

Brand Guidelines

April 13, 2021
Version 2



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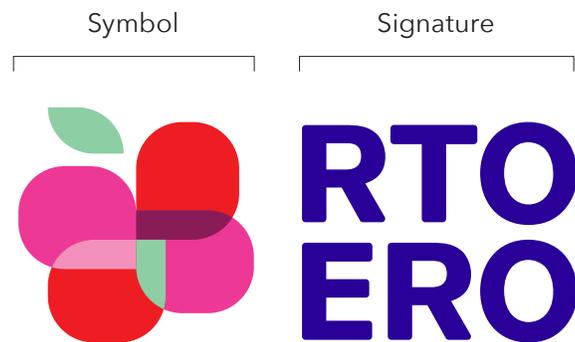
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LOGO

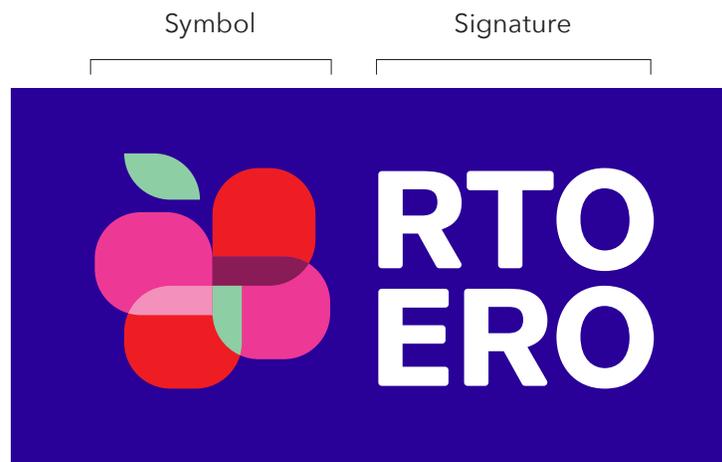
Primary Logo

The primary logo is comprised of two elements: the symbol (apple) and the signature (RTOERO). The primary logo is to be used in full colour with either the violet or white signature (depending on the background colour). When using it on a light-coloured background, use the violet signature version. When using it on a dark-coloured background, use the negative (white) signature version.

Positive



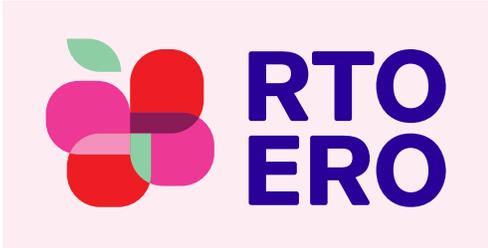
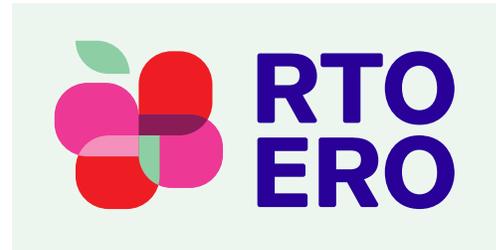
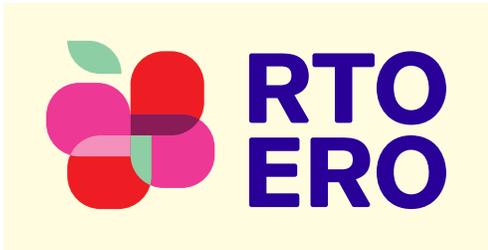
Negative



LOGO

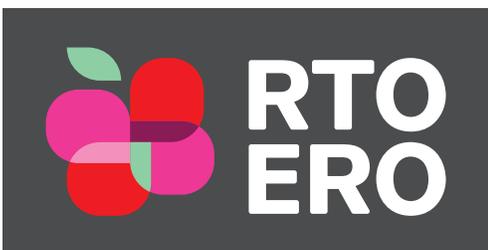
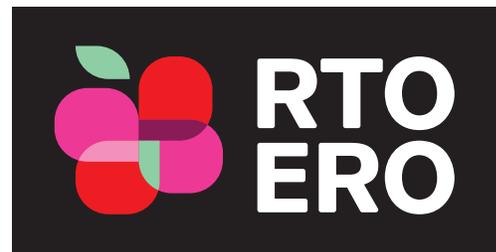
Primary Logo Usage

Positive



When placing the logo on light-coloured backgrounds, use the primary logo (violet signature version) to ensure legibility.

Negative



When placing the logo on dark-coloured backgrounds, use the primary logo (negative signature version) to ensure legibility.

LOGO

Primary Logo with Tagline Only

In situations where you would like to include the tagline, these are the official versions of the logo. Do not attempt to create your own versions.

Positive



Negative



LOGO

Primary Logo with Tagline and Descriptor

In situations where you would like to include the tagline and the descriptor, below are the complete “lockup” versions of the logo. Do not attempt to create your own versions.

Positive



Negative

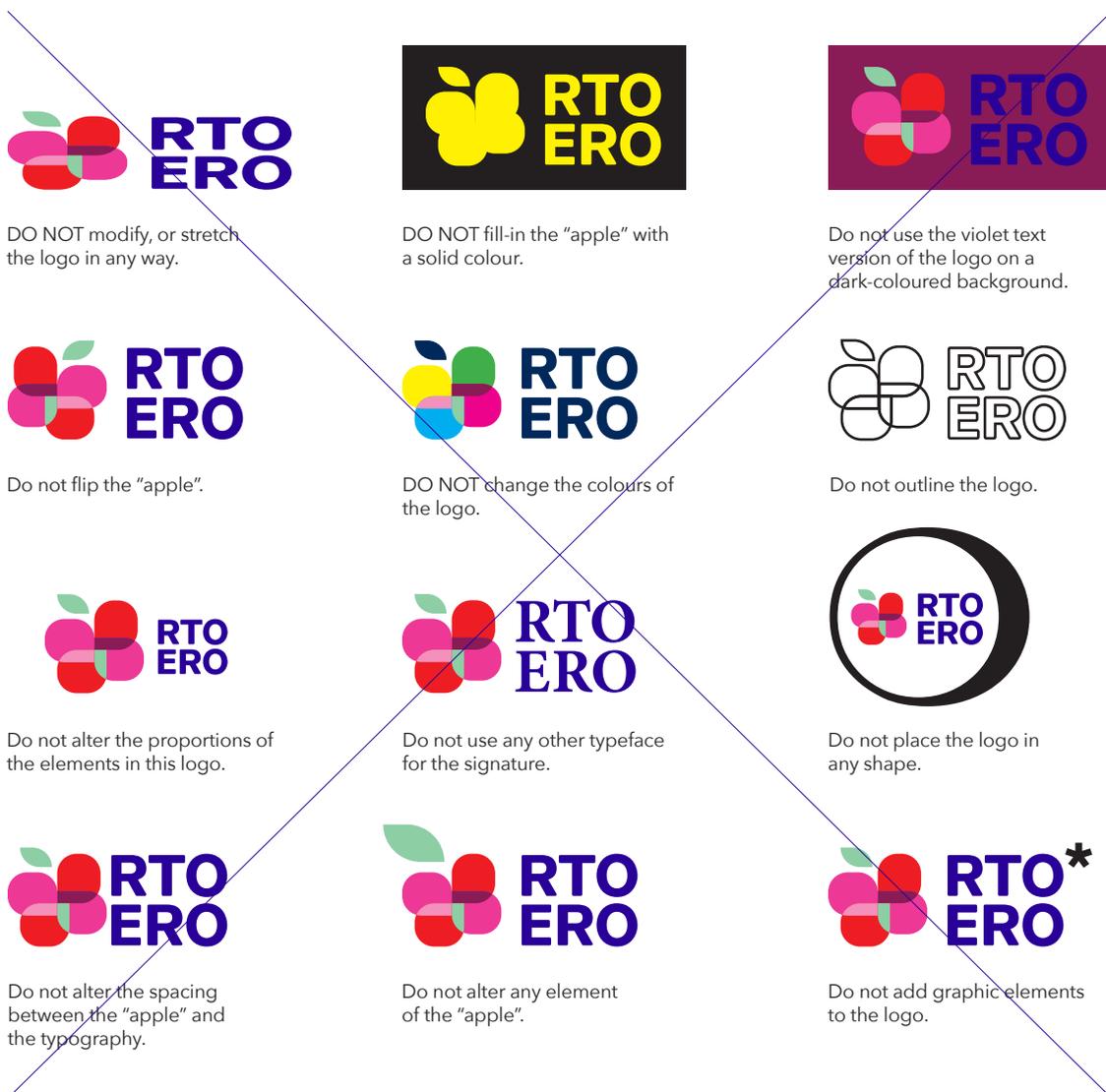


LOGO

Primary Logo Improper Usage

The RTOERO logo has been carefully designed to ensure legibility and visual balance, and should not be altered in any way. The symbol and typographic signature have been designed to work together as a unit. There are precise standards which exist to ensure that the logo's impact, integrity and recognition value will not be diluted through alteration.

To ensure optimum visibility, the logo should be free from distortion and set off from other graphic elements such as typography, photographs and illustrations. In order to preserve the quality of the image, the logo should always be reproduced from digital artwork.



LOGO

Secondary Logo (Use in Special Circumstances)

The secondary or the “outlined” version of the logo was created to accommodate scenarios where full colour printing may not be possible (e.g., in a black-and-white ad, single colour printing etc.), hence it should only be used as an alternative to the primary logo. Make sure to get permission from the Marketing and Communications department before using it.



LOGO

Secondary Logo Improper Usage

Below are examples of how **NOT** to use the "outlined" version of the logo.



DO NOT change the thickness of the "apple" or the name.



DO NOT alter the colours of the logo.



DO NOT alter the colours of the logo.



Do not modify, or stretch the logo in any way.



DO NOT use background colours that will hinder the legibility of the logo.



DO NOT choose colours for the logo that will clash with the background colour.



Do not flip the "apple".



DO NOT fill-in the "apple" with a colour.



Do not outline the logo.



Do not alter the proportions of the elements in this logo.



Do not use any other typeface for the signature.



Do not place the logo in any shape.



Do not alter the spacing between the "apple" and the typography.



Do not alter any element of the "apple".



Do not add graphic elements to the logo.

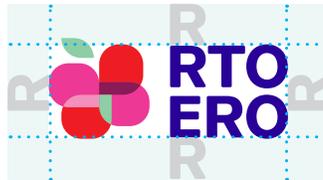
LOGO

The Buffer Zone

In order to protect the integrity of the logo and to maintain its visual impact, the logo must be surrounded by a minimum amount of space. This reserved space is known as the “buffer zone.” It is the minimum distance that other elements, such as type, photographs and illustrations may be placed near the logo.

The size of the buffer zone is equal to the height of the “R” in RTOERO. The buffer zone is always proportional to the size of the wordmark being used, and must not be altered.

PRIMARY



WITH TAGLINE ONLY

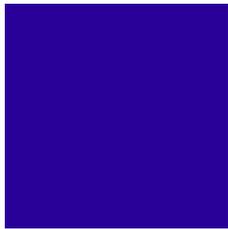


WITH TAGLINE AND DESCRIPTOR



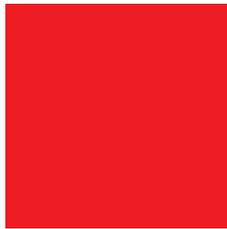
BRAND COLOURS

Given the vast range of print and digital applications of the RTOERO logo, it is imperative to achieve the most accurate colour match possible to maintain the integrity of the brand. Below are specified colour breakdowns for print and web applications. Whenever possible, the Violet should be printed as a special colour (Pantone match).



