



NORTH FORGE TECHNOLOGY EXCHANGE

GRAPHIC STANDARDS

BRAND

North Forge Technology Exchange accelerates innovation and commercialization, promotes entrepreneurship and stimulates access to capital through mentorship, training, events and community access to rapid prototyping and commercialization tools.

To access logos in various formats,
please visit northforge.ca/media

LOGOMARK LOCKUP A

The logomark is one of the most important visual components of the North Forge brand.

The icon, typography, colour, spacing and arrangement should be presented consistently at all times.

VERTICAL



**NORTH
FORGE**

NORTH FORGE
TECHNOLOGY
EXCHANGE



**NORTH
FORGE**

NORTH FORGE
TECHNOLOGY
EXCHANGE

HORIZONTAL



NORTH FORGE TECHNOLOGY EXCHANGE



NORTH FORGE TECHNOLOGY EXCHANGE

LOGOMARK LOCKUP B

The logomark may be used with or without the tagline.

VERTICAL



**NORTH
FORGE**

DARE TO DO



**NORTH
FORGE**

DARE TO DO

HORIZONTAL



DARE TO DO



DARE TO DO

LOGOMARKS: SUB-BRANDS

FABRICATION LAB

125 Adelaide Street
Winnipeg, MB R3A 0W4

EXCHANGE OFFICE

301-321 McDermot Avenue
Winnipeg, MB R3A 0A3

SMARTPARK OFFICE

200-135 Innovation Drive
Winnipeg, MB R3T 6A8

MEETUPS

VERTICAL



HORIZONTAL



IMPROPER USE

These examples provide a visual reference of some common misuses to avoid.

NEVER skew any part of the brandmark either vertically or horizontally.



NEVER change the typeface any part of the brandmark



NEVER stretch the brandmark either horizontally or vertically.



NEVER screen the colours of the brandmark or apply a transparency effect.



NEVER tilt the brandmark on an angle.



NEVER alter the proportions of any elements in the brandmark.



NEVER add a drop shadow to the logomark.



NEVER add a bevel or emboss effect to the brandmark.



APPLICATION

Always take care to ensure the logo is legible against its background at all times.

The following examples illustrate improper and proper applications of the logo.

NEVER place the positive version of the trademark onto a dark background.

INCORRECT



NEVER place the trademark onto a busy or distracting background.



NEVER place the reverse version of the trademark onto a light image or background.



CORRECT



MINIMUM LOGO SIZE

The minimum and maximum size for use of the North Forge logomark will depend on media or how it's produced.

Use the following rules as a guide for tastefully sizing the logomark.

HORIZONTAL

MINIMUM SIZE

Print: 1.75 inches wide

Digital: 125 pixels wide



VERTICAL

MINIMUM SIZE

Print: 0.6875 inches wide

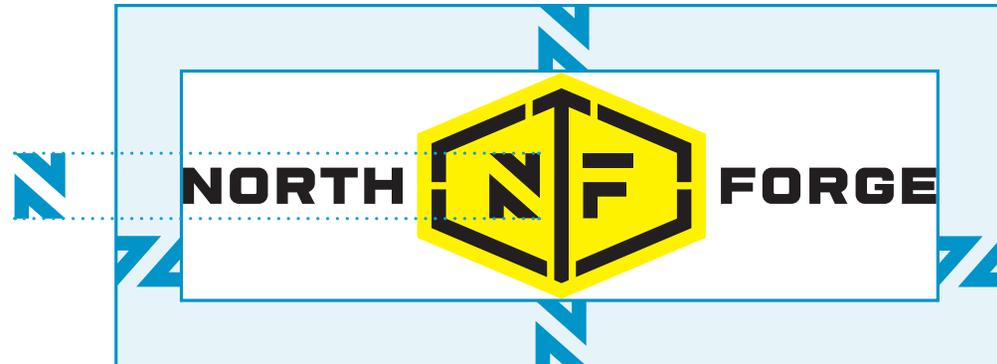
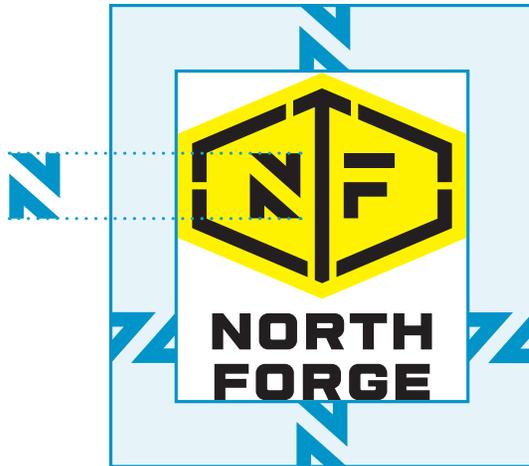
Digital: 50 pixels wide



