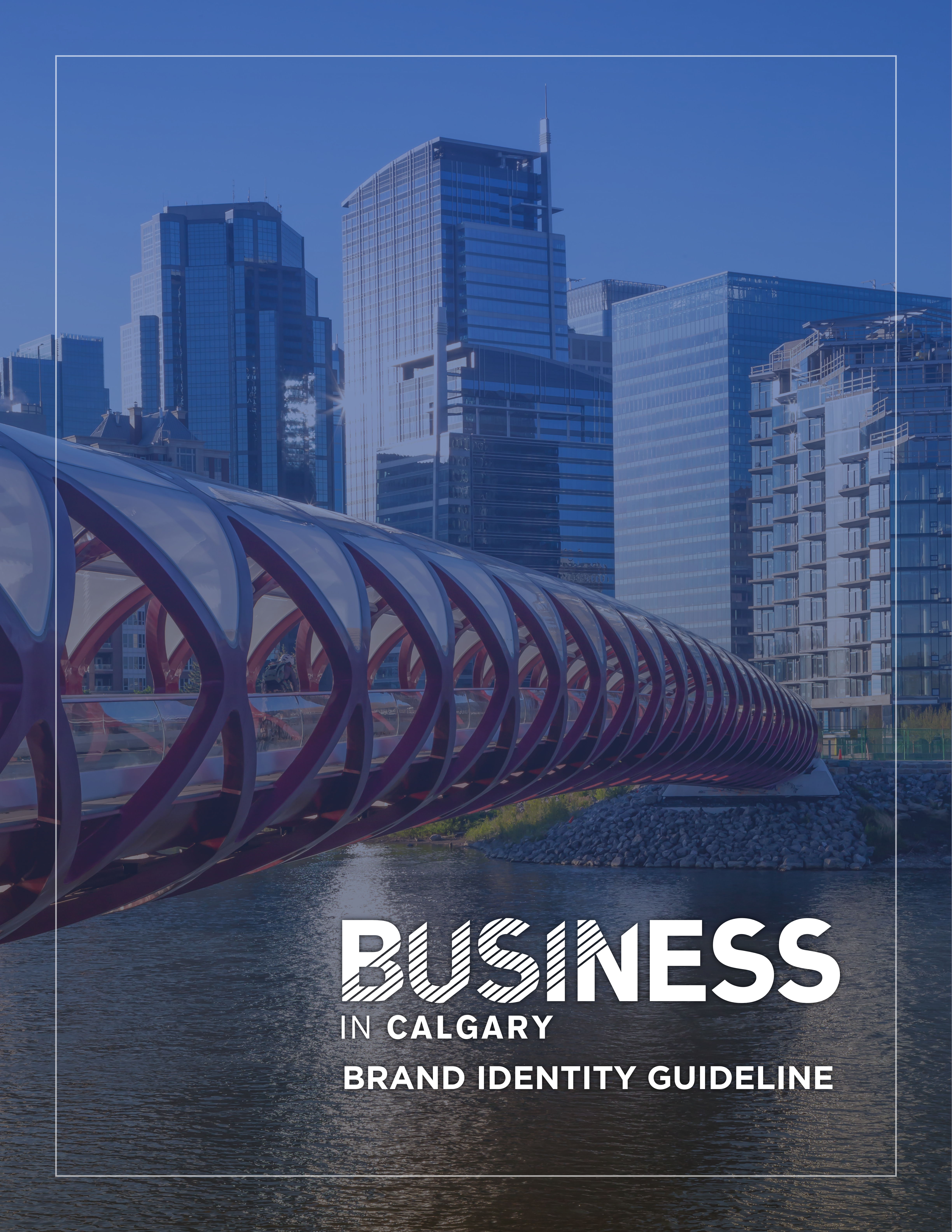




BUSINESS

IN CALGARY

BRAND IDENTITY GUIDELINE

Primary Logo



* The logo should not be printed any smaller than 1.25"

Logo Elements Definition

The diagonal lines convey the feeling of upward growth and the progressive nature of business, as well as sharing uplifting news with the community. The angles in the letter tips signify direct expression, to the point, modern, leading edge. The splices / segments in the "BUSI" subtly portray the different industry sectors that we represent through out editorial & ads, and how these different industries all come together to shape the business communities in Calgary.

Logo Sizing



Minimum Width: 1.25"

BUSINESS

IN CALGARY

About Business in Calgary

Calgary's monthly business magazine dedicated to supporting the visions of entrepreneurs one story at a time. Every month we promote the entrepreneurial spirit of our city by producing intelligent, colorful articles about the people, trends and events that make Calgary a prominent business centre in the west.

From start-up companies to corporate giants, we showcase the best within our pages. We focus on this concept, work for this community and deliver to this audience.

