



BRAND GUIDELINES



MOSAIC
















MOSAIC

MOSAIC IDENTITY

The colours are an integral part of our identity. Using the exact colours consistently enhances brand recognition. In addition to black and white, CMYK values for the brand colours are shown below. Tints of each colour may also be used. In some cases, where a more elegant result is desired, the logotype may be blind embossed, etched or engraved.



PRIMARY COLOUR PALETTE

 CMYK 0/58/100/0 RGB 246/134/31	 CMYK 74/45/0/0 RGB 71/127/193	 CMYK 52/0/100/0 RGB 136/197/64	 CMYK 0/93/74/0 RGB 239/55/68
 CMYK 0/34/85/0 RGB 252/178/64	 CMYK 47/27/0/0 RGB 134/166/215	 CMYK 25/0/75/0 RGB 200/220/105	 CMYK 0/40/40/0 RGB 249/170/143
 CMYK 0/9/56/0 RGB 255/227/136	 CMYK 35/0/14/0 RGB 162/218/221		
 CMYK 3/23/100/0 RGB 247/195/21	 CMYK 58/0/30/0 RGB 99/198/191		 CMYK 84/55/40/18 RGB 51/94/115



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MOSAIC PRIMARY AND HORIZONTAL LOGO

The MOSAIC logo can be expressed in two treatments: Primary Logo Original and Horizontal. MOSAIC Primary Logo Original is the preferred treatment, but the horizontal option exists to allow for versatility in application.

PRIMARY LOGO ORIGINAL



HORIZONTAL LOGO





CLEAR SPACE

A minimum clear space must be maintained around the logo at all times. This is to ensure its visibility and protect its integrity. This clear space differentiates the mark from all other elements on a page. The clear space should be kept clear from all other text or graphical elements. An edge of a page should also fall outside the clear space. A simple rule for determining the appropriate clear space regardless of size is based on a constant measurement, which is equivalent to one 'x' height of the graphic.





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BLACK AND WHITE OPTION

The MOSAIC logo is the primary visual signal of our identity. It is important to use it consistently and with consideration for the image it projects. It should be used to strengthen all internal and external communications.



Should always be used on white or very light backgrounds



Reverse Logotype or Icon
Should always be used on dark backgrounds including dark areas of photographs



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BACKGROUND

For the logo to have the most impact, it must always be legible. The key to selecting the right background is maximum readability. If it's too difficult to read the typeface or recognize the logo, you should consider using a different background or adjusting the design so that the logo stands out with proper clear space.

THE FOLLOWING EXAMPLES SHOW ACCEPTABLE AND UNACCEPTABLE USAGE OF THE LOGO ON VARIOUS BACKGROUNDS.



Should always be used on white or very light backgrounds



Do not use the logo on complex textures.



Reverse Logo should always be used on dark backgrounds.



Do not use the logo on backgrounds that do not provide adequate contrast.



Reversed logo can be used only over a very dark and not busy part of a photograph.



Do not use the logo over busy still photography.



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LOGO USAGE SAMPLES – PRIMARY LOGO

PRIMARY LOGO - Use if space permits

HORIZONTAL LOGO - Use if space does not permit; and option to the primary logo if needed.

LOGO FORMATS

- JPG** Only for use on white background; use in Publisher or send to outside sources when a jpg is requested.
- EPS** For use in INDESIGN, ILLUSTRATOR or when outside sources request an EPS (Vector-based logo). When printing promotional materials such as signs, banners, or any promotional materials (T-Shirts, Pens, Bags); the company will most likely request an EPS.
- PNG** Use for WEB, or for use in Publisher when logo is used over a coloured background. PNG has a transparent background, therefore it can be placed on a coloured background and will not show a white background as a jpg would.

WHEN TO USE VARIOUS COLOUR LOGOS & FORMATS

Format: JPG

File Name: MOSAIC_PRIMARY

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_PRIMARY

When to Use: Place only on a light coloured background that **IS NOT** one of the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_PRIMARY_REVERSE

When to Use: Place only on a dark coloured background that **IS NOT** one of the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_PRIMARY_WHITEOutline

When to Use: Place only when the background **IS** the same colour as one of the light colours in the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_PRIMARY_WhiteOutline_REVERSE

When to Use: Place only when the background **IS** the same colour as one of the dark colours in the spectrum of colours in the maple leaf





MOSAIC

LOGO USAGE SAMPLES – HORIZONTAL LOGO

PRIMARY LOGO - Use if space permits

HORIZONTAL LOGO - Use if space does not permit; and option to the primary logo if needed.

