Ornge Visual Identity Guidelines

The Ornge Brand Signature

The brand signature is comprised of two elements: the symbol and the logotype. These two elements should always appear together and their relationship (size, position and spacing) must never change. There are other lock-ups available for special circumstances such as certain signage and aircraft situations. Prior approval is required prior to using these brand signatures.

For a complete list of brand signatures, see page 27.

If you have any questions on specific logo applications, please contact the Corporate Communications department at questions@ornge.ca

Symbol

Logotype

Alternate Brand Signatures

Alternate brand signatures have been created. Their use is restricted to only those situations where the standard brand signature cannot be used.

The horizontal brand signature with the symbol to the right is to be applied only in situations where there is only a narrow horizontal space for branding, such as on aircraft or certain promotional items such as laniards or pens. The horizontal version with the symbol to the left is restricted to be the right side of aircraft or land vehicles only (so that the winged hands appear in the forward part of the aircraft or truck).

See page 27 for a complete list of brand signature formats currently available.

Use only when space is restricted, on aircraft,land vehicles, or certain promotional items such as laniards

Restricted Use. Apply only to aircraft or land vehicles

Protected Space

The brand signature appears in a variety of visual environments. In order to ensure optimal visual impact in all situations, it should be surrounded by a protection space which must be kept free of any other graphic or typographic elements.

The minimum size of the protection space is determined by the height of the letter "o" in the brand logotype, as illustrated at right. In most instances, leave a space at least equal to the height of the "o".

The protected space rules also apply to the alternate brand signatures.

It is desirable, whenever possible, to have more space than the minimum around the brand signature that is clear of any other elements.

Minimum Size

The Ornge brand signature has been carefully drawn to ensure maximum legibility when reproduced at small sizes. The minimum size is determined by measuring the width of the logotype (the master artwork is set at 4 in., or 288 pt. in width).

For most materials, including all printed materials, do not reproduce the brand signature smaller than 1/2 in., or 36 pt. in width. This size applies to the standard brand signature as well as to the horizontal brand signature.

For promotional items, the standard brand signature and the horizontal brand signature may not be smaller than 3/8 in., or 27 pt. in width. Watches, pins or pens are examples of the type of items that may require the brand signature reproduced this small.

ornge
1/2 in. (36 pt.)

ornge
1/2 in. (36 pt.)

Promotional items only

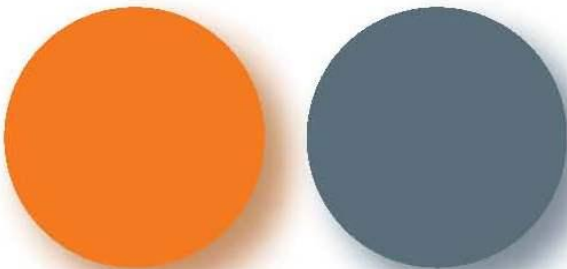**ornge**
3/8 in. (27 pt.)

ornge
3/8 in. (27 pt.)

Corporate Colour

Colour is key to differentiation. The corporate Ornge colour has been selected to create a fresh, contemporary image, and retain the heritage of the orange colour of the previous brand identity. This specific shade also has the necessary strength and vibrancy to properly position our organization.

Orange can be a challenging colour to accurately reproduce in different media and reproduction techniques. Great care has been taken to select colour formulas that will produce the best results possible. The table to the right provides the Pantone*, 4 colour process, RGB and web colour equivalents.

Whenever possible, reproduce the Ornge brand signature in print using the Pantone® colour specified. Grey is used primarily for type (on stationery, for example). It may also be used as a background or accent colour. The colour of the body copy in this document is Grey. Some headings and subheads are in Orange.

NOTE Different software programs, and versions, interpret Pantone colours differently when converting them to their 4 colour process or RGB equivalents. For accurate and consistent colours, it is therefore important to use the values assigned to the colours as specified to the right, rather than relying on the software programs to automatically convert the Pantone colours for you.

Ornge	Grey
Pantone®	
Pantone 1655 C	Pantone 7545 C
Pantone 1655 U	Pantone 7545 U
4-Colour Process	
000 C	023 C
065 M	002 M
100 Y	000 Y
000 K	063 K
RGB	
255 R	072 R
089 G	084 G
000 B	088 B
Web RGB (Hex Colours)	
FF5900	485458

*The colours on this page and throughout this document are not intended to match the PANTONE Colour Standards. For accurate colour standards, refer to the current edition of the PANTONE Colour Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

Secondary Colour Palette

The colours on this page comprise the Ornge secondary colour palette. Sand, Sky Blue, Slate and Cloud Grey are background colours and may be used in large areas in brochures, web site pages, and other media. They may also be used for type when the background is Grey.
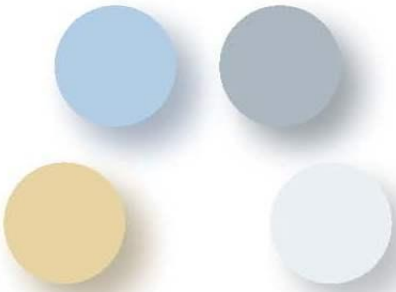
The remaining colours – Sunflower, Blue, Plum, Green and