

FILM ST. BERNARD

Branding Guidelines

Prepared September 2022



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BRANDING GUIDELINES

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Logo Variations

PRIMARY ON LIGHT



Logo Variations

ALTERNATE PRIMARY ON DARK

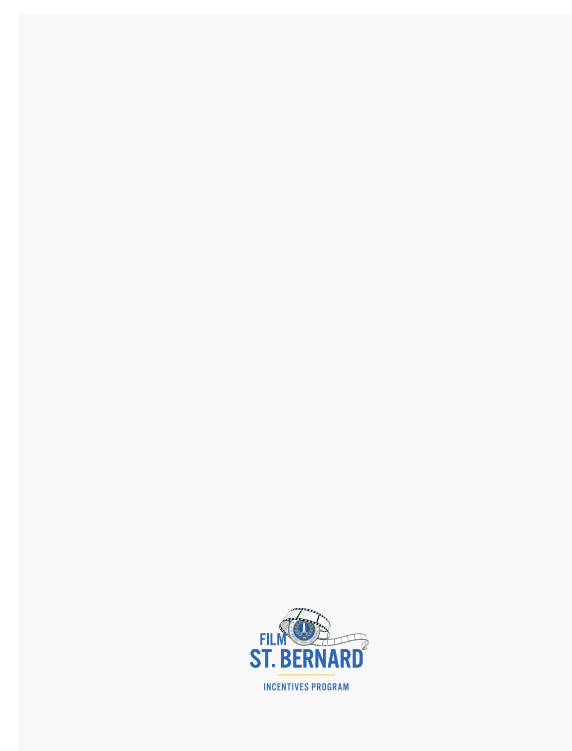
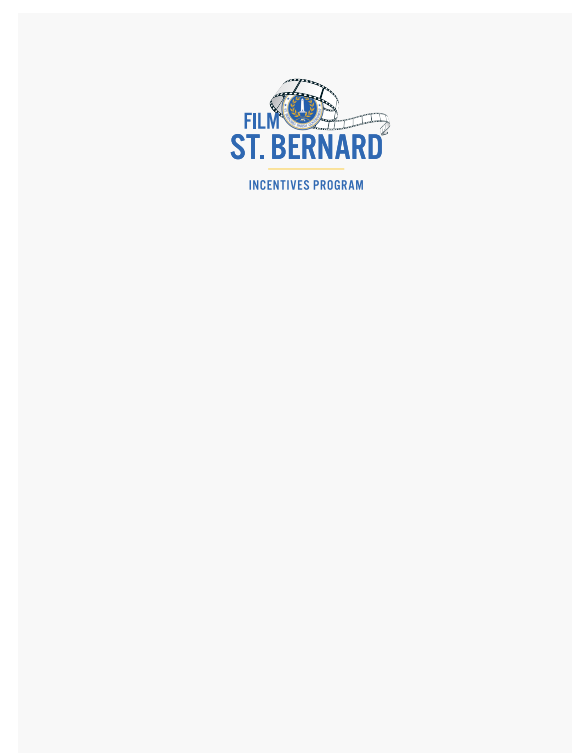


Logo Usage

CORRECT PLACEMENT

When placing the logo, ensure adequate white space surrounding the logo equal to the height of the brand mark.

The main logo should be centered when possible. If left- or right-aligned, ensure minimum clear space as indicated in the image to the right.

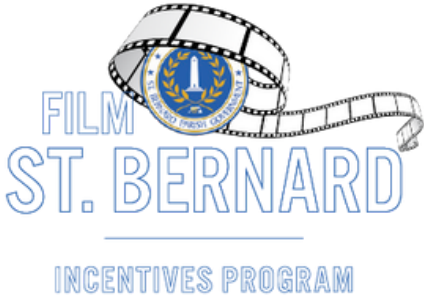


Ensure adequate spacing around the logo to other elements or the edge of a page. Clear space should equal a minimum of two letter S's from "St. Bernard"

Logo Usage

DO NOT MODIFY LOGO

Do not alter or modify the logo.



DO NOT outline the logo



DO NOT place additional text within the logo's clear space



DO NOT randomly alter the logo colours



INCENTIVES PROGRAM
DO NOT change the relationship of the logo's components



DO NOT overlay a busy image that detracts from the identity



DO NOT add elements or shadows that detract from the logo

Brand Fonts

BEBAS NEUE

Bebas Neue should be used for headings (in addition to PT Sans).
50 tracking and 1 to 1.2 line height.

AA

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

Brand Fonts

PT Sans Bold

PT Sans Bold should be used headings (in addition to Bebas Neue).
0 tracking and 1.2 to 1.5 line height.

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Brand Fonts

PT Sans Regular

PT Sans Regular should be used for body text.

0 tracking and 1.2 to 1.5 line height.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Brand Fonts

Lumios Marker

Lumios Marker can be used sparingly for call-outs.