LOGO FORMATS

- JPG** Only for use on white background; use in Publisher or send to outside sources when a jpg is requested.
- EPS** For use in INDESIGN, ILLUSTRATOR or when outside sources request an EPS (Vector-based logo). When printing promotional materials such as signs, banners, or any promotional materials (T-Shirts, Pens, Bags); the company will most likely request an EPS.
- PNG** Use for WEB, or for use in Publisher when logo is used over a coloured background. PNG has a transparent background, therefore it can be placed on a coloured background and will not show a white background as a jpg would.

WHEN TO USE VARIOUS COLOUR LOGOS & FORMATS

Format: JPG

File Name: MOSAIC_HORIZONTAL

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL

When to Use: Place only on a white or light coloured background that **IS NOT** one of the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL_REVERSE

When to Use: Place only on a dark coloured background that **IS NOT** one of the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL_WHITEOutline

When to Use: Place only when the background **IS** the same colour as one of the light colours in the spectrum of colours in the maple leaf



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL_WhiteOutline_REVERSE

When to Use: Place only when the background **IS** the same colour as one of the dark colours in the spectrum of colours in the maple leaf





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LOGO USAGE SAMPLES – B/W LOGOS

PRIMARY LOGO - Use if space permits

HORIZONTAL LOGO - Use if space does not permit; and option to the primary logo if needed.

LOGO FORMATS

- JPG Only for use on white background; use in Publisher or send to outside sources when a jpg is requested.
- EPS For use in INDESIGN, ILLUSTRATOR or when outside sources request an EPS (Vector-based logo). When printing promotional materials such as signs, banners, or any promotional materials (T-Shirts, Pens, Bags); the company will most likely request an EPS.
- PNG Use for WEB, or for use in Publisher when logo is used over a coloured background. PNG has a transparent background, therefore it can be placed on a coloured background and will not show a white background as a jpg would.

WHEN TO USE VARIOUS BW LOGOS & FORMATS

B/W Greyscale Logos will be used for black/white promotional materials inhouse or for outside advertising. (ie. a b/w newspaper ad will request a B/W logo (most likely an EPS).

Format: JPG, PNG, EPS

File Name: MOSAIC_PRIMARY_BW_STAMPED

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_PRIMARY_BW_STAMPED REVERSE

When to Use: Use only on a black or dark background



Format: JPG, PNG, EPS

File Name: MOSAIC_HORIZONTAL_BW_STAMPED

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL_BW_STAMPED_REVERSE

When to Use: Use only on a black or dark background



Stamped B/W Logos will only be used for some promotional materials, such as T-shirts and stamps. Send this logo only when a company requests a b/w logo with no shades of grey. They will also request the file format they will need (most likely an EPS).

Format: JPG, PNG, EPS

File Name: MOSAIC_PRIMARY_BW_STAMPED

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_PRIMARY_BW_STAMPED REVERSE

When to Use: Use only on a black or dark background



Format: JPG, PNG, EPS

File Name: MOSAIC_HORIZONTAL_BW_STAMPED

When to Use: JPG can only be placed on a white background



Format: PNG, EPS

File Name: MOSAIC_HORIZONTAL_BW_STAMPED_REVERSE

When to Use: Use only on a black or dark background





Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOREM IPSUM DOLO METONSA, CONSETET ADIPING IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

Calibri

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOREM IPSUM DOLO METOSA, CONSETET ADIPING IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.



MOSAIC

COLOUR PALETTE

Colours are an integral part of our identity. Using the exact colours consistently enhances brand recognition. The use of colour helps express that we are as vibrant as the communities we serve. Tints of each colour may also be used.

PRIMARY COLOUR PALETTE



CMYK 0/58/100/0
RGB 246/134/31



CMYK 74/45/0/0
RGB 71/127/193



CMYK 52/0/100/0
RGB 136/197/64



CMYK 0/93/74/0
RGB 239/55/68



CMYK 84/55/40/18
RGB 51/94/115



CMYK 0/34/85/0
RGB 252/178/64



CMYK 47/27/0/0
RGB 134/166/215



CMYK 25/0/75/0
RGB 200/220/105



CMYK 0/40/40/0
RGB 249/170/143



CMYK 0/9/56/0
RGB 255/227/136



CMYK 35/0/14/0
RGB 162/218/221



CMYK 3/23/100/0
RGB 247/195/21



CMYK 58/0/30/0
RGB 99/198/191

SECONDARY COLOUR PALETTE

To be used in addition to the primary palette or occasional when stronger colours are necessary.