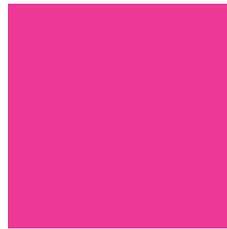
Violet
PMS Violet C
PMS Violet U

CMYK **90, 100, 0, 0**
RGB **65, 0, 153**
HEX **#410099**



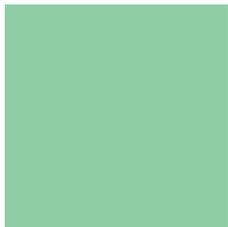
Red
PMS 1795 C
PMS 2035 U

CMYK **0, 100, 100, 0**
RGB **237, 28, 36**
HEX **#ED1C24**



Fuchsia
PMS 2039 C
PMS 2039 U

CMYK **0, 90, 0, 0**
RGB **220, 30, 138**
HEX **#DC1E8A**



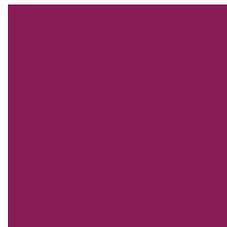
Mint
PMS 345 C
PMS 344 U

CMYK **45, 0, 45, 0**
RGB **143, 206, 165**
HEX **#8FCEA5**



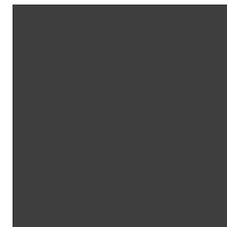
Rose
PMS 2037 C
PMS 2037 U

CMYK **0, 55, 0, 0**
RGB **243, 145, 188**
HEX **#F391BC**



Burgundy
PMS 222 C
PMS 221 U

CMYK **40, 100, 40, 20**
RGB **137, 28, 86**
HEX **#891C56**



Grey
PMS 425 C
PMS 433 U

CMYK **0, 0, 0, 90**
RGB **65, 65, 65**
HEX **#414141**

TYPOGRAPHY

Primary Font

Avenir Next is the primary and preferred typeface for all RTOERO materials. This typeface is friendly, highly legible, and has a clean and timeless quality. It may be used for headings, body copy, small legal text, side bars, forms and presentations. It is available to download for free through Google fonts.

Avenir Next Heavy

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Next Heavy Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Next Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Next Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Next Demi Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Next Demi Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Next Medium

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Next Medium Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Next Regular

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Next Regular Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

TYPOGRAPHY

Substitute Font for Print and Web

Whenever possible, **Avenir Next** should be used for all RTOERO communications. However, when **Avenir Next** is not available, **Arial** may be substituted as the sans serif typeface.

Arial Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Arial Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,

Arial Regular Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,*

DISTRICT LOGOS

District Logos without Tagline

In cases where the tagline is not required, please use the versions below. You may choose the horizontal or vertical versions depending on the available space. Do not attempt to create your own versions.

Vertical Versions (Positive and Negative)



Horizontal Versions (Positive and Negative)



DISTRICT LOGOS

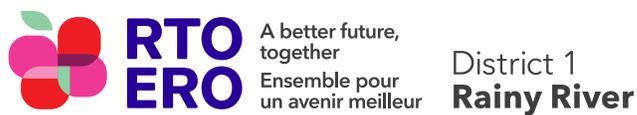
District Logos with Tagline

Each of the 51 districts will be given a complete set of logos to use. If you would like to incorporate the tagline, please use the versions below. Depending on the space available to you, there are vertical and horizontal versions designed to fit that space. Do not attempt to create your own versions.

Vertical Versions (Positive and Negative)



Horizontal Versions (Positive and Negative)



FOUNDATION LOGO

Primary Foundation Logo

Horizontal Versions (Positive and Negative)



Vertical Versions (Positive and Negative)



FOUNDATION LOGO

Primary Foundation Logo with Tagline

Horizontal Versions (Positive and Negative)



Vertical Versions (Positive and Negative)



FOUNDATION LOGO

Primary Foundation Logo with Tagline and Descriptor

Horizontal Versions (Positive and Negative)



Vertical Versions (Positive and Negative)



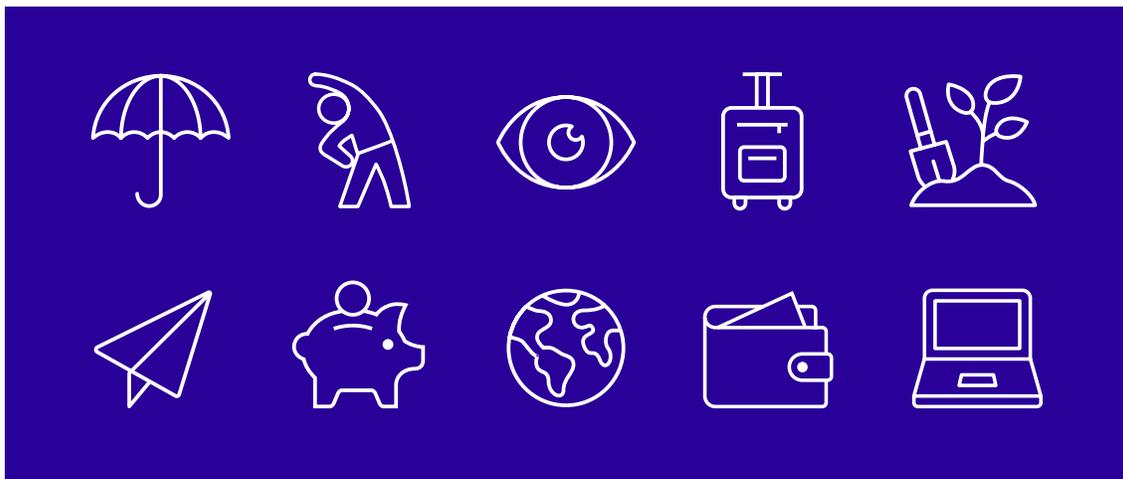
ICONOGRAPHY

A family of icons have been created to accompany the RTOERO brand. This family of “outlined” icons are minimal and clean. Each icon represents an idea reduced to its essence. Icons may be used on print and electronic materials, website, internal and external publications, forms and promotional items. Contact the RTOERO communications team to access the full set of icons.

WHITE OUTLINED ICON IN THE RTOERO “BUBBLE” SHAPE



WHITE OUTLINED ICON ON COLOURED BACKGROUND

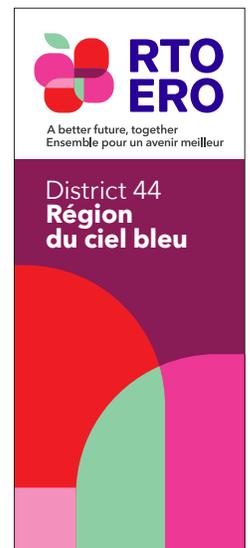
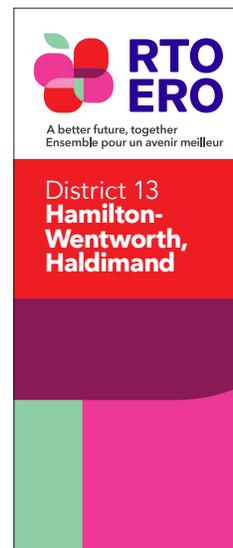
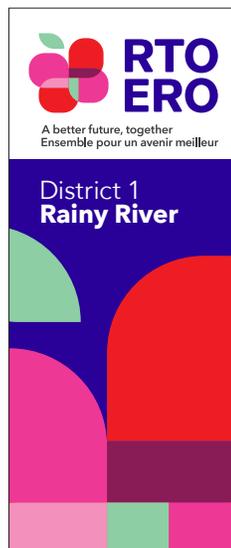
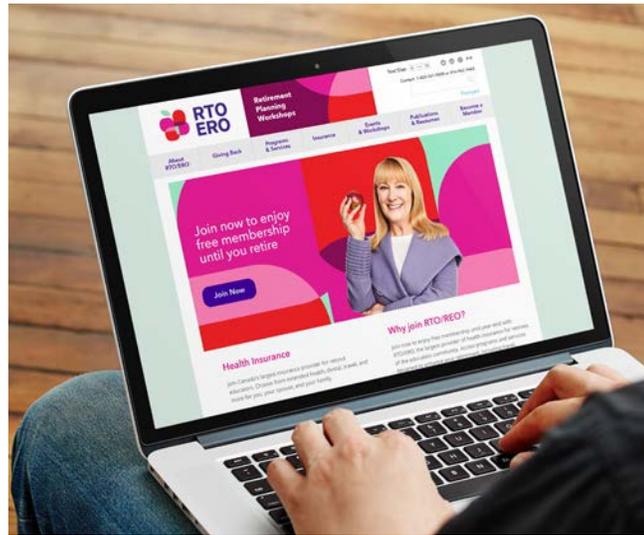


PATTERN USAGE

Using the Symbol as a Pattern

The symbol, which is created by overlapping shapes to form a stylized “apple,” tips its hat to the education sector and signals renewal. The overlapping shapes create transparency as well as new forms, links, ideas and directions.

To give the brand a vibrant and fresh look, we encourage the use of a variety of abstract crops of the “apple,” so that it becomes a pattern that is unique to the RTOERO brand. You may flip, rotate or scale the symbol as a unit. It may be used on white, or on a solid colour or tinted background. Please see below for reference.



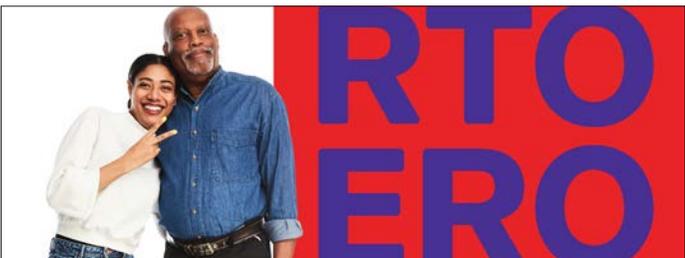
FACEBOOK BANNERS

Graphics + People options



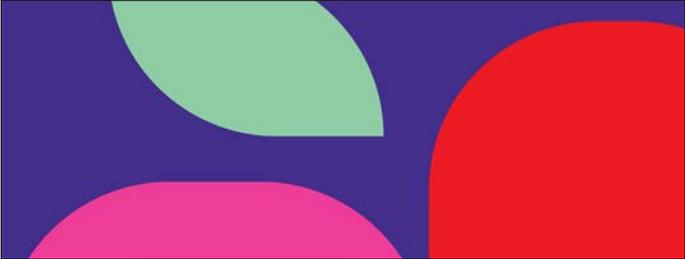
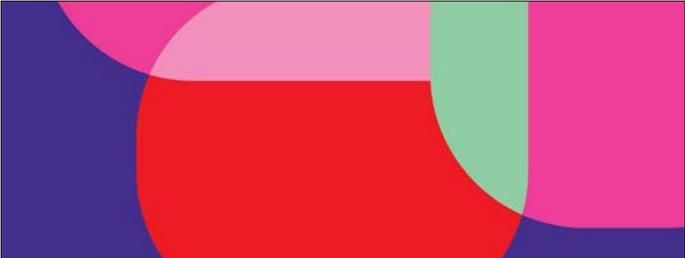
FACEBOOK BANNERS

RTO ERO + People options



FACEBOOK BANNERS

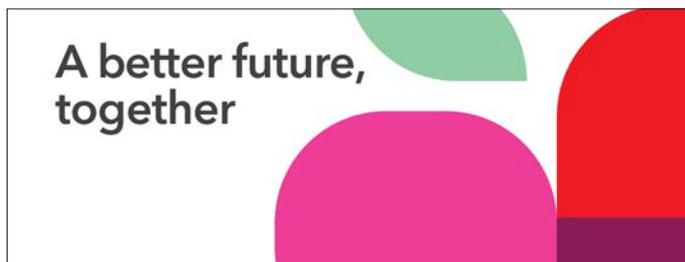
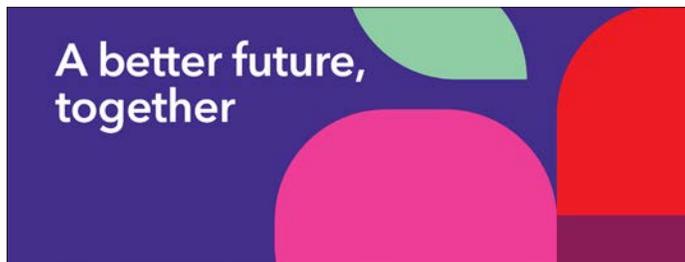
Graphics ONLY options