Logo Alternates



Colour Logo



Black Logo



Greyscale Logo



Inverted Logo

Secondary Logo

* For use when the logo must be printed smaller than 1.25”
The logo should not be printed any smaller than 0.75” wide



Colour Logo



Black Logo



Greyscale Logo



Inverted Logo

Logo Misuse

Do not distort proportion

BUSINESS
IN CALGARY

Do not rotate the logotype

BUSINESS
IN CALGARY

Do not alter the relative size

BUSINESS
IN CALGARY

Do not print smaller than 0.75"

BUSINESS
IN CALGARY

Do not crop logo portion

BUSINESS

Do not rearrange the components

IN CALGARY
BUSINESS

Do not alter the logo typeface

BUSINESS
IN CALGARY

Do not add a drop shadow

BUSINESS
IN CALGARY

Do not tilt the logotype

BUSINESS
IN CALGARY

Do not alter the alignment

BUSINESS
IN CALGARY

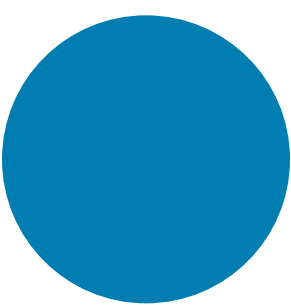
Do not alter the colours

BUSINESS
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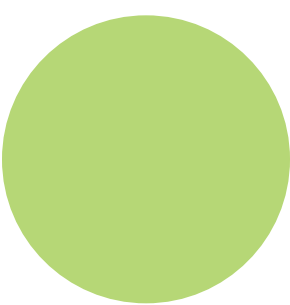
Do not alter logomark position

BUSINESS
IN CALGARY

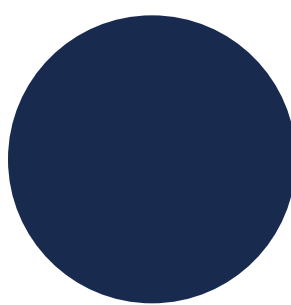
Colour Palette



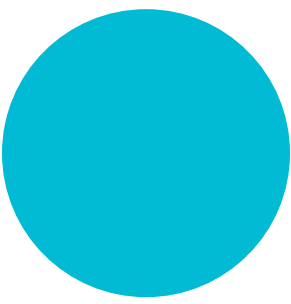
#007DB1
RGB 0, 125, 177
CMYK 100, 10, 0, 28
PANTONE 7468C



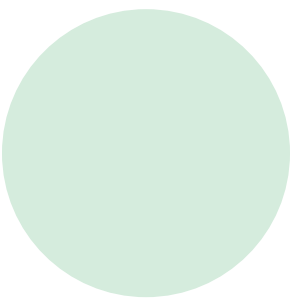
#BBD979
RGB 187, 217, 121
CMYK 32, 0, 70, 0



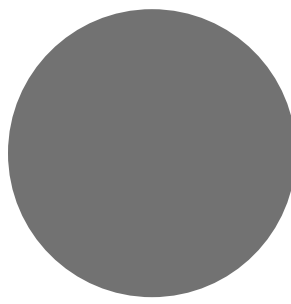
#1C3659
RGB 28, 54, 89
CMYK 98, 86, 41, 38



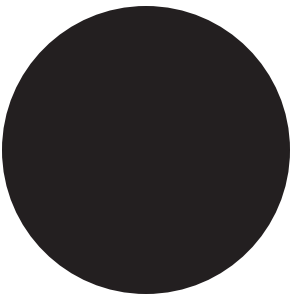
#04C4D9
RGB 4, 196, 217
CMYK 75, 0, 17, 0



#DCF2E2
RGB 220, 242, 226
CMYK 16, 0, 15, 0



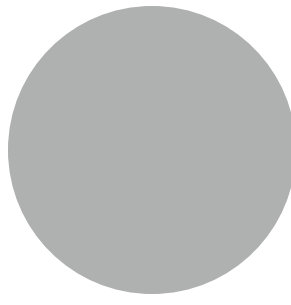
#727272
RGB 114, 114, 114
CMYK 56, 48, 47, 14



#231F20
RGB 35, 31, 32
CMYK 0, 0, 0, 100



#EFEDE8
RGB 239, 237, 232
CMYK 5, 4, 7, 0



#AEB1AF
RGB 174, 177, 175
CMYK 33, 25, 27, 0

Typography

Headings

GOTHAM HTF | BOLD

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

Sub-Headings

GOTHAM HTF | XLIGHT

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

Body

CHAPARREL | REGULAR

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



LEADERS

Logo Alternates



LEADERS

Colour Logo



LEADERS

Black Logo



LEADERS

Greyscale Logo



LEADERS

Inverted Logo

Logo Alternates



Colour Logo



Black Logo



Greyscale Logo



Inverted Logo

Logo Alternates

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Colour Logo



Black Logo



Greyscale Logo



Inverted Logo



