



BRAND INTEGRITY GUIDELINES



BRAND STORY

The Labrador Wellness Centre will exist to promote health, community and a path to wellness for the town of Happy Valley - Goose Bay and its surrounding area.

To help facilitate this, the brand created portrays the overall vision and mission of the Labrador Wellness Centre within the community.

The three peaks represent the beautiful mountain ranges found throughout Labrador including the Torngat, Mealy, Red Wine and Benedict Mountains.

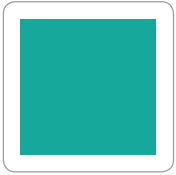
When viewed abstractly, these three peaks also form the shape of a "W", representing wellness. Wellness, in Labrador, is strongly connection to our sense of belonging and connection to the land.

The different branches of the twig found in the logo represent the various indigenous and settler cultures so important to Labrador culture. All of of which fuse together in Happy Valley - Goose Bay.

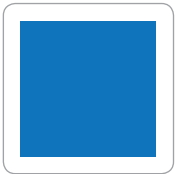
The Colour Scheme

The blue colour found in the text "Wellness Centre" represents the water, lakes, riverways, ponds, and oceans of Labrador. The green is the extensive boreal forest, black spruce, natural environment. The colours in the mountains represents the northern lights as well as the large, open skies that Labrador is famous for.

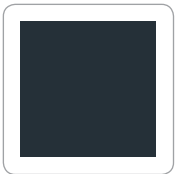
COLOURS



CMYK: 79, 10, 45, 0
RGB: 0, 167, 156
HEX: #00a79c
Pantone: 326 U



CMYK: 85, 50, 0, 0
RGB: 28, 117, 187
HEX: #1c75bb
Pantone: 7462 U



CMYK: 79, 66, 57, 56
RGB: 40, 49, 56
HEX: #273138
Pantone: 5463 U

FONT

The typestyle used is Raleway.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

BACKGROUNDS

The logo is created in different versions for use on light or dark backgrounds but the logo should never be used in ways that create a clash of colours thus losing elements of the logo.

Examples of Acceptable Use



Examples of Unacceptable Use



AVAILABLE FILE TYPES

The Logo for the Labrador Wellness Centre is available in different file formats for many different uses. Selecting the proper format is very important to ensure proper use of the logo.

*** PNG or JPG files are best for web use. EPS or PDF files are best for signage or other print materials.**

FULL COLOUR



LWC-FullColour.ai
LWC-FullColour.eps
LWC-FullColour.pdf
LWC-FullColour.jpg
LWC-FullColour.png

STEEL BLUE



LWC-SteelBlue.ai
LWC-SteelBlue.eps
LWC-SteelBlue.pdf
LWC-SteelBlue.jpg
LWC-SteelBlue.png

WHITE



LWC-White.ai
LWC-White.eps
LWC-White.pdf
LWC-White.jpg
LWC-White.png

BLACK



LWC-Black.ai
LWC-Black.eps
LWC-Black.pdf
LWC-Black.jpg
LWC-Black.png

ORIENTATION, ALIGNMENT & SPACING

To ensure that the logo maintains its integrity at all times, please follow these rules.

USE THE LOGO IN ITS INTENDED ORIENTATION

The logo is designed in a vertical orientation and should only be used in this way.



ENSURE THERE IS ADEQUATE WHITE SPACE AROUND THE LOGO

To help the logo maintain its clean, minimal look, ensure that there is an ample amount of white space around it.



SCALE THE LOGO PROPORTIONATELY

The logo should be scaled according to its size ratio. The following examples show improper scaling.



MAINTAIN THE CORRECT DIRECTION OF THE LOGO

Do not rotate the logo or alter its layout.





673 Topsail Road
St. John's, NL A1E 2E3

709 754 0555
jac.co