FACEBOOK BANNERS

Graphics + Text options

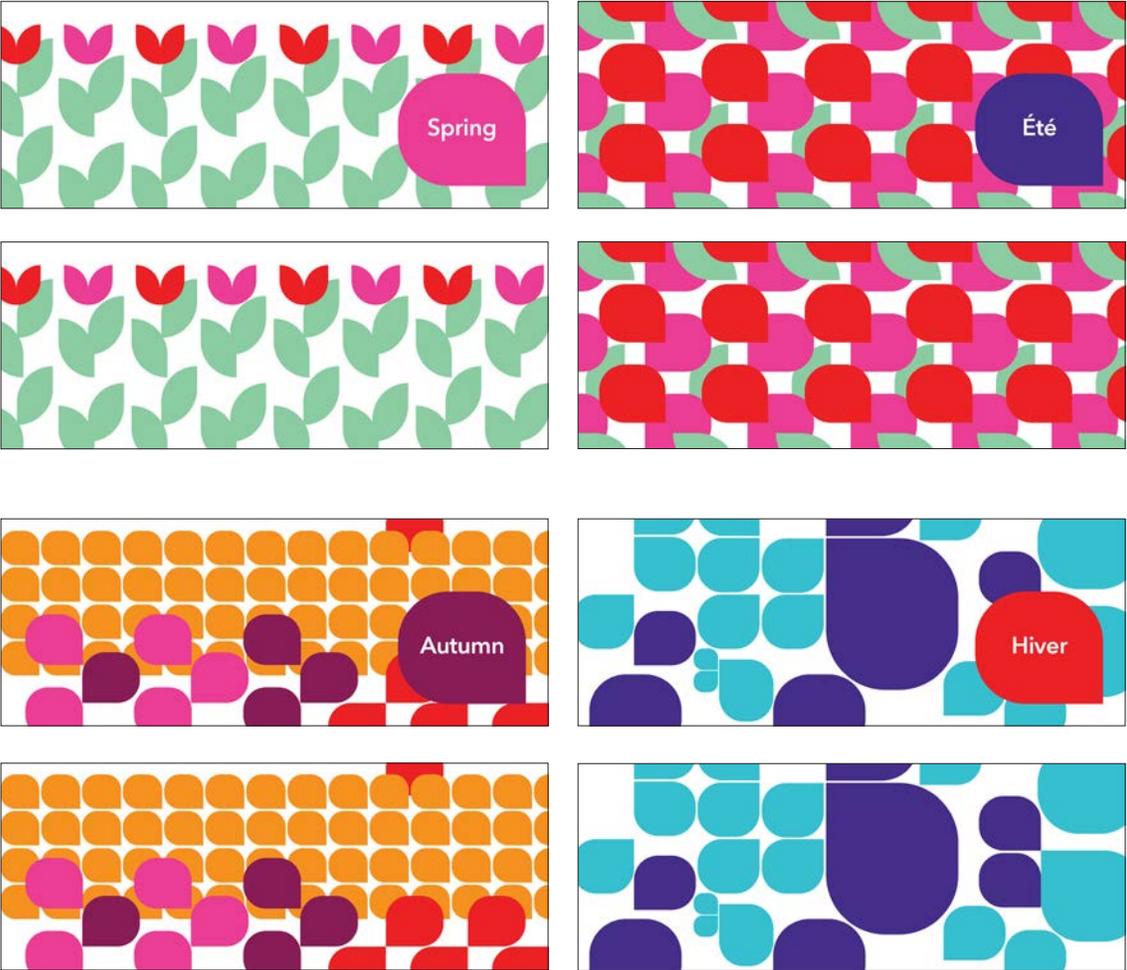
When using this option, please ensure that you are using the proper fonts. You may use Avenir Next or Arial depending on it's availability to you. Please make sure that the text is legible when placing it over an image.



FACEBOOK BANNERS

Seasons options

Bespoke "seasonal" themed patterns have been created to be used for the welcoming of each season. There is an english, french and "pattern only" version for each set.





STATIONERY

RTOERO Letterhead

Size: 8.5" x 11"

FIRST SHEET (SINGLE PAGE ONLY)

The letterhead template includes the RTOERO logo (a stylized red and green flower) in the top left. In the top right, there is contact information: **rtoero.ca**, 1.800.361.9888, t: 416.962.9463, and 18 Spadina Road, Toronto, ON M5R 2S7. The main body of the letter contains a date (October 16, 2020), a recipient name (Shaun Smith), a salutation (Dear Shaun), and three paragraphs of placeholder text. The letter concludes with a signature line for Rich Prophet, a handwritten signature, and a signature block containing the name, title (Chair, Board of Directors), phone number (416.962.9463), and email (rprophet@rtoero.ca). A decorative graphic of a pink apple with a green leaf is positioned in the bottom right corner of the letterhead area.

Must use the official Microsoft Word template for the **RTOERO** letterhead.

Website:
Avenir Next bold, 10 pt, violet

Contact info:
Avenir Next regular, 8 pt / 10 pt

Body text:
Arial regular, 11 pt / 13 pt leading

Each author will fill-in their name, title, phone number and email address here.

Name: Arial bold, 10 pt / 13 pt

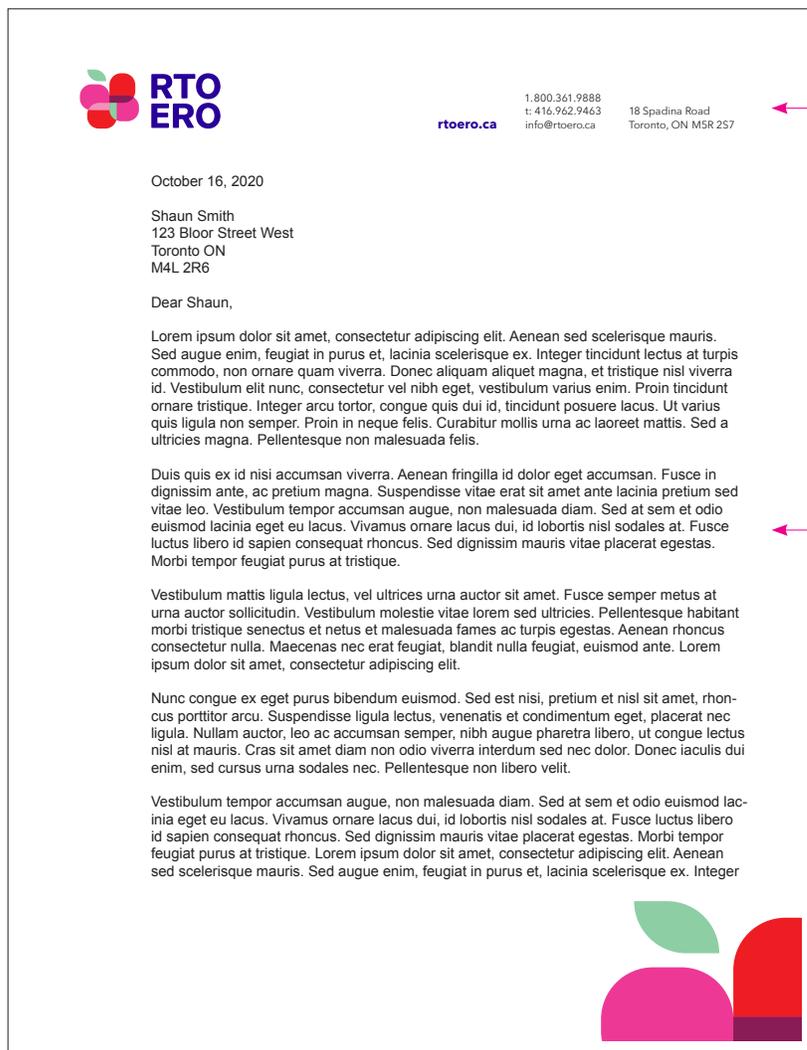
Title, phone number and email:
Arial regular, 10 pt / 13 pt

STATIONERY

RTOERO Letterhead

Size: 8.5" x 11"

FIRST SHEET (MULTIPLE PAGES)



Must use the official Microsoft Word template for the **RTOERO** letterhead.

Website:
Avenir Next bold, 10 pt, violet

Contact info:
Avenir Next regular, 8 pt / 10 pt

Body text:
Arial regular, 11 pt / 13 pt leading

STATIONERY

RTOERO Letterhead

Size: 8.5" x 11"

SECOND SHEET (MULTIPLE PAGES)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed scelerisque mauris. Sed augue enim, feugiat in purus et, lacinia scelerisque ex. Integer tincidunt lectus at turpis commodo, non ornare quam viverra. Donec aliquam aliquet magna, et tristique nisl viverra id. Vestibulum elit nunc, consectetur vel nibh eget, vestibulum varius enim. Proin tincidunt ornare tristique. Integer arcu tortor, congue quis dui id, tincidunt posuere lacus. Ut varius quis ligula non semper. Proin in neque felis. Curabitur mollis urna ac laoreet mattis. Sed a ultricies magna. Pellentesque non malesuada felis.

Duis quis ex id nisi accumsan viverra. Aenean fringilla id dolor eget accumsan. Fusce in dignissim ante, ac pretium magna. Suspendisse vitae erat sit amet ante lacinia pretium sed vitae leo. Vestibulum tempor accumsan augue, non malesuada diam. Sed at sem et odio euismod lacinia eget eu lacus. Vivamus ornare lacus dui, id lobortis nisl sodales at. Fusce luctus libero id sapien consequat rhoncus. Sed dignissim mauris vitae placerat egestas. Morbi tempor feugiat purus at tristique.

Vestibulum mattis ligula lectus, vel ultrices urna auctor sit amet. Fusce semper metus at urna auctor sollicitudin. Vestibulum molestie vitae lorem sed ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean rhoncus consectetur nulla. Maecenas nec erat feugiat, blandit nulla feugiat, euismod ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc congue ex eget purus bibendum euismod. Sed est nisi, pretium et nisl sit amet, rhoncus porttitor arcu. Suspendisse ligula lectus, venenatis et condimentum eget, placerat nec ligula. Nullam auctor, leo ac accumsan semper, nibh augue pharetra libero, ut congue lectus nisl at mauris. Cras sit amet diam non odio viverra interdum sed nec dolor. Donec iaculis dui enim, sed cursus urna sodales nec. Pellentesque non libero velit. Nulla luctus suscipit tortor, sit amet venenatis risus ullamcorper ut. Sed sit amet tellus a diam congue ultrices.

Aliquam semper dictum justo, non mattis turpis accumsan vitae. Vivamus vel magna at Integer eget quam ut dolor posuere fringilla nec et eros. Fusce venenatis sapien ac enim convallis porta. Nunc tincidunt magna eros, nec aliquam ipsum suscipit.

Sincerely,
Rich Prophet

Rich Prophet
Chair, Board of Directors

416.962.9463
rprophet@rtoero.ca

Each author will fill-in their name, title, phone number and email address here.

Name: Arial bold, 10 pt / 13 pt

Title, phone number and email:
Arial regular, 10 pt / 13 pt



STATIONERY

District Letterhead

Size: 8.5" x 11"

FIRST SHEET (SINGLE PAGE ONLY)

Must use the official Microsoft Word template for your **District**.

RTOERO District 13
Hamilton-Wentworth,
Haldimand

rtoero.ca/district13

October 16, 2020

Shaun Smith
123 Bloor Street West
Toronto ON
M4L 2R6

Dear Shaun,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed scelerisque mauris. Sed augue enim, feugiat in purus et, lacinia scelerisque ex. Integer tincidunt lectus at turpis commodo, non ornare quam viverra. Donec aliquam aliquet magna, et tristique nisl viverra id. Vestibulum elit nunc, consectetur vel nibh eget, vestibulum varius enim. Proin tincidunt ornare tristique. Integer arcu tortor, congue quis dui id, tincidunt posuere lacus. Ut varius quis ligula non semper. Proin in neque felis. Curabitur mollis urna ac laoreet mattis. Sed a ultricies magna. Pellentesque non malesuada felis.

Duis quis ex id nisi accumsan viverra. Aenean fringilla id dolor eget accumsan. Fusce in dignissim ante, ac pretium magna. Suspendisse vitae erat sit amet ante lacinia pretium sed vitae leo. Vestibulum tempor accumsan augue, non malesuada diam. Sed at sem et odio euismod lacinia eget eu lacus. Vivamus ornare lacus dui, id lobortis nisl sodales at. Fusce luctus libero id sapien consequat rhoncus. Sed dignissim mauris vitae placerat egestas. Morbi tempor feugiat purus at tristique.

Vestibulum mattis ligula lectus, vel ultrices urna auctor sit amet. Fusce semper metus at urna auctor sollicitudin. Vestibulum molestie vitae lorem sed ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean rhoncus consectetur nulla. Maecenas nec erat feugiat, blandit nulla feugiat, euismod ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc congue ex eget purus bibendum euismod. Sed est nisi, pretium et nisl sit amet, rhoncus porttitor arcu. Suspendisse ligula lectus, venenatis et condimentum eget, placerat nec ligula. Nullam auctor, leo ac accumsan semper, nibh augue pharetra libero.

Sincerely,
Lee Hondronicols

Lee Hondronicols
President

416.123.4567
President13@districts.rtoero.ca

facebook.com/RTOERODistrict13HamiltonWentworthHaldimand

District website:
Arial bold, 10 pt, violet

Body text:
Arial regular, 11 pt / 13 pt leading

Each author will fill-in their name, title, phone number, email address and facebook url here.