0 tracking and 1 to 1.2 line height.

Ensure font size is large enough to maintain legibility.

Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

System Default Fonts

Note: Brand Fonts should be used whenever possible. Where Brand Fonts are not available, they may be substituted for System Default Fonts.

Aa

ARIAL NARROW REGULAR

Arial Narrow Regular should be used for headings (in addition to PT Sans).
50 tracking and 1.2 to 1.3 line height. Uppercase.

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

System Default Fonts

Note: Brand Fonts should be used whenever possible. Where Brand Fonts are not available, they may be substituted for System Default Fonts.

Segoe UI Bold

Segoe UI Bold should be used headings (in addition to Bebas Neue).
0 tracking and 1.2 to 1.5 line height.

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

System Default Fonts

Note: Brand Fonts should be used whenever possible. Where Brand Fonts are not available, they may be substituted for System Default Fonts.

Aa

Segoe UI Regular

Segoe UI Regular should be used for body text.

0 tracking and 1.2 to 1.5 line height.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

System Default Fonts

Note: Brand Fonts should be used whenever possible. Where Brand Fonts are not available, they may be substituted for System Default Fonts.

Freestyle Script

Freestyle Script can be used sparingly for call-outs.

0 tracking and 0.9 to 1 line height.

Ensure font size is large enough to maintain legibility.

Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Font Use Examples

EXAMPLES OF BRAND FONTS AND SYSTEM DEFAULT FONTS IN USE

PRE-HEADING

Brand Fonts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

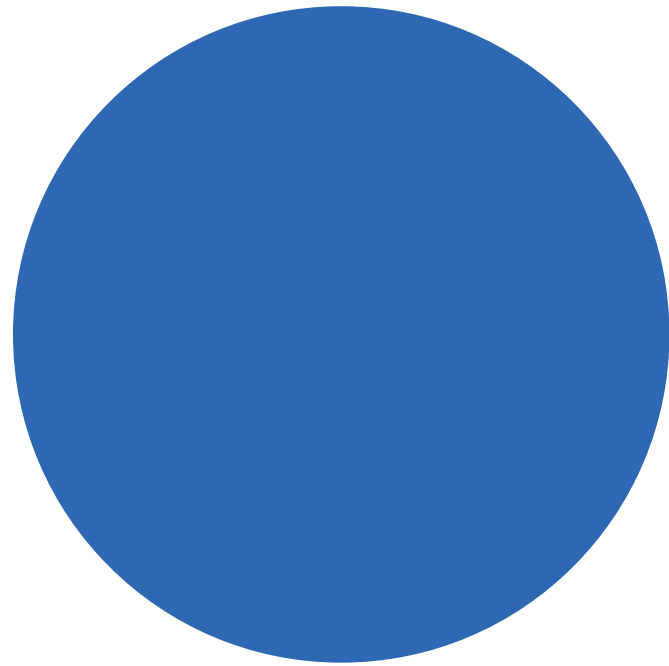
Insert a call out here!

PRE-HEADING

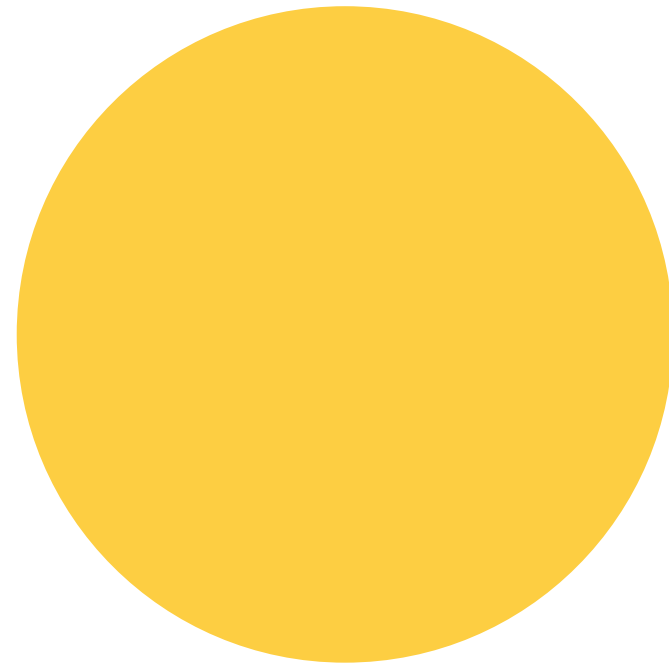
Default System Fonts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

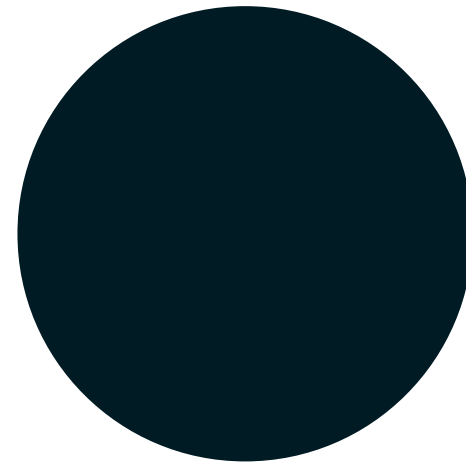
Insert a call out here!



