

LANDMARK



Brand Guidelines

March 2019

Logo & Seal



Logo & seal of excellence

LANDMARK

Primary logo
for white
backgrounds



Primary signature
seals for white
backgrounds

Logo & seal of excellence

LANDMARK

Primary logo
for dark
backgrounds



Primary signature
seals for dark
backgrounds

LANDMARK

LANDMARK

Black and white seal





Logo: exclusion zone & minimum size



Minimum
exclusion zone
around logo

LANDMARK



34 mm

Minimum
size

Correct logo usage

LANDMARK

LANDMARK

Inorrect logo usage

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

LANDMARK

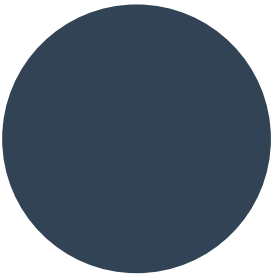
LANDMARK

Colours & Typography



Colours

Primary
colour



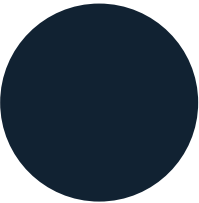
Pantone 2377C

C 82
M 67
Y 45
K 34

R 52
G 68
B 86

hex: 344456

Secondary
colour 1



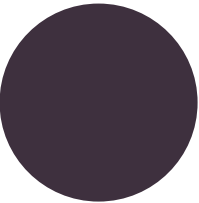
Pantone 2380C

C 89
M 74
Y 53
K 62

R 18
G 34
B 49

hex: 122231

Secondary
colour 2



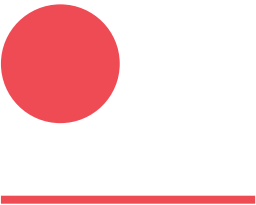
Pantone 518C

C 60
M 67
Y 43
K 58

R 33
G 14
B 34

hex: 210E22

Accent
colour



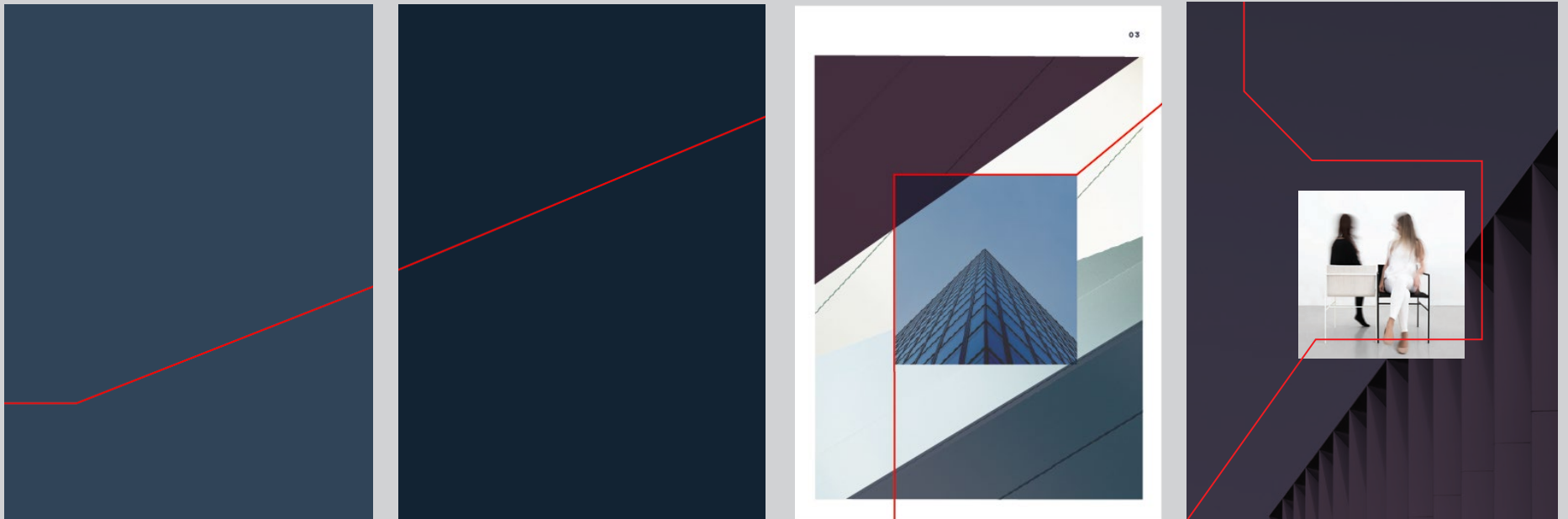
Pantone Red 032C

C 0
M 86
Y 63
K 0

R 239
G 51
B 64

hex: EF3340

Colours & accent line



Applications for illustration purposes only. Refer to the official colour chart for the final colour selection.