Name: Arial bold, 10 pt / 13 pt

Title, phone number and email:
Arial regular, 10 pt / 13 pt

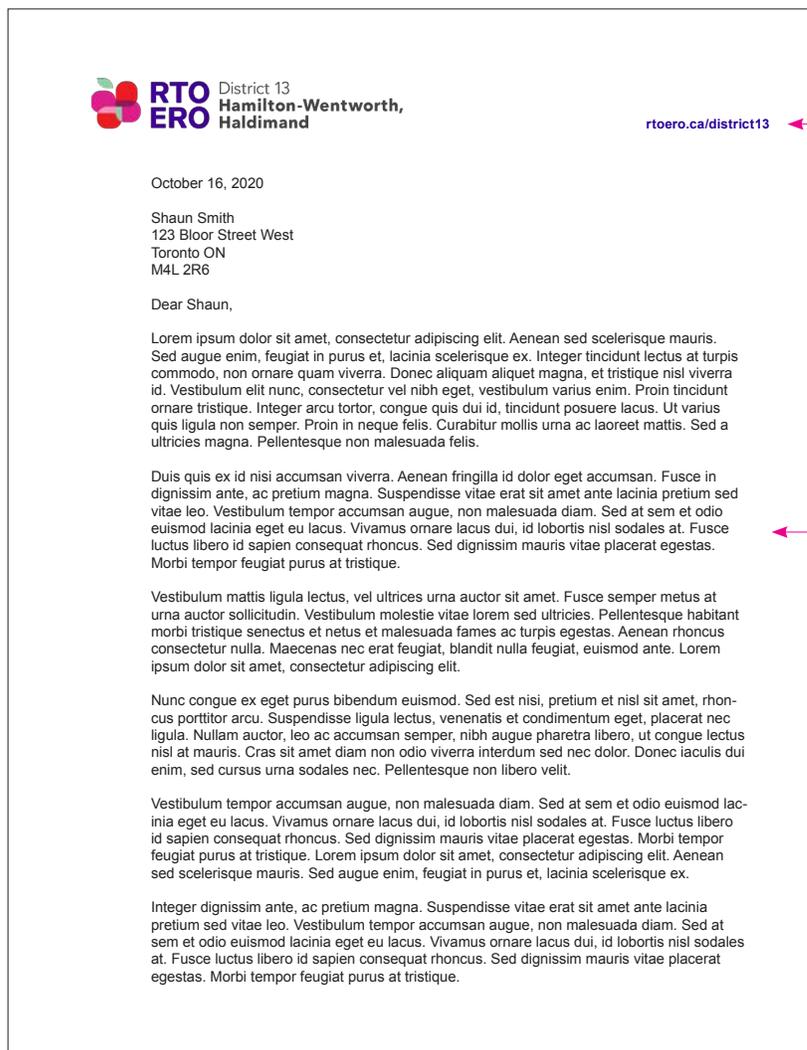
Facebook url: Arial regular, 8 pt

STATIONERY

District Letterhead

Size: 8.5" x 11"

FIRST SHEET (MULTIPLE PAGES)



Must use the official Microsoft Word template for your **District**.

District website:
Arial bold, 10 pt, violet

Body text:
Arial regular, 11 pt / 13 pt leading



STATIONERY

District Letterhead

Size: 8.5" x 11"

SECOND SHEET



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed scelerisque mauris. Sed augue enim, feugiat in purus et, lacinia scelerisque ex. Integer tincidunt lectus at turpis commodo, non ornare quam viverra. Donec aliquam aliquet magna, et tristique nisl viverra id. Vestibulum elit nunc, consectetur vel nibh eget, vestibulum varius enim. Proin tincidunt ornare tristique. Integer arcu tortor, congue quis dui id, tincidunt posuere lacus. Ut varius quis ligula non semper. Proin in neque felis. Curabitur mollis urna ac laoreet mattis. Sed a ultricies magna. Pellentesque non malesuada felis.

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Nunc congue ex eget purus bibendum euismod. Sed est nisi, pretium et nisl sit amet, rhoncus porttitor arcu. Suspendisse ligula lectus, venenatis et condimentum eget, placerat nec ligula. Nullam auctor, leo ac accumsan semper, nibh augue pharetra libero, ut congue lectus nisl at mauris. Cras sit amet diam non odio viverra interdum sed nec dolor. Donec iaculis dui enim, sed cursus urna sodales nec. Pellentesque non libero velit. Nulla luctus suscipit tortor, sit amet venenatis risus ullamcorper ut. Sed sit amet tellus a diam congue ultrices.

Aliquam semper dictum justo, non mattis turpis accumsan vitae. Vivamus vel magna at Integer eget quam ut dolor posuere fringilla nec et eros. Fusce venenatis sapien ac enim convallis porta. Nunc tincidunt magna eros, nec aliquam ipsum suscipit.

Sincerely,
 Lee Hondronicols



Lee Hondronicols
 President
 416.123.4567
 President13@districts.rtoero.ca

facebook.com/RTOERODistrict13HamiltonWentworthHaldimand

Each author will fill-in their name, title, phone number, email address and facebook url here.

Name: Arial bold, 10 pt / 13 pt

Title, phone number and email:
 Arial regular, 10 pt / 13 pt

Facebook url: Arial regular, 8 pt



STATIONERY

RTOERO Business Cards

Size: 3.5" x 2"

ENGLISH ONLY



Must use the official **RTOERO** business card template.

Website: Avenir Next bold, 9 pt
Facebook: Avenir Next regular, 8 pt / 13 pt
Twitter: Avenir Next regular, 8 pt / 13 pt



Name: Avenir Next bold, 9 pt / 10 pt
Title: Avenir Next regular, 8 pt / 10 pt

Contact info:
Avenir Next regular, 8 pt / 10 pt

BILINGUAL



Name: Avenir Next bold, 9 pt / 10 pt
Title: Avenir Next regular, 8 pt / 10 pt

Contact info:
Avenir Next regular, 8 pt / 10 pt



STATIONERY

District Business Cards

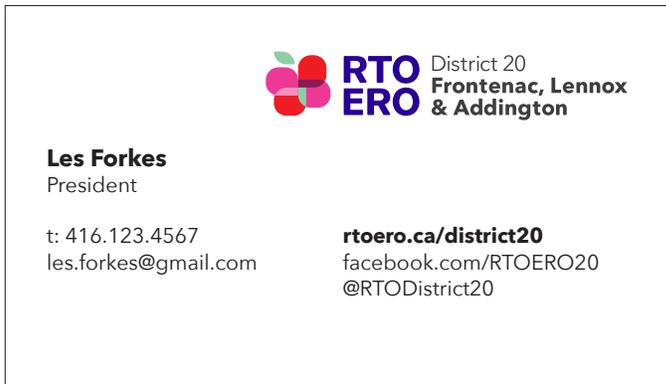
Size: 3.5" x 2"

FULLY PRINTED VERSION



Must use the official **RTOERO District** business card template.

Website: Avenir Next bold, 9 pt
Facebook: Avenir Next regular, 8 pt / 13 pt
Twitter: Avenir Next regular, 8 pt / 13 pt



Place official district logo here.

Name: Avenir Next bold, 9 pt
Title: Avenir Next regular, 8 pt / 10 pt

Contact info:
Avenir Next regular, 8 pt / 10 pt

District website: Avenir Next bold, 8 pt / 10 pt
Website url: Avenir Next regular, 8 pt / 10 pt

BLANK VERSION



Place official district logo here.

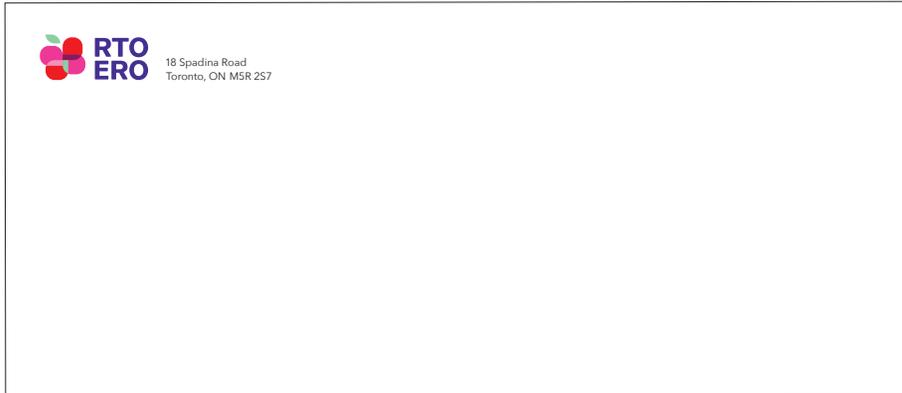
District website: Avenir Next bold, 8 pt / 10 pt
Website url: Avenir Next regular, 8 pt / 10 pt



STATIONERY

RTOERO Envelopes

#10 ENVELOPE 9.5" X 4.125"



LARGE ENVELOPE 13" X 10" (Open Side)





STATIONERY

RTOERO Envelopes

#10 WINDOW ENVELOPE 9.5" X 4.125"



A7 ENVELOPE 7.25" X 5.25"





STATIONERY

RTOERO Mailing Label

SIZE: 7" X 4.5"



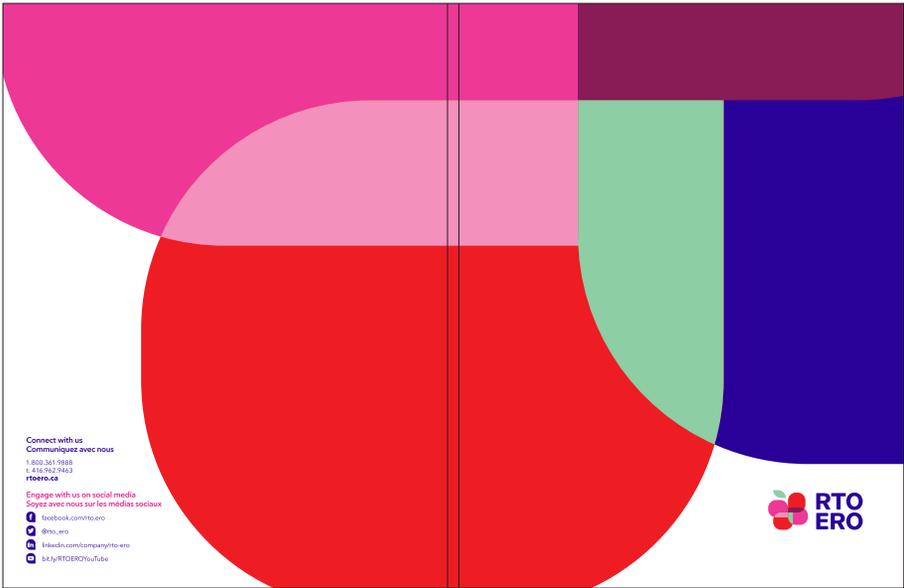
Addressee:
Arial regular, 11 pt / 13 pt



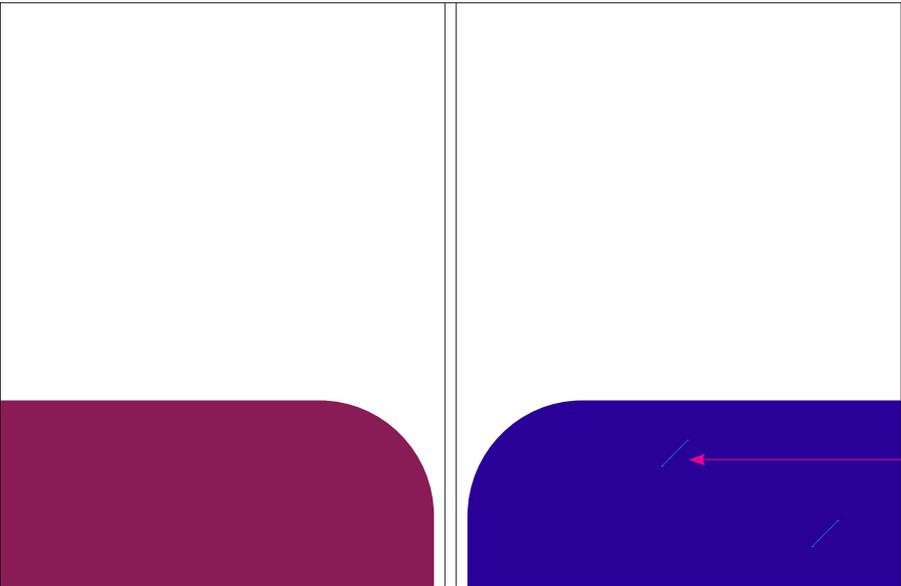
STATIONERY

RTOERO Pocketfolder

FOLDED SIZE: 9.5" X 12.5"



