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CADSI

LOGO GUIDELINES



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ICON/BRANDMARK

P. 03



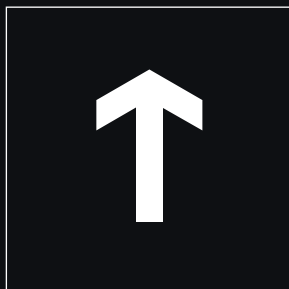
BRANDMARK FORMULA

The 3 simplified arrows coming together depicts strength in unification. The red arrow represents Canada and it's upwards orientation shows growth, it also resembles the roof of a house which also suggests protecting our home, our country.

PROTECTION



GROWTH / FUTURE



TRIANGLE = STRENGTH



UNIFIED



LOGO

→ VERTICAL



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LOGO

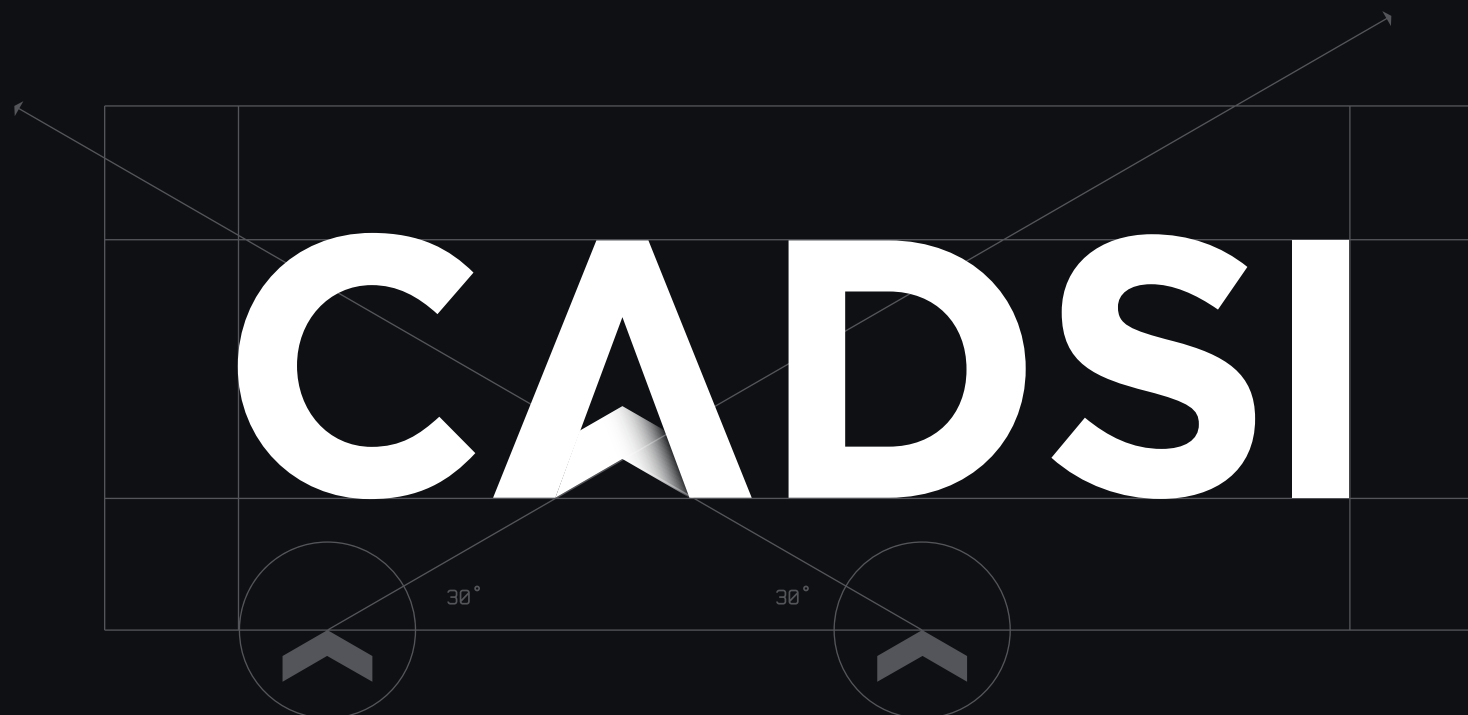
→ HORIZONTAL



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WORDMARK

The CADSI wordmark was created using the font type Gotham Bold. The “A” was modified using the arrow/chevron as the bar. The negative space created resembles the orientation arrow of a compass pointing to the north (Canada). It also suggests growth, forward looking (future).



MEASUREMENTS



X = CLEAR SPACE

VERTICAL
COLOUR
ON
LIGHT
BACK
GROUND →



HORIZONTAL
COLOUR
ON
LIGHT
BACK
GROUND →



VERTICAL
COLOUR
ON
DARK
BACK
GROUND →



HORIZONTAL
COLOUR
ON
DARK
BACK
GROUND →



VERTICAL
SOLID
ON
LIGHT
BACK
GROUND →



HORIZONTAL
SOLID
ON
LIGHT
BACK
GROUND →



VERTICAL
SOLID
ON
DARK
BACK
GROUND →



HORIZONTAL
SOLID
ON
DARK
BACK
GROUND →



COLOURS

The blue and red colours are the same colours used in the current CADSI brand.

Red represents our canadian heritage while the dark blue evokes strenght and reliability.

The aqua color is a new colour, it's somewhere in between blue and green. It's a calming color, representative of natural elements.

—
A → AQUA/GREEN
C37 M0 Y19 K0
R113 G181 B167

—
B → BLUE
C55 M35 Y24 K60
R69 G81 B88

—
C → RED
C18 M93 Y100 K8
R221 G48 B41

—
D → BLACK
C0 M0 Y0 K100
R0 G0 B0

—
E → WHITE
C0 M0 Y0 K0
R255 G255 B255



LOCKUP

A lockup is when a logotype, icon and tagline come together to form a single piece of artwork. The following are recommendations for this CADSI branding approach:

Aglet Slab typeface is available on Adobe Typekit.





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