Typography: print

Circular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mrs. Eaves

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Baskerville

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Artistic Direction



Photography

Distinct angles

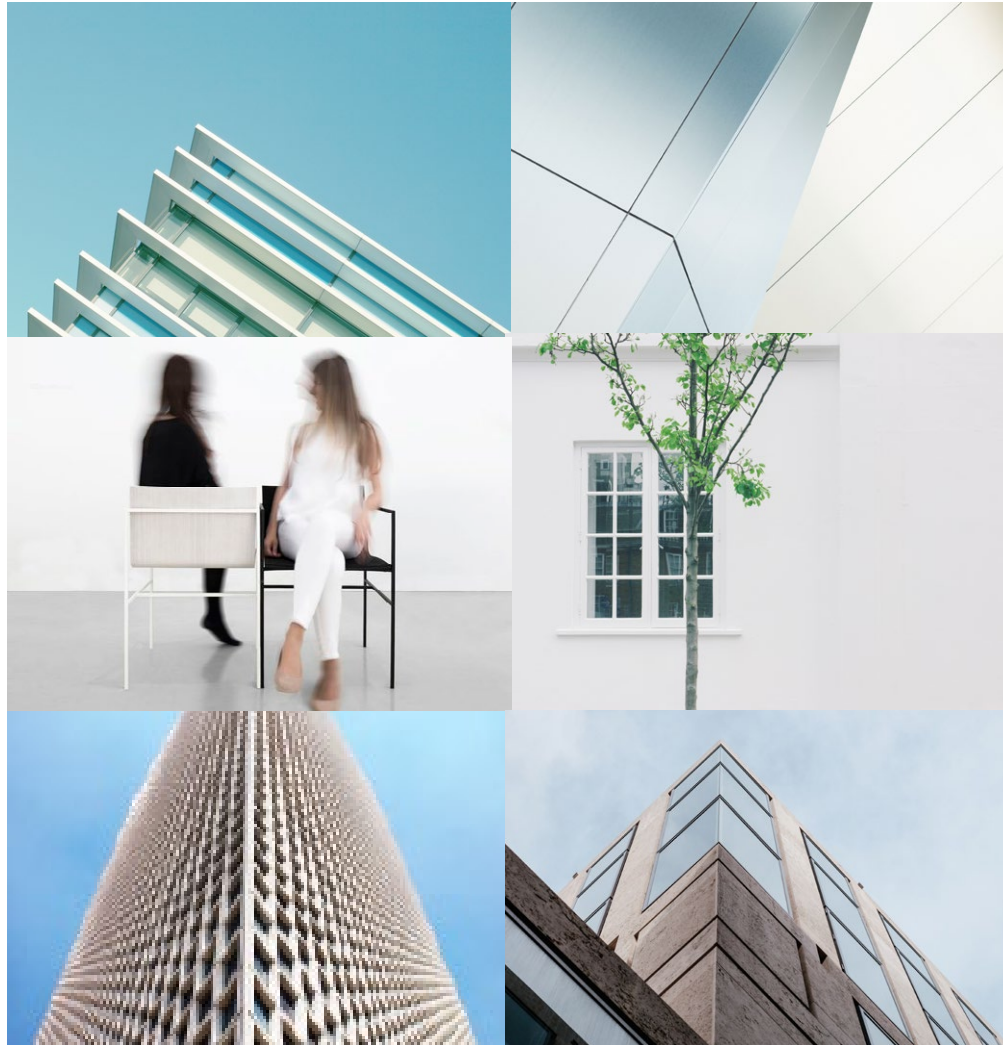
Light, airy

Aspirational

Clean lines

Positive, aspirational

Uncutted, not too many
elements:
allows for application of
graphic lines and brand colours



Photography: in application

Distinct angles

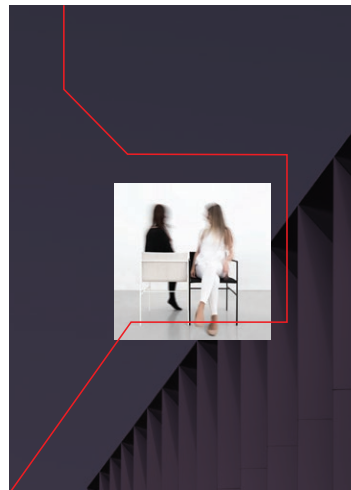
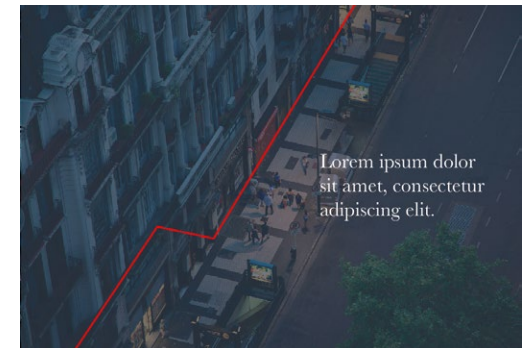
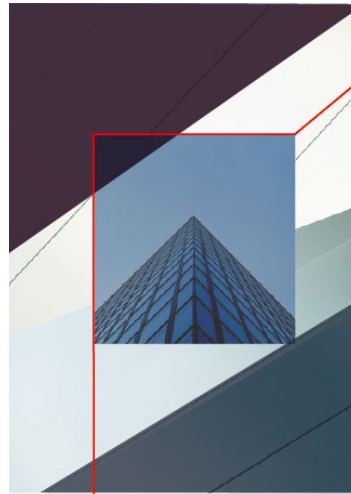
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Questions?

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