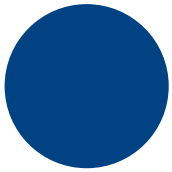
## LOGOTYPE – OFFICIAL VERSION

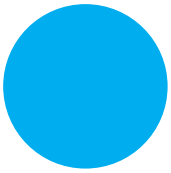
cogeco CONNEXION

## OFFICIAL COLOURS



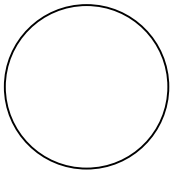
**PANTONE PLUS 288**

| | |
|---|---|
| **CMYK** | 100 / 70 / 0 / 30 |
| **RGB** | 0 / 66 / 130 |
| **HTML** | #004282 |
| **AVERY VINYL** | 700 Opaque<br>Royal Blue Film<br>HP 700-683-O |
| **EMBROIDERY** | Robison-Anton Super<br>Strength Rayon<br>Royal 2210 |
| **PAINT** | Sico<br>Mystic Cobalt<br>6008-73 |



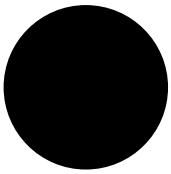
**CYAN PROCESS**

| | |
|---|---|
| **CMYK** | 100 / 0 / 0 / 0 |
| **RGB** | 0 / 168 / 236 |
| **HTML** | #00A8EC |
| **AVERYL VINYL** | 700 Opaque<br>Cascade Blue Film<br>HP 700-642-O |
| **EMBROIDERY** | Robison-Anton Super<br>Strength Rayon<br>California Blue 2389 |
| **PAINT** | Sico<br>Grecian Blue<br>6005-53 |



**WHITE**

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 0 |
| **RGB** | 255 / 255 / 255 |
| **HTML** | #FFFFFF |
| **AVERY VINYL** | 700 Opaque<br>White Film<br>HP 700-101-O |
| **EMBROIDERY** | Robison-Anton Super<br>Strength Rayon<br>Snow White 2297 |



**BLACK**

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 100 |
| **RGB** | 44 / 42 / 41 |
| **HTML** | #2C2A29 |

## LOGOTYPE – PROTECTION SPACE

The protection space around the logotype is defined as being a square unit equal to the height of the letter 'O'. No graphic element may ever appear in this space.




## LOGOTYPE – MINIMUM SIZE

The minimum size for the Cogeco Connexion logotype is defined as the width of the Cogeco symbol plus the signature: 1-1/8 inches for all print material, and 145 pixels for all electronic material.



## LOGOTYPE – APPLIED ON A BACKGROUND COLOUR

The background colour on which the logotype is to appear, dictates which version of the logo to use.

> On a white background: use full logotype colours.
> On a pale background: use a black logotype.
> On an official blue background: reverse the logotype (white) and print the Business Unit name in cyan at 80%.
> On a dark background: reverse the logotype (white).

White background

Pale background

Official blue background

Dark background

**CMYK** 80 / 0 / 0 / 0
**RGB** 0 / 176 / 234
**HTML** #00B0EA

## LOGOTYPE – BLACK AND WHITE VERSION

## TYPOGRAPHY

Two fonts have been selected, and officially designated for use: this will help support and enhance the effective communication of our brand. These fonts are to be used by all Cogeco Business Units in order to bolster the building of a coherent, strong brand.

> These fonts are available for PC and Mac and should be purchased at (myfonts.com or typography.com).

Primary

**Trade Gothic Bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%?&*( )!Ó#;:,Ç È

Secondary

**Din Medium**
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

Din Regular
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

Din Light
abcdefghijklmnopqr stuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890$%?&* ( )!Ó#;:,Ç È

## LOGOTYPE – INCORRECT USE

The following are examples of incorrect uses of the logotype. Under no circumstances may the logotype be modified or altered in a manner that might damage the brand image.

Printed in a colour that is not approved

Symbol moved

Logotype deformed

Printed on a photo background, rendering the logotype illegible

Proportions altered (symbol)

Elements reconstructed

Effects added to the logotype

Logotype placed in a structure