ORCA Commercial Partner

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 Commercial Partners clarity and direction when using ORCA's Commercial Partner insignia to indicate ORCA membership, on their website, stationery, brochures, and all other collaterals.

ORCA has created two versions of the new Commercial Partner insignia. The **Commercial Partner Primary Insignia** features ORCA's full name as well as the association acronym. This is the default Commercial Partner insignia and is intended for external applications, including formal documents, signage, presentations, stationery, etc. The **Commercial Partner 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 Commercial Partners use these new Commercial Partner Insignias as their sole means of visually indicating their ORCA membership; as referenced in ORCA By-Law 2.2(b), which states: Commercial Partners may only use the Commercial Partner insignia of the Corporation, if one is approved by the Corporation. Use of the ORCA insignia(s) by a Commercial Partner does not constitute an express or implied endorsement by ORCA of any product or service offering. Use of ORCA insignia(s) is limited to organizations whose ORCA partnership is in good standing.*

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.

Commercial Partner Primary Insignia

2026 ORCA Ontario Retirement Communities Association Commercial Partner

Commercial Partner Secondary/Internal Insignia

2026 ORCA Commercial Partner

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 BLUE
CMYK: C88 M64 Y18 K3
RGB: R49 G96 B148
HEX: #316094
PMS: 653

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

ORCA Insignia Typeface: EK03Plain-M02

A1

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