Gusset: 0.25"



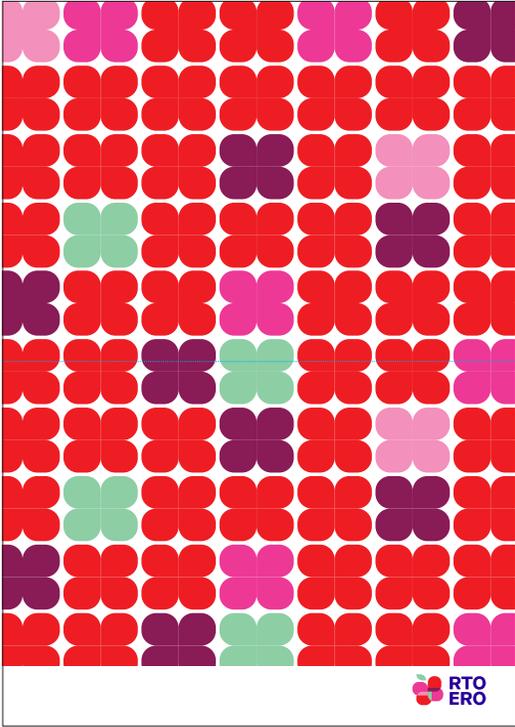
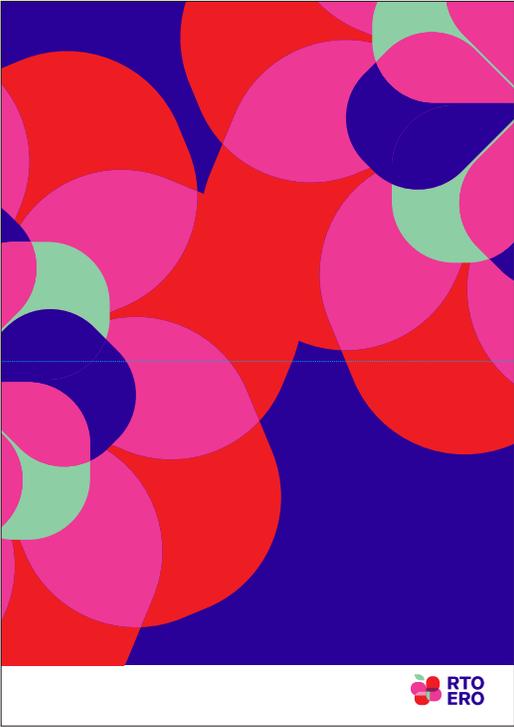
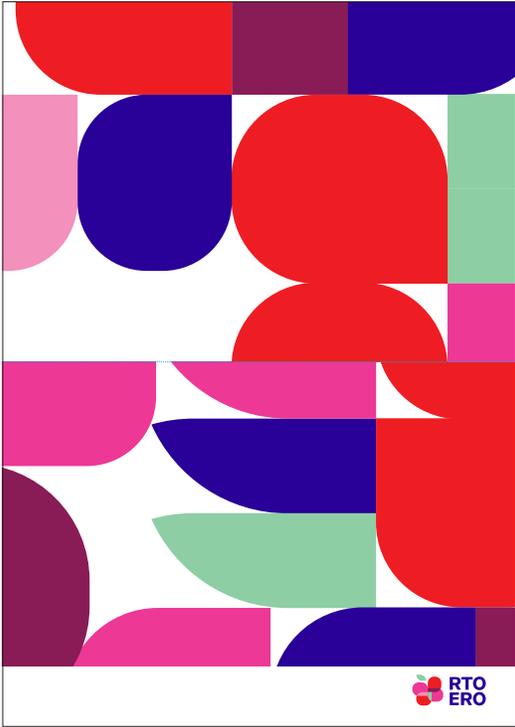
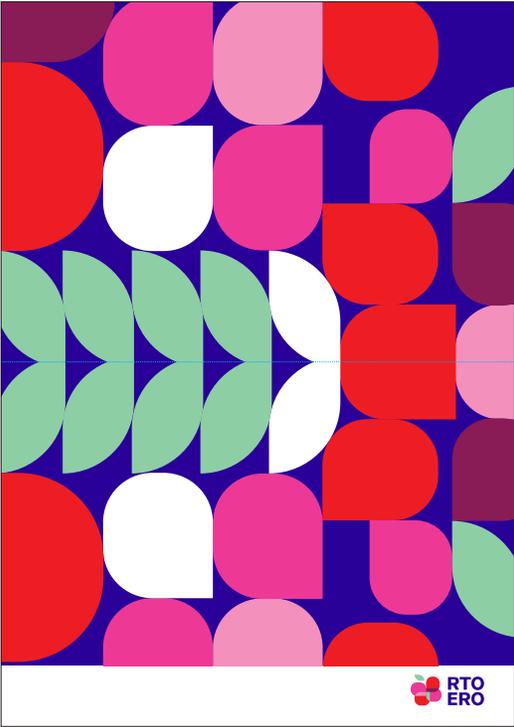
Pockets
 Business Card Slots



NOTECARDS

RTOERO Folded Notecard Set

FOLDED SIZE: 4.75" X 6.75"

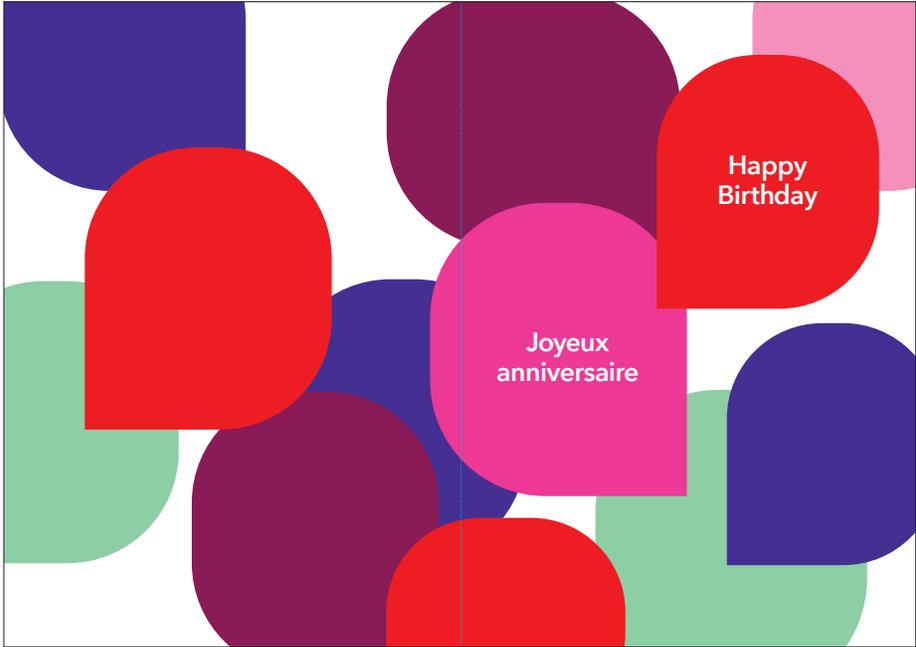




BIRTHDAY CARDS

RTOERO Generic and 100th Birthday Card

FOLDED SIZE: 4.75" X 6.75"



FOLDED SIZE: 4.75" X 6.75"



FOUNDATION STATIONERY

Foundation Letterhead

Size: 8.5" x 11"

FIRST SHEET (SINGLE PAGE ONLY)

RTO Foundation
ERO Fondation

rtoerofoundation.ca 1.800.361.9888 18 Spadina Road
rtoerofoundation.ca t: 416.962.9463 Toronto, ON M5R 2S7

October 16, 2020

Shaun Smith
123 Bloor Street West
Toronto ON
M4L 2R6

Dear Shaun,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed scelerisque mauris. Sed augue enim, feugiat in purus et, lacinia scelerisque ex. Integer tincidunt lectus at turpis commodo, non ornare quam viverra. Donec aliquam aliquet magna, et tristique nisl viverra id. Vestibulum elit nunc, consectetur vel nibh eget, vestibulum varius enim. Proin tincidunt ornare tristique. Integer arcu tortor, congue quis dui id, tincidunt posuere lacus. Ut varius quis ligula non semper. Proin in neque felis. Curabitur mollis urna ac laoreet mattis. Sed a ultricies magna. Pellentesque non malesuada felis.

Duis quis ex id nisi accumsan viverra. Aenean fringilla id dolor eget accumsan. Fusce in dignissim ante, ac pretium magna. Suspendisse vitae erat sit amet ante lacinia pretium sed vitae leo. Vestibulum tempor accumsan augue, non malesuada diam. Sed at sem et odio euismod lacinia eget eu lacus. Vivamus ornare lacus dui, id lobortis nisl sodales at. Fusce luctus libero id sapien consequat rhoncus. Sed dignissim mauris vitae placerat egestas. Morbi tempor feugiat purus at tristique.

Vestibulum mattis ligula lectus, vel ultrices urna auctor sit amet. Fusce semper metus at urna auctor sollicitudin. Vestibulum molestie vitae lorem sed ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean rhoncus consectetur nulla. Maecenas nec erat feugiat, blandit nulla feugiat, euismod ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc congue ex eget purus bibendum euismod. Sed est nisi, pretium et nisl sit amet, rhoncus porttitor arcu. Suspendisse ligula lectus, venenatis et condimentum eget, placerat nec ligula. Nullam auctor, leo ac accumsan semper, nibh augue pharetra libero.

Sincerely,
Mike Prentice



Mike Prentice
Executive Director, RTOERO Foundation

416.962.9463 x285
mprentice@rtoero.ca

Must use the official Microsoft Word template for the **RTOERO Foundation** letterhead.

Website:
Avenir Next bold, 10 pt, burgundy

Contact info:
Avenir Next regular, 8 pt / 10 pt

Body text:
Arial regular, 11 pt / 13 pt leading

Each author will fill-in their name, title, phone number and email address here.

Name: Arial bold, 10 pt / 13 pt

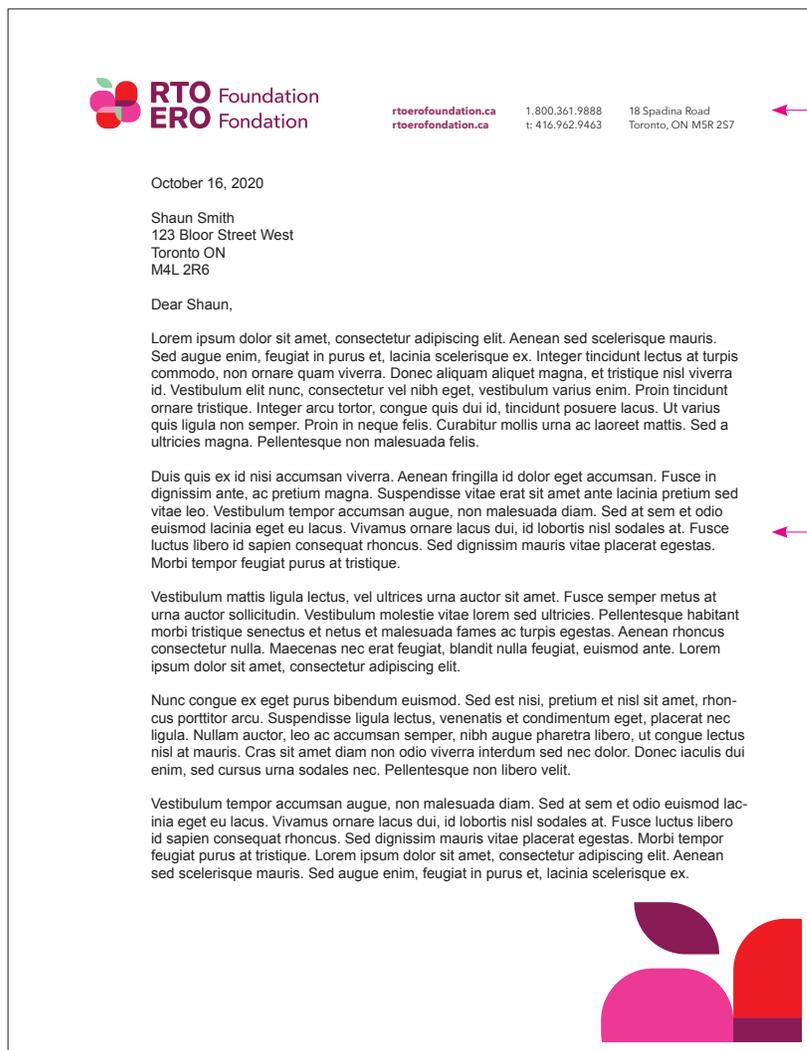
Title, phone number and email:
Arial regular, 10 pt / 13 pt

FOUNDATION STATIONERY

Foundation Letterhead

Size: 8.5" x 11"

FIRST SHEET (MULTIPLE PAGES)



Must use the official Microsoft Word template for the **RTOERO Foundation** letterhead.