CLEARANCE SPACE

In order to maximize visibility and recognition, the logomark should have a minimum amount of 'clearance' around it. This keeps the logomark free

of encroaching elements that could impede recognition and/or readability. The following examples provide a visual depiction of the required clearance space.



RAMP UP WEEKEND

VERTICAL

HORIZONTAL



TYPOGRAPHY

Trade Gothic is the main font used for North Forge brand. It should be the only typeface used for long sections of copy. It can be used in various weights and styles.

The Bold Condensed No. 20 weight of the font is used for headlines and subheads, with tracking set to +100.

PRIMARY TYPEFACES

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()?.,

TRADE GOTHIC CONDENSED NO.18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()?.,

TRADE GOTHIC BOLD NO.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()?.,

TRADE GOTHIC BOLD CONDENSED NO.20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()?.,

TYPOGRAPHY

Shentox is used as a supporting typeface in two weights. It is used mainly for pull quotes as graphic elements, and sometimes titles, when appropriate.

SECONDARY TYPEFACES

SHENTOX ULTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* []?.,

SHENTOX BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* []?.,

COLOUR

Pantone® Process Yellow and Pantone® Process Black are the primary colours used for the North Forge brand.

Pantone® 639 acts as a supporting colour, present mainly in a filter applied to North Forge photography.



NORTH FORGE YELLOW

Pantone®: Process Yellow
CMYK 0/0/100/0
RGB 255/242/0
HEX #fff200



BLACK

Pantone®: Process Black
CMYK 0/0/0/100
RGB 255/255/255
HEX #ffffff



ICON GREY

CMYK: 0/0/0/45
RGB: 157/159/162
HEX #9d9fa2



NORTH FORGE BLUE

Pantone®: 639
CMYK: 100/20/10/0
RGB: 0/148/200
HEX #0094c8

GLOSSARY OF TERMS

BRAND

the intangible perception of a product or organization's attributes: its name, packaging and price, its history, its reputation and the way it is advertised.

CYMK

the method of printing commonly referred to as "full colour." It involves the use of four printing inks (cyan, magenta, yellow and black) combined to reproduce colour photos and a wide variety of colours.

GREY-SCALE

the method of printing using one colour to print a range of greys from white to solid black.

LEADING

the spacing between lines of type in a paragraph.

BRANDMARK

a visual mark used by an organization to identify itself, usually consisting of a symbol, typographic treatment and tagline.

PANTONE®

a brand of numbered printing inks based on pre-mixed colours chosen from watch books.

REVERSED

a graphic element placed on a dark colour background, thus making it necessary to make that element white in colour to maximize readability.

RGB

a method of displaying colours on a computer or TV screen. It involves the use of three colours (red, green and blue) combined to reproduce a wide variety of colours and colour images.

TAGLINE

a phrase or slogan used by an organization—usually in conjunction with their logo—to associate themselves with a certain feeling or to induce a certain reaction from the viewer.

TRACKING

The spacing between individual letters in a word.

TYPEFACE

a set of one or more fonts, in one or more sizes, designed with a stylistic unity.

TYPOGRAPHY

the practice of employing different typefaces at various sizes, formats and colours to create a desired feeling in a design piece.