

NO 
JETS
T.O.

**SAVE OUR
WATERFRONT**

BRAND GUIDE

NO JETS T.O.
LOGO FAMILY

MEDIUM BACKGROUND

NO
JETS
T.O.



ON WHITE

NO
JETS
T.O.



DARK BACKGROUND

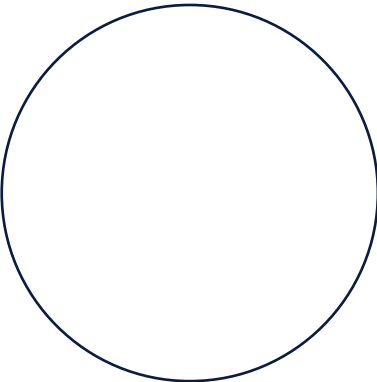
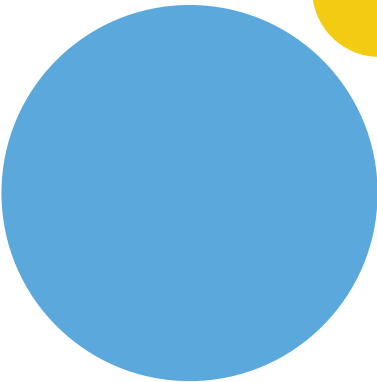
NO
JETS
T.O.



BRAND COLOURS



C5 M17 Y100 K0 HIGHLIGHT IF NEEDED. USE SPARRINGLY.

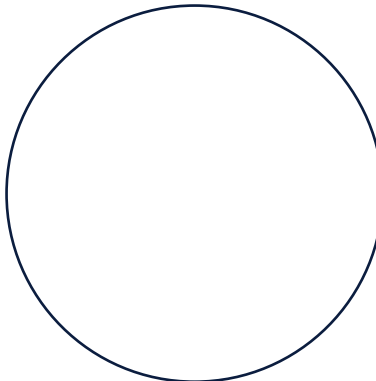
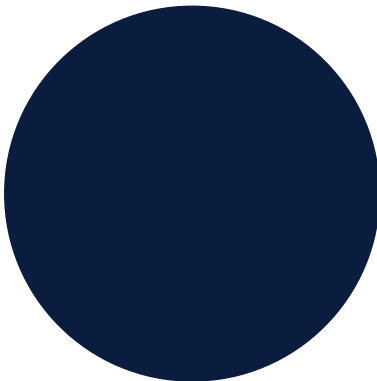
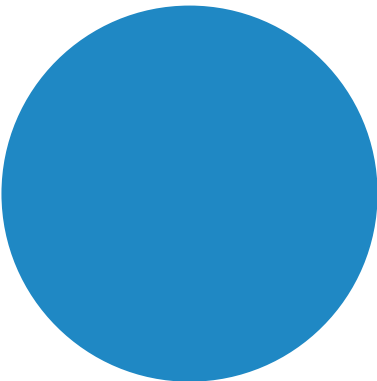


CMYK

C60 M20 Y0 K0
LIGHTER BLUE FOR PRINT

C99 M88 Y43 K51

C0 M0 Y0 K0

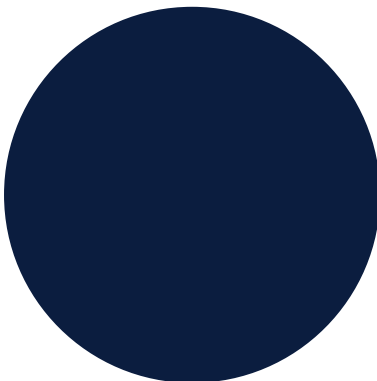
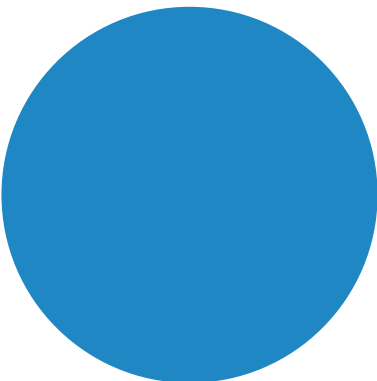


RGB

R5 G134 B196
HEX 0586c4

R12 G31 B6
HEX 0c1f3f

R0 G0 B0
HEX ffffff



PANTONE

2184C

2766C



LAWN SIGNS



BUTTON

TRI FOLD BROCHURE



DIGITAL ASSETS



SOCIAL MEDIA ADS



GOOGLE ADS



CONDO ADS



SOME CONSIDERATIONS

DON'T introduce new colours or change the brand colours.



DON'T SKEW

DO SCALE
EVENLY



DON'T colourblock too much! Here is a sample of how to colour block.

DON'T obstruct the messaging or other logos. Use a drop shadow or faint gradient if needed to make content more legible over images.



**NO
JETS
T.O.**
**SAVE THE
TORONTO
ISLANDS**



NoJetsTO.com YOUR LOGO



**NO
JETS
T.O.**

**SAVE OUR
WATERFRONT**



DON'T use the Environmental Defence logo, use it as an example of how to place your own!