



# Graphic Standards Guide

April 2016

## > Logo

All published information about Hydro Ottawa, whether in print or electronic form, is considered corporate communications. All communications materials must feature the Hydro Ottawa logo as a corporate identifier. The following subsections describe in detail the variations of logo colour models and logo components, as well as application standards.



Standard logo



### USAGE

When using the Hydro Ottawa logo, the following broad parameters must be adhered to:

- > The logo cannot be altered in any way.
- > The logo cannot be combined with other elements to create a new symbol or image.
- > The standard colours should always be used.

### STACKED LOGO

Occasionally, the standard Hydro Ottawa logo may be inappropriate for an application or may not fit into a specific area or space. In this instance, a stacked version of the logo is available for use.

You must obtain approval from Hydro Ottawa's Manager, Media and Public Affairs before using the stacked logo.

## LOGO VARIATIONS

Figure 2A: Variations of corporate logo



One-colour logo using Pantone® 7691 (blue)



Black-only on white or light-coloured backgrounds



Reverse white on black or dark backgrounds

## CORPORATE COLOURS

Consistent use of colour is key to building a successful brand. Shown below are the colours to be used in ALL Hydro Ottawa communications.

The colours are shown PROPORTIONALLY. Successful application of the brand colours should aim to achieve the same ratio. Secondary colours should NEVER be used as the predominant colour. White/negative space should always be used to balance images and colours.

## CORPORATE COLOURS

The Hydro Ottawa corporate colours and their equivalents are described in detail below.

**Pantone® 7691**

Cyan	100%
Magenta	53%
Yellow	0%
Black	20%
Red	0
Green	91
Blue	155
HEX	#005b9b

**Pantone® 144**

Cyan	0%
Magenta	50%
Yellow	100%
Black	0%
Red	247
Green	148
Blue	29
HEX	#f7941d

## SECONDARY/ ACCENT COLOURS

The Hydro Ottawa secondary colours and their equivalents are described in detail below.

**Pantone® 669**

Cyan	76%
Magenta	78%
Yellow	0%
Black	47%
Red	63
Green	42
Blue	86
HEX	#3F2A56

**Pantone® 7473**

Cyan	72%
Magenta	0%
Yellow	42%
Black	29%
Red	25
Green	152
Blue	139
HEX	#19988b

**Pantone® 7699**

Cyan	73%
Magenta	13%
Yellow	0%
Black	57%
Red	52
Green	101
Blue	127
HEX	#34657F

**Pantone® 537**

Cyan	21%
Magenta	7%
Yellow	2%
Black	3%
Red	187
Green	199
Blue	214
HEX	#BBC7D6

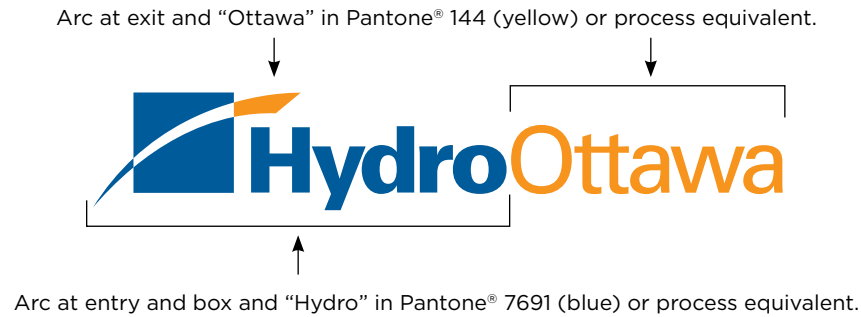
## COLOUR PROPORTION GUIDE



## APPLICATION OF COLOUR

The colour of the logo must be used consistently to preserve the integrity of the Hydro Ottawa corporate identifier.

Figure 2B: Logo components and application of colour



## INAPPROPRIATE USE OF LOGO

Do not flip the colour in the logo.



Do not use the symbol on its own.



Do not use colours other than the corporate colours or apply patterns such as gradients.



Do not change the orientation of the typography or rearrange the graphic elements within the logo.



Do not skew the logo.



Do not change the font used in the logo.



Do not break the logo apart.



Do not use Hydro Ottawa wordmark without the symbol.