Website:
Avenir Next bold, 10 pt, burgundy

Contact info:
Avenir Next regular, 8 pt / 10 pt

Body text:
Arial regular, 11 pt / 13 pt leading

FOUNDATION STATIONERY

Foundation Letterhead

Size: 8.5" x 11"

SECOND SHEET (MULTIPLE PAGES)



RTO Foundation
ERO Fondation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sed scelerisque mauris. Sed augue enim, feugiat in purus et, lacinia scelerisque ex. Integer tincidunt lectus at turpis commodo, non ornare quam viverra. Donec aliquam aliquet magna, et tristique nisl viverra id. Vestibulum elit nunc, consectetur vel nibh eget, vestibulum varius enim. Proin tincidunt ornare tristique. Integer arcu tortor, congue quis dui id, tincidunt posuere lacus. Ut varius quis ligula non semper. Proin in neque felis. Curabitur mollis urna ac laoreet mattis. Sed a ultricies magna. Pellentesque non malesuada felis.

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Vestibulum mattis ligula lectus, vel ultrices urna auctor sit amet. Fusce semper metus at urna auctor sollicitudin. Vestibulum molestie vitae lorem sed ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean rhoncus consectetur nulla. Maecenas nec erat feugiat, blandit nulla feugiat, euismod ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc congue ex eget purus bibendum euismod. Sed est nisi, pretium et nisl sit amet, rhoncus porttitor arcu. Suspendisse ligula lectus, venenatis et condimentum eget, placerat nec ligula. Nullam auctor, leo ac accumsan semper, nibh augue pharetra libero, ut congue lectus nisl at mauris. Cras sit amet diam non odio viverra interdum sed nec dolor. Donec iaculis dui enim, sed cursus urna sodales nec. Pellentesque non libero velit. Nulla luctus suscipit tortor, sit amet venenatis risus ullamcorper ut. Sed sit amet tellus a diam congue ultrices.

Aliquam semper dictum justo, non mattis turpis accumsan vitae. Vivamus vel magna at Integer eget quam ut dolor posuere fringilla nec et eros. Fusce venenatis sapien ac enim convallis porta. Nunc tincidunt magna eros, nec aliquam ipsum suscipit.

Sincerely,
 Mike Prentice



Mike Prentice
 Executive Director, RTOERO Foundation
 416.962.9463 x285
 mprentice@rtoero.ca



Each author will fill-in their name, title, phone number and email address here.

Name: Arial bold, 10 pt / 13 pt

Title, phone number and email:
 Arial regular, 10 pt / 13 pt



FOUNDATION STATIONERY

Foundation Business Card

Size: 3.5" x 2"

BILINGUAL



Must use the official **RTOERO Foundation** business card template.

Website: Avenir Next bold, 9 pt / 10 pt
Facebook: Avenir Next regular, 8 pt / 13 pt
Twitter: Avenir Next regular, 8 pt / 13 pt



Official Foundation logo here.

Name: Avenir Next bold, 9 pt
Title: Avenir Next regular, 8 pt / 10 pt

Contact info:
Avenir Next regular, 8 pt / 10 pt



FOUNDATION STATIONERY

Foundation Envelopes

#10 ENVELOPE 9.5" X 4.125"



LARGE ENVELOPE 13" X 10" (Open Side)

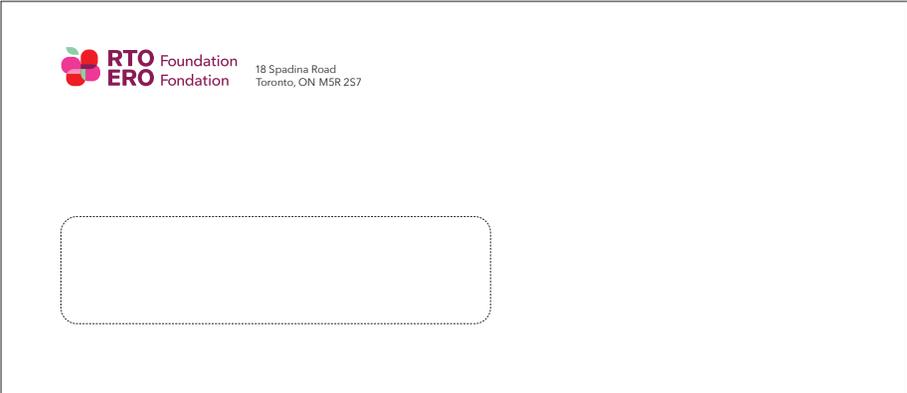




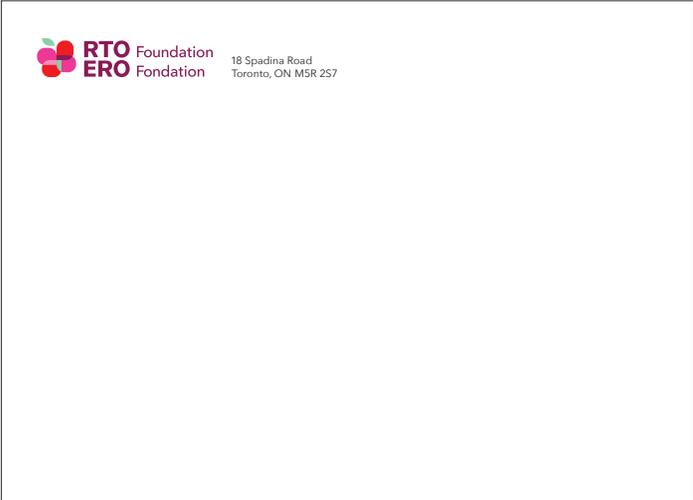
FOUNDATION STATIONERY

Foundation Envelopes

#10 WINDOW ENVELOPE 9.5" X 4.125"



A7 ENVELOPE 7.25" X 5.25"

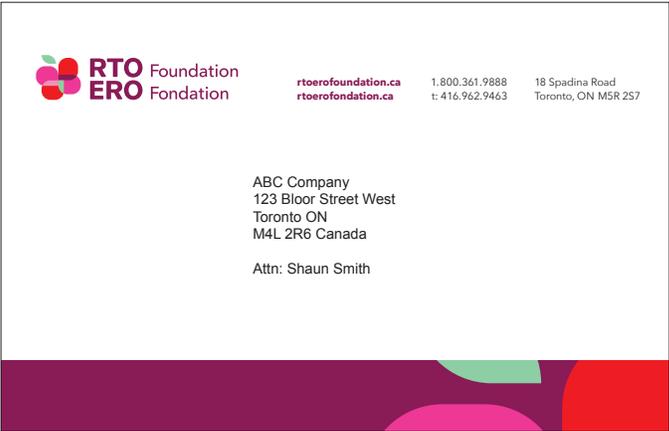




FOUNDATION STATIONERY

Foundation Mailing Label

SIZE: 7" X 4.5"



Addressee:
Arial regular, 11 pt / 13 pt



FOUNDATION CARDS

Folded Blank Notecard

FOLDED SIZE: 4.75" X 6.75"





FOUNDATION CARDS

In Honour Card

FOLDED SIZE: 4.75" X 6.75"

This gift was made to the RTOERO Foundation to help enhance the quality of life of aging adults.

The Foundation's mission is to fund research and invest in innovative programs to support healthy, active aging; with a special focus on helping end social isolation among older adults.

Ce don a été fait à la Fondation RTOERO afin d'aider à améliorer la qualité de vie des adultes plus âgés.

La Fondation a pour mandat de financer la recherche et d'investir dans des programmes novateurs qui favorisent le vieillissement actif et en santé, en aidant plus particulièrement à combattre l'isolement social des adultes plus âgés.

To learn more, contact the Foundation at:
 Pour en savoir davantage, contactez la Fondation au :
 18 Spadina Road
 Toronto, ON M5R 2S7
 416.962.9463 or/ou 1.800.361.9888
rtoerofoundation.ca
rtoerofoundation.ca

Charitable registration number:
 Numéro d'enregistrement d'organisme de bienfaisance :
 848662110R0001

Dear / Cher

A gift has been made in your honour to the
RTOERO Foundation from

Un don a été fait en votre honneur à la
Fondation RTOERO de la part de

Name / Nom

Address / Adresse



FOUNDATION CARDS

In Memory Card

FOLDED SIZE: 4.75" X 6.75"

This gift was made to the RTOERO Foundation to help enhance the quality of life of aging adults.

The Foundation's mission is to fund research and invest in innovative programs to support healthy, active aging; with a special focus on helping end social isolation among older adults.

Ce don a été fait à la Fondation RTOERO afin d'aider à améliorer la qualité de vie des adultes plus âgés.

La Fondation a pour mandat de financer la recherche et d'investir dans des programmes novateurs qui favorisent le vieillissement actif et en santé, en aidant plus particulièrement à combattre l'isolement social des adultes plus âgés.

To learn more, contact the Foundation at:
Pour en savoir davantage, contactez la Fondation au :

18 Spadina Road
 Toronto, ON M5R 2S7
 416.962.9463 or/ou 1.800.361.9888
rtoerofoundation.ca
rtoerofoundation.ca

Cover art:
 Art de la couverture :
 Cindy Mathews
 "Vase Bouquet"
 « Bouquet dans un vase »
 RTOERO Member
 Membre de RTOERO
 District 10,
 Bruce Grey & Dufferin



In memory of / À la mémoire de

A gift has been made to the RTOERO Foundation,
with sincerest sympathy from

Un don a été fait à la Fondation RTOERO,
avec les plus sincères condoléances, par

Name / Nom

Address / Adresse

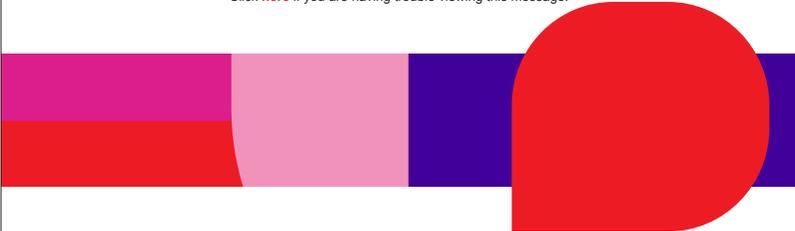


DIGITAL COMMUNICATIONS

RTOERO Eblast Templates

EBLAST TEMPLATE WITHOUT PHOTOS

Click [here](#) if you are having trouble viewing this message.




April 2020

Dear Mary Jane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris id arcu nec nunc volutpat iaculis. Aliquame in dui leo. Curabitur a porta justo. Sed auctor fermentum lorem et lobortis. Suspendisse vestibulum tellus mi, eget venenatis justo rutrum non. Nam ut tempor turpis. Vivamus egestas nec lectus a porta. Ut turpis ante, lacinia non ullamcorper a, sodales et nunc. Phasellus purus nisi, suscipit eget egestas vitae, mattis nec risus. Integer sit amet laoreet telluse, quis tempus neque. Praesent consectetur fringilla placerat. Fusce sed erat volutpat, tristique est vitae, vehicula dolor.

Mauris pellentesque auctor ipsum id sagittis. Etiam tempus sagittis suscipit. Morbi vehicula orci ligula, vitae molestie massa imperdiet vitae. Suspendisse venenatis, ipsum ut viverra maximus, eros odio faucibus neque, vitae faucibus ante sem nec ante. Morbi dignissim esta maximus magna luctus porttitor. Nunc id lectus eget magna pretium rutrum in a dolor.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent eget posuere purus. Mauris pulvinar purus dolor, ac rhoncus dui porttitor a. Suspendisse scelerisque in enim sit amet facilisis. Aenean imperdiet commodo mollis.

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris tempus vehicula ligula in pretium. Cras eget tempor augue.