CMYK 0/75/100/0
RGB 242/101/34



CMYK 100/65/0/0
RGB 0/97/175



CMYK 75/0/100/0
RGB 57/181/74



CMYK 50/100/30/0
RGB 148/41/114



CMYK 95/0/55/0
RGB 0/171/149

ORGANIZATIONAL Interpretation and translation, Finance and Admin, Executive office, Marketing and Communications	CMYK 74/45/0/0 RGB 71/127/193
EMPLOYMENT	CMYK 0/30/100/0 RGB 227/168/43
SPECIALIZED PROGRAMS	CMYK 43/0/91/47 RGB 78/136/12
SETTLEMENT	CMYK 52/0/100/0 RGB 136/197/64
CHILDREN & FAMILY PROGRAMS	CMYK 25/0/75/0 RGB 200/220/105
LANGUAGE	CMYK 58/0/30/0 RGB 99/198/191
YOUTH PROGRAMS	CMYK 0/93/74/0 RGB 239/55/68
MOSAIC WORKS	CMYK 84/55/40/18 RGB 51/94/115

Explanation of Formats Used for Mosaic Logo

JPG - Raster or Bitmapped image. Used for web or inhouse files (ie: brought into word documents; Indesign files or other pagination programs); has a white background; therefore cannot be placed on coloured backgrounds as a jpg always has a white background. When enlarging within your program, you will lose quality, however if created at a larger size at a higher resolution to begin with it will print fine.

When to Use: For in-house Posters (up to around 11x17), flyers, smaller print jobs when a transparent background is not needed - do not use on anything too large.

PDF - Used to share between various operating systems (can't be altered unless you have original program). If vector file was created in illustrator, and then saved as an editable pdf; then this file can be sent to sign shops etc; so that they can then open in whatever vector-based editing programs they have. If a designer saves your vector logo in PDF format, then you can view it without any design editing software (as long as you have Acrobat Reader software). This is by far the best universal tool for sharing graphics.

EPS - Vector Format - is created from an AI file, and can be opened by illustrator and other vector-based editing programs. This is what to send to sign shops/decals/T-shirts, etc. If creating something in INDESIGN or other pagination programs, then this is the version of the logo you would use. EPS is a file in vector format that has been designed to produce high-resolution graphics for print. When creating posters, flyers, signs, always use an EPS logo. You can put this logo on coloured backgrounds as it is vector-based.

When to Use: Posters, flyers, signs (or anything else that will be printed). In any program that supports EPS. Can go as large as you need without losing quality.

PNG - Raster or Bitmapped image. Used for mostly web or possibly inhouse files (ie. brought into word documents etc); very small in file size; it is transparent so can be placed on coloured objects or whenever you need transparency. When making larger you will lose quality. Png format is not suitable for print, they are still low resolution.

When to Use: For web use; or for in-house low resolution documents that will not be printed elsewhere that need a transparent background.

AI - Vector - Original file of logo (Adobe Illustrator file); this logo is vector-based; so no matter how large you make this logo it will always have crisp edges. Normally you don't bring in an AI file into your program or send off for printing. You would first make an eps or a pdf to send to various printing houses.

Definitions

Raster or bitmapped - Raster images are constructed by a series of pixels, or individual blocks, to form an image. JPEGs and PNGs are all raster images. Every photo you find online or in print is a raster image. In order to retain pixel quality, you cannot resize raster images without compromising their resolution. As a result, it is important to remember to save raster files at the exact dimensions needed for the application.

Vector - they are constructed using proportional formulas rather than pixels. EPS, AI and PDF are perfect for creating graphics that require frequent resizing. Your logo and brand graphics have been created as a vector. Vector files can be sized as small as a postage stamp, or large enough to fit on an 18-wheeler. They can never lose quality.

Resolution

72 DPI (dots per inch) for rasterized images - to be used for web only (low resolution files) (keeps file size small)
300 DPI (dots per inch) for rasterized images - minimum dpi to be used for print