## BUFFER ZONE AND MINIMUM SIZE OF LOGO

A protective buffer zone must be established when applying the logo on all products or when used in conjunction with other identifiers. The logo should never touch any design element, typography or other identifiers. A minimum space around the logo equal to the proportional height of the letter “H” in the logo must be established on all sides adjacent to design elements (see Figure 2C below).

Figure 2C: A buffer zone



Buffer zone around all adjacent design or typographic elements: space not less than the height of letter “H” in logo.



No copy or additional elements can intrude into the buffer zone.

Figure 2D: Minimum size of logo



The logo shall never appear smaller than 4.5 mm (height of box) on any publication or product.

## GUIDELINES FOR CORPORATE PARTNERSHIP

When the Hydro Ottawa logo is used for corporate partnership and sponsorship, the following guidelines should be used to establish the relationship between the two logos. Careful consideration should be given to balance the importance of each logo. If no hierarchy is required, the size of the logos should be equal (see figure 2G)

Figure 2E: Hydro Ottawa as a main sponsor



Secondary partners should be a maximum one-third smaller than the Hydro Ottawa logo.

Figure 2F: Hydro Ottawa as a secondary partner



If used as a secondary logo, should be no less than a half-size smaller than the partner logo.

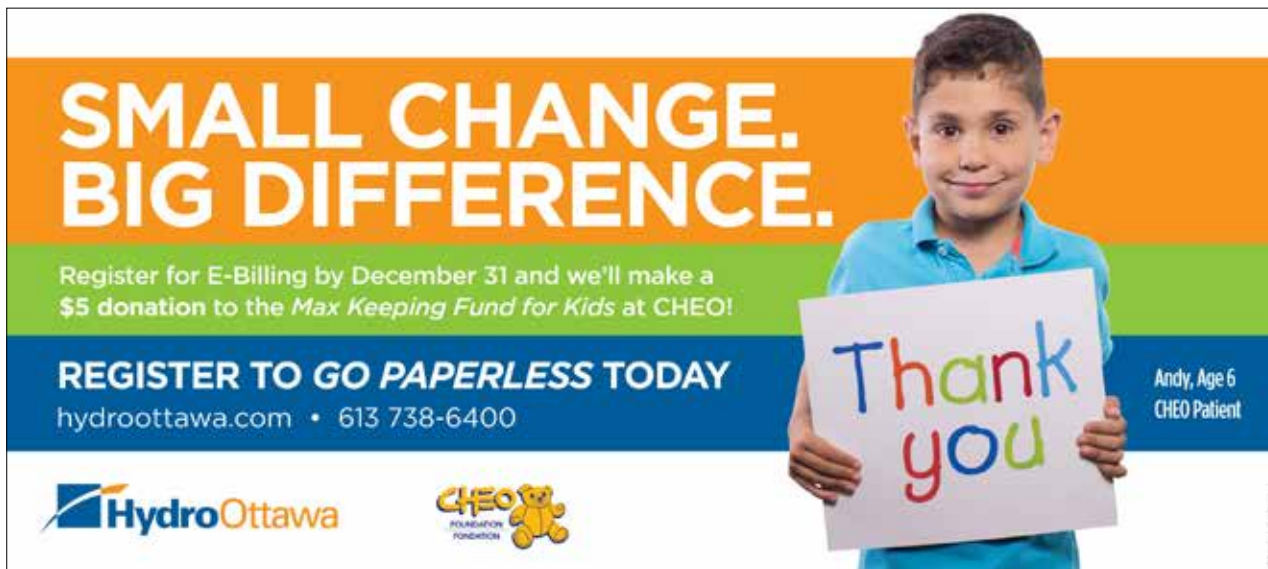


Figure 2G: Hydro Ottawa E-Billing campaign bill insert

### Note:

Hydro Ottawa's corporate identity and application guidelines are the property of Hydro Ottawa. Non-affiliated companies or publications may reference the corporate identity only after obtaining written permission from Hydro Ottawa. Furthermore, all applications must include a graphic rendering of the intention and a description of the proposed use.

# > Questions?

**For more information concerning the use of the  
Hydro Ottawa logo, please contact:**

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