ORCA Affiliate

Insignia Use Guidelines

To recognize, highlight, and celebrate ORCA's membership, the Association has created distinct insignias and insignia use guidelines for each member class. This document serves to provide ORCA Affiliates clarity and direction when using ORCA's Affiliate insignia to indicate ORCA membership, on their website, stationery, brochures, and all other collaterals.

ORCA has created two versions of the new Affiliate insignia. The **Affiliate Primary Insignia** features ORCA's full name as well as the association acronym. This is the default Affiliate insignia and is intended for external applications, including formal documents, signage, presentations, stationery, etc. The **Affiliate Secondary/Internal Insignia** does not include the Association's full name. This insignia is intended principally for internal/sector use, including ORCA events, member communications, committee presentations, and other environments/contexts where ORCA is familiar.
The secondary insignia is also used in less formal applications such as branded photos/video, social media, and email signatures.

Note*: ORCA asks that our Affiliates use these new Affiliate Insignias as their sole means of visually indicating their ORCA affiliation. Use of ORCA insignia(s) is limited to organizations whose ORCA affiliation is in good standing. Use of ORCA insignia(s) does not infer licencing by the RHRA.*

ORCA insignia guidelines are subject to change at the discretion of the Association. If you have any questions about insignia usage, please contact info@orcaretirement.com for more information.

Affiliate Primary Insignia

ORCA
Ontario Retirement Communities Association
Affiliate

Affiliate Secondary/Internal Insignia

ORCA
Affiliate

Clear Space - Primary Insignia



Clear Space as defined by 'ORCA Trillium'
Ensure this area is kept clear of any other visual elements.

Clear Space - Secondary/Internal Insignia



Clear Space as defined by 'ORCA Trillium'
Ensure this area is kept clear of any other visual elements.

Incorrect Insignia Usage

DO NOT ROTATE/SKEW INSIGNIA



DO NOT CHANGE THE INSIGNIA COLOURS



DO NOT MOVE/RESIZE INSIGNIA ELEMENTS



DO NOT CHANGE THE BACKGROUND



DO NOT USE A DROPSHADOW



DO NOT CHANGE THE INSIGNIA TYPEFACE



Brand Colours

ORCA GREEN
CMYK: C100 M26 Y66 K9
RGB: R0 G127 B110
HEX: #00756E
PMS: 569

BLACK
CMYK: C40 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000
PMS: Black

ORCA Insignia Typeface: EK03Plain-M02

A1

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@£$%^&*()_+€#§