Sincerely,
Jim Grieve, Chief Executive Officer



RTOERO
 300-18 Spadina Rd.
 Toronto, ON M5R 2S7
 t: 416.962.9463
 tf: 1.800.361.9888

Privacy | Set Marketing Preferences
 Confidentialité | Enregistrez vos critères de marketing

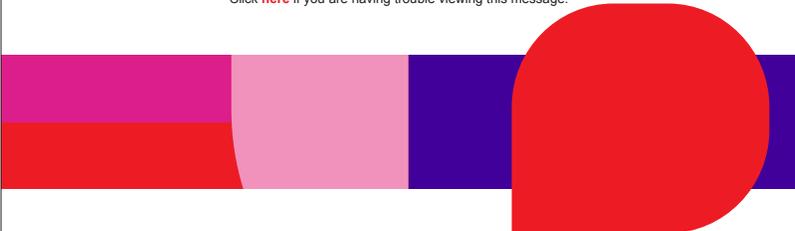
www.rtoero.ca

DIGITAL COMMUNICATIONS

RTOERO Eblast Templates

EBLAST TEMPLATE WITH PHOTOS

Click [here](#) if you are having trouble viewing this message.





April 2020

Dear Mary Jane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris id arcu nec nunc volutpat iaculis. Aliquame in dui leo. Curabitur a porta justo. Sed auctor fermentum lorem et lobortis. Suspendisse vestibulum tellus mi, eget venenatis justo rutrum non. Nam ut tempor turpis. Vivamus egestas nec lectus a porta. Ut turpis ante, lacinia non ullamcorper a, sodales et nunc. Phasellus purus nisi, suscipit eget egestas vitae, mattis nec risus. Integer sit amet laoreet telluse, quis tempus neque. Praesent consectetur fringilla placerat. Fusce sed erat volutpat, tristique est vitae, vehicula dolor.

Mauris pellentesque auctor ipsum id sagittis. Etiam tempus sagittis suscipit. Morbi vehicula orci ligula, vitae molestie massa imperdiet vitae.

Sincerely,
Jim Grieve, Chief Executive Officer

RTOERO
 300–18 Spadina Rd.
 Toronto, ON M5R 2S7
 t: 416.962.9463
 ff: 1.800.361.9888

[f](#) [t](#) [in](#) [v](#)

Privacy | Set Marketing Preferences
 Confidentialité | Enregistrez vos critères de marketing

www.rtoero.ca

DIGITAL COMMUNICATIONS

RTOERO Powerpoint Slides

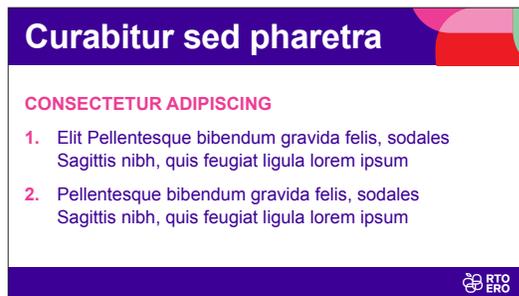
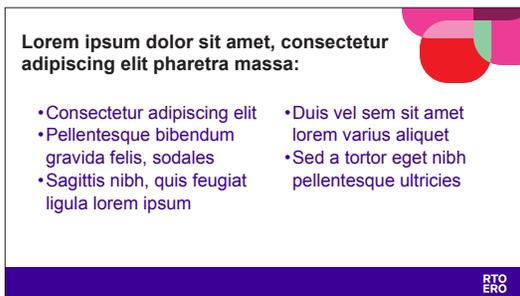
SIZE: 16" X 9"

Must use the official **RTOERO** Powerpoint template.

There are three footer options, one with the primary positive logo, one with the secondary "outlined" logo and one with just the "RTOERO" stacked logo. Violet is the main colour.

Main body text:
Arial regular, 40 pt / 50 pt

Titles/headings:
Arial bold, various sizes



FOUNDATION DIGITAL COMMUNICATIONS

Foundation Powerpoint Slides

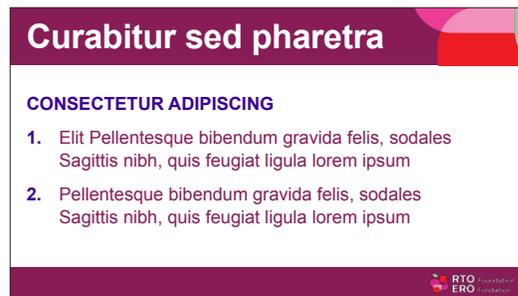
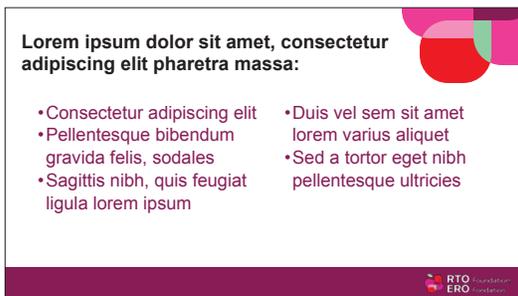
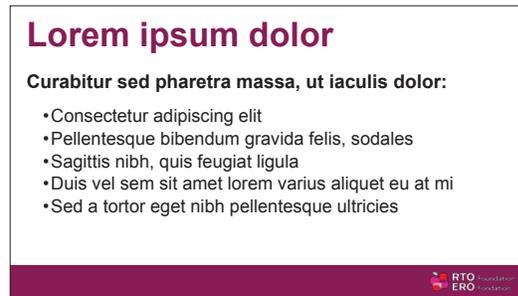
SIZE: 16" X 9"

Must use the official **RTOERO Foundation** Powerpoint template.

There are two footer options, one with the primary positive logo and one with the primary negative logo. Burgundy is the main colour for the Foundation brand.

Main body text:
Arial regular, 40 pt / 50 pt

Titles/headings:
Arial bold, various sizes



PUBLICATIONS

RTOERO produces many quality and informational publications throughout the year for its members and the public. As a large, nationwide membership organization for education sector workers and retirees, we're able to provide unique deals and opportunities for our members. Hence, we are also able to communicate these through our comprehensive insurance coverage plan booklets and various publications such as *Communiqué*, *Esprit*, *Retiring Happy*, *Renaissance Magazine* and monthly newsletters.

The general tone and voice of these publications is respectful, helpful, informative, friendly, clear and fresh. The photography used are clean and vibrant with lots of white space to convey a sense of warmth and joy. Restricting the colours to the RTOERO brand palette is critical to the strength of this brand. The following pages are examples of these outstanding publications and photographic direction.

PHOTOGRAPHIC DIRECTION



PUBLICATIONS

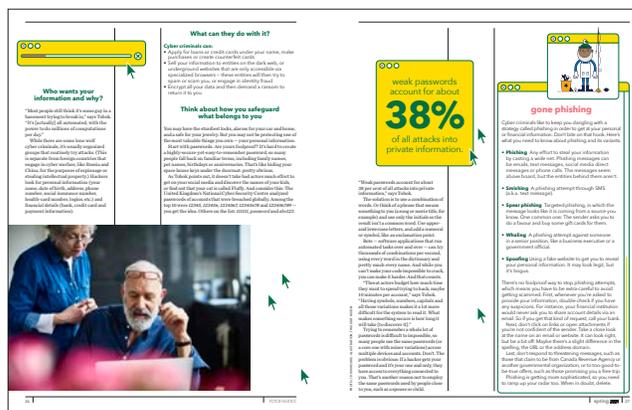
Renaissance Magazine

CLOSED SIZE: 9" X 11.5"



Main body text:
Renaissance uses both serif and sans serif fonts in the publication.
Avenir Next regular, 10 pt / 12 pt (sans)
Chronicle Text, 10 pt / 12 pt (serif)

Titles/headings:
Avenir Next and Chronicle Text
various weights and sizes



PUBLICATIONS

Communiqué

CLOSED SIZE: 8.5" X 11"



Chairs' Message

RTOERO health plans: protection for unprecedented times

2020 has been a year like no other. The global pandemic has reminded us why the RTOERO health benefit plans are so vital to a safe and secure retirement. It's clear that health insurance can be beneficial for the future.

- Planned expenses such as regular dental, vision, prescription drug, chiropractic, and more.
- Unpredictable costs such as travel emergencies, nursing care at home, and top cost medical care such as hospital care and ambulance.

The year has been nothing short of unprecedented and has highlighted how important it is to have protection, particularly given when the global health crisis was not an event in the RTOERO's region and given our senior members' health care needs. We also have many other factors working to fight for your future. We also have many other factors working to fight for your future. We also have many other factors working to fight for your future.

As the year ends, we know the year may have been able to make your planned expenses in 2020 the way you would have in other years. At a cost for your organization, we are pleased to come to the aid of our clients and not to generate a profit.

We are pleased to apply the plan surplus from 2020 to you directly in two ways:

- Reduction in 2021 of 2% in premiums for each of the three plans.
- Additional dental premium for the next five years, to be changed as the year ends.

We are also pleased to inform you about changes to our dental insurance coverage. Starting in 2021, the dental benefit will now be covered for medical emergencies related to COVID-19, even when the government's travel advisory is in effect. Read our dental page on page 2.

Thank you for your continued participation and support of our benefit plans.

Caple Henley
Chair, Benefits Committee

Rich Ruppert
Chair, Board of Directors

Premiums

2021 premiums reduced 3%

Our elected Board of Directors sets the premium rates, based on recommendations from the Benefits Committee. RTOERO uses all premium surpluses to provide the most comprehensive and affordable benefit possible to our members. With the long-term stability of our plans in mind, rates are reviewed annually.

Using the surplus from 2020, the 2021 premiums are reduced by 2% for each of the plans.

	2020	2021	All Other Professions
Hospital and Convalescent Care			
Single	\$16.98	\$16.21	\$14.83
Couple	\$33.98	\$32.37	\$29.70
Family	\$37.70	\$36.05	\$34.91
Extended Health Care			
Single	\$109.23	\$107.34	\$101.23
Couple	\$218.47	\$214.71	\$202.46
Family	\$262.44	\$256.87	\$242.00
Dental			
Single	\$66.91	\$65.60	\$68.18
Couple	\$133.82	\$131.24	\$136.36
Family	\$159.84	\$156.17	\$157.99

Your premiums are deducted from your pension or both, amount to the monthly price to your employer/agent. For your December 2021 deductions will reflect the new rates.

*Where required by law, applicable laws have been included in these monthly premium rates (2% in 2020 and 2% in 2021).

© 2021 RTOERO Health Benefits Update 1

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Titles/headings:
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What's new

The following changes to your health plans will be effective Jan. 1, 2021—where otherwise indicated.

- 2021 dental fee guide**
 - Dental Plan reimbursements will be updated to the 2021 fee guide for general practitioners.
- Pandemic travel coverage**
 - Our travel insurance now covers COVID-19 medical and dental expenses while you are in a government-ordered travel advisory. This change is effective on Jan. 1, 2021.
- Stability clause**
 - As you know, you must be medically stable for 90 days before we can pay for long-term care. The definition of medical stability has been updated to include the inclusion or discontinuation of medication due to an improvement in your condition or to long-term care.

The online Insurance Plans Decoder is updated for 2021 with complete information about these changes. Backlink to the website: [https://www.rtoero.com/insurance-plans-decoder](#). If you do not have internet access, you can request a printed copy at members@rtoero.com or by calling 1-800-341-9888.

2021RTOEROHealthBenefitsUpdate

Practitioners

New practitioners added for electronic claims submission

The list of practitioners eligible for electronic claims submission direct from the practitioner's office has been expanded to serve you better.

We have doubled the number of practitioners eligible to submit claims electronically.

Acupuncture

Chiropractor

Massage Therapist

Physiotherapist

Psychologist*

Chiropractor*

Dentist*

Naturopathic Doctor

Podiatrist*

Speech Therapist*

*As of October 2020

How it works

Electronic paramedical claims

When practitioners file electronically, they pay for the remaining portion of the service that not covered by the RTOERO plan. This covers you for the new and added of providing the claim and waiting for your payment. The reimbursement you are owed from your insurance is sent straight to your practitioner's office.

Did you know?

You plan may provide coverage for COVID-19 care by select practitioners. For more information visit [https://www.rtoero.com/insurance-plans-decoder](#) or call 1-877-436-0027 or email phibenefits@rtoero.com.

PUBLICATIONS

Retiring Happy

CLOSED SIZE: 8.5" X 11"



About this guide

Whatever your stage in life, there's an opportunity to consider where you are in your retirement journey.

We believe in the power of our community

1-800-361-9888
#RTOERO

Contents

- Your Road to Retirement 3
- Retirement Planning for Every Generation 4
- 5 Tips to Boost Your Retirement Savings 5
- Save with RTOERO 6
- 6 Ways to Create a Happy Retirement 7
- The Retirement & Guide to Retirement 8
- Ready, Set, Retire 10
- RTOERO's Top 12 Membership Benefits 12
- 24 Awesome Things to Do When You Retire 14

Your Road to Retirement

1-10 years before you retire
2-5-10 years before you retire
3-6 months before you retire
4-Up to 2 months before you retire
5-10 years before you retire
6-10 years before you retire

Retirement

1-800-361-9888
#RTOERO

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Retirement planning for every generation

Whatever your stage in life, there's an opportunity to consider where you are in your retirement journey.

1 Important at any age

2 About the journey, not just the destination

3 More fun and successful when done as part of a learning community

1 Time is an Asset for Gen Y and Z

2 For Gen X, Knowledge is Power

3 Baby Boomers Can Still Catch Up on Retirement Savings

5 Tips to Boost Your Retirement Savings

1 Think small
2 Evolve your asset mix
3 Buy time
4 Remember the tax bit
5 Use a financial advisor

Get more retirement tips, advice and resources

1-800-361-9888
#RTOERO

PUBLICATIONS

Esprit

CLOSED SIZE: 8" X 12"

RTOERO group insurance plan

Extended Health Care Plan

Prescription drugs (85% reimbursed)

- \$3,000 per year
- All prescription drugs
- Includes brand name drugs with physician authorization

Additional benefits (80% reimbursement)

- Laboratory, private-duty nursing, emergency ambulance
- Includes brand name drugs with physician authorization

Medical care (85% reimbursement)

- \$100 every 2 years for prescription eye glasses, sunglasses and contact lenses, hearing eye surgery
- Includes contact replacement
- \$10 every 12 months for hearing aids

Adult and spousal (80% reimbursement)

- Includes dental, vision, hearing, back, neck, shoulder, physical, occupational, hearing, orthotic, prosthetic, mobility, eye, ambulance, rage

Paramedical practitioners (85% reimbursement)

- \$1,500 combined maximum for 12 eligible practitioners per year
- Doctor referral not required

Vision care (85% reimbursement)

- \$100 every 2 years for prescription eye glasses, sunglasses and contact lenses, hearing eye surgery
- Includes contact replacement
- \$10 every 12 months for hearing aids

Additional benefits (80% reimbursement)

- Laboratory, private-duty nursing, emergency ambulance
- Includes brand name drugs with physician authorization

Medical care (85% reimbursement)

- \$100 every 2 years for prescription eye glasses, sunglasses and contact lenses, hearing eye surgery
- Includes contact replacement
- \$10 every 12 months for hearing aids

Adult and spousal (80% reimbursement)

- Includes dental, vision, hearing, back, neck, shoulder, physical, occupational, hearing, orthotic, prosthetic, mobility, eye, ambulance, rage

Paramedical practitioners (85% reimbursement)

- \$1,500 combined maximum for 12 eligible practitioners per year
- Doctor referral not required

Hospital and Convalescent Care

Semi-Private Hospital (95% reimbursement)

- Unlimited number of days

Convalescent Care (85% reimbursement)

- Unlimited number of days
- Home care up to \$75 per day for a maximum of 30 days per calendar year
- Convalescent facility care up to \$75 per day for a maximum of 30 days per year

Dental Plan

Basic and preventive (85% reimbursement)

- Professional treatment
- Oral diagnostic exam, x-ray and radiograph including of radiographs
- Includes fillings, x-rays and repairs/retention of existing dentures

Minor Restorative (85% reimbursement)

- \$500 per year
- Includes root canal therapy, treatment of loose and broken

Major Restorative (85% reimbursement)

- \$500 per year for crowns, partials, bridges and implants, including tissue on implants
- Major oral and facial surgery and partial dentures, including dental on implants

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Titles/headings:
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Everything you need to think about to plan for retirement in Canada

Retirement is a significant milestone and can feel like a huge transition after decades of going to work every day. We've put together this list to help.

Get ready

Set a date

Make it official

Attend a retirement planning workshop

Join RTOERO

Connect with your RTOERO district

Pension, finances and insurance

Identify your income sources and expenses

Seek financial advice

Decide on health insurance for retirees

Apply for insurance

Consider your car insurance provider

Pay down debt

Apply for CPP or QPP and OAS

Make a budget

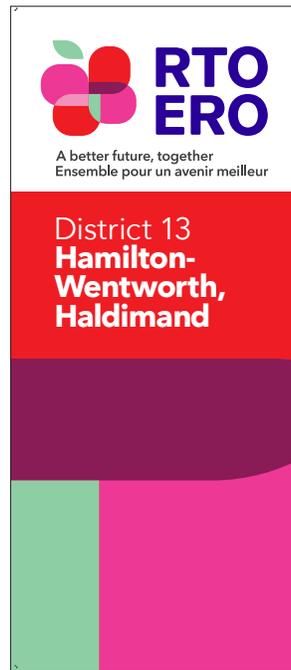
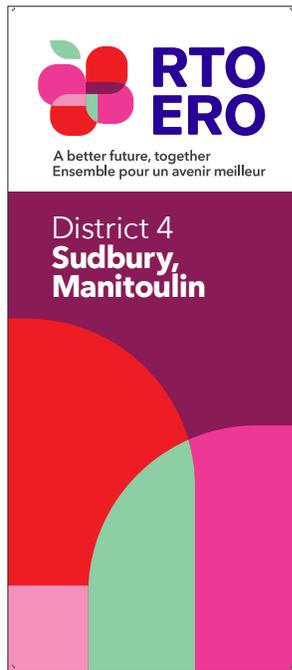
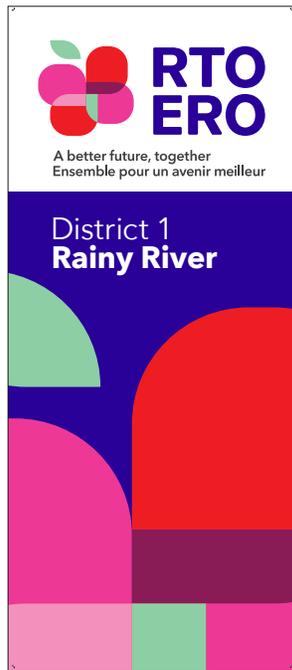
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PROMOTIONAL MATERIALS

District Banners and Events Banners

SIZE: 33.5" X 79.5"

Banners have been created for each of the districts. Contact RTOERO communications team to access banner files for printing.



PROMOTIONAL MATERIALS

Recognition Items

VARIOUS GIFTS FOR MEMEBERS



- 10 Karat Gold Lapel Pin
- Sterling Silver Lapel Pin
- Enamel Lapel Pin
- Branded Bookmark
- Engraved Gold Ring
- Branded Glass Art Object
- Leather Padfolio

Note: Objects shown here are not to scale.

SIGNAGE

Illuminated Exterior Podium Sign

SIZE: 60.25" wide x 63.5" high

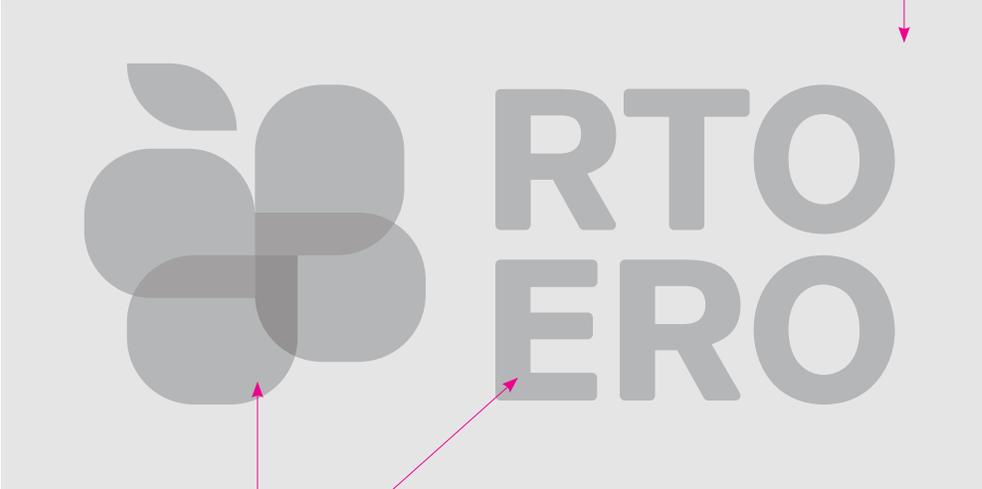


SIGNAGE

Exterior Building Plaque

PLAQUE SIZE: 21" wide x 10.5" high

1/2" aluminum polished backer



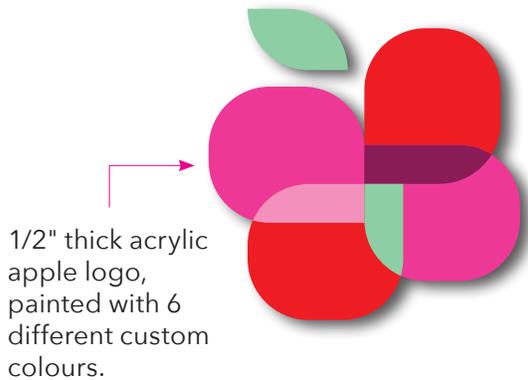
1/4" pre-tooled lettering and dimensional "apple" logo with brushed finish



SIGNAGE

Interior 3D Logo

FRONT LOBBY AND SECOND FLOOR LOGOS (VARIOUS SIZES)



1/2" thick acrylic apple logo, painted with 6 different custom colours.



1/2" thick acrylic letters with vertically brushed aluminum Octolux faces and painted silver edges

The colour breakdowns for use on vinyl are shown below. Please ensure that they match the Pantone coated colours shown on page 3.

	Violet CMYK 88, 100, 0, 5
	Red CMYK 0, 95, 95, 0
	Rose CMYK 0, 56, 0, 0
	Fuchsia CMYK 0, 91, 7, 0
	Mint CMYK 39, 0, 36, 0
	Burgundy CMYK 40, 100, 47, 22
	Grey CMYK 67, 60, 50, 20

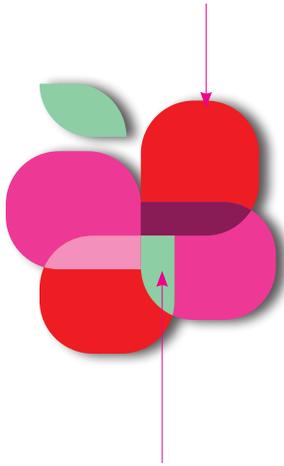


SIGNAGE

Reception Signage

THIRD FLOOR MAIN RECEPTION SIGN: 60" X 14.3"

1/2" thick acrylic apple logo, painted with 6 different custom colours.



1/4" raised "core" layer

RTO
ERO

1/2" thick acrylic letters with vertically brushed aluminum Octolux faces and painted silver edges.

A better future,
together

Ensemble pour
un avenir meilleur

1/2" thick acrylic letters with brushed aluminum Octolux faces for the tagline.



SIGNAGE

Door Signage

Name:
Avenir Next regular, 60 pt /56 pt

Title:
Avenir Next regular, 45 pt



Four-colour process printing.
Vinyl graphics on black Sintra.
Applied directly to wall
with velcro.



There are five different
patterns used for these
name plates.

15" x 2.5" is the standard size.
However, width may widen to
accommodate for a longer title.



ENGAGE (FOUNDATION) Brand Guidelines

COLOUR LOGO ON WHITE BACKGROUND



Bilingual logo



English only logo



French only logo

COLOUR LOGO ON COLOURED BACKGROUNDS



BLACK AND WHITE LOGOS



ENGAGE (FOUNDATION)

Brand Guidelines

COLOUR PALETTE

#EC4356 #33FFFF #3426AE #FFCC33 #333333



R 236	R 51	R 52	R 255	R 51
G 67	G 255	G 38	G 204	G 51
B 86	B 255	B 174	B 51	B 51

C 0	C 40	C 100	C 0	C 0
M 88	M 0	M 88	M 23	M 0
Y 60	Y 15	Y 10	Y 95	Y 0
K 0	K 0	K 0	K 0	K 85

PMS 1785 **PMS** 317 **PMS** 293 **PMS** 7548 **PMS** 418

FONT

Poppins

ExtraLight abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

SemiBold abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

ExtraBold abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