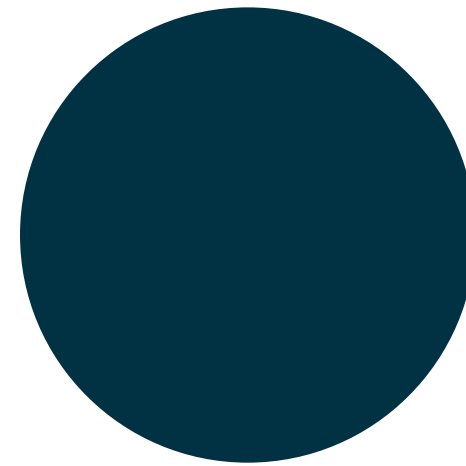
Sapphire
#2F68B2



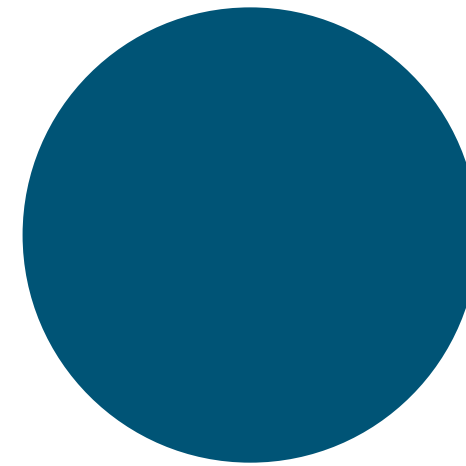
Bright Sun
#FDCE42



Daintree
#011B24



Cyprus
#013244



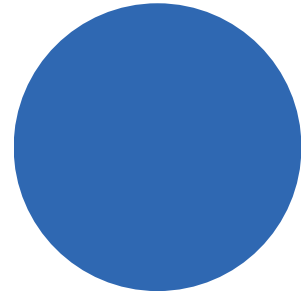
Orient
#005476



Cultured Pearl
#F6F6F6

Brand Colors

PRIMARY AND SECONDARY USE COLORS

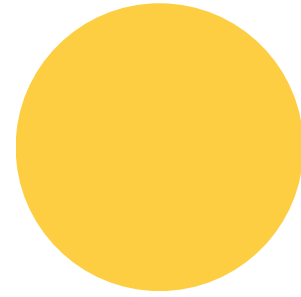


Sapphire
#2F68B2

RGB
rgb(47, 104, 178)

HSL
hsl(214°, 58°, 44°)

CMYK
cmyk(74, 42, 0, 30)

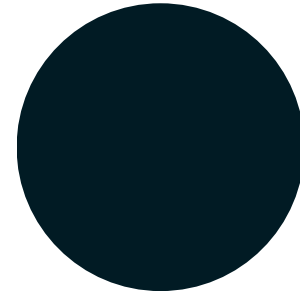


Bright Sun
#FDCE42

RGB
rgb(253, 206, 66)

HSL
hsl(45°, 98°, 63°)

CMYK
cmyk(0, 19, 74, 1)

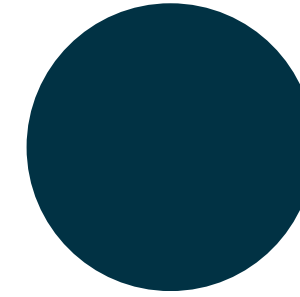


Daintree
#011B24

RGB
rgb(1, 27, 36)

HSL
hsl(195°, 95°, 7°)

CMYK
cmyk(97, 25, 0, 86)

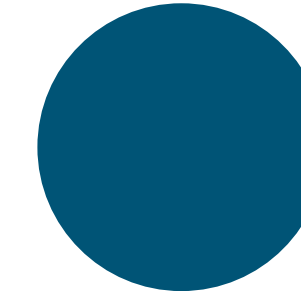


Cyprus
#013244

RGB
rgb(1, 50, 68)

HSL
hsl(196°, 97°, 14°)

CMYK
cmyk(99, 26, 0, 73)



Orient
#005476

RGB
rgb(0, 84, 118)

HSL
hsl(197°, 100°, 23°)

CMYK
cmyk(100, 29, 0, 54)



Cultured Pearl
#F6F6F6

RGB
rgb(246, 246, 246)

HSL
hsl(0°, 0°, 96°)

CMYK
cmyk(0,0,0,4)

Brand Colors

CONVERSIONS FOR WEB AND PRINT

Imagery

LOCAL QUALITY

Photos should be high quality with a focus on local imagery, landmarks, and facilities.

When available, photos with brand colors should be used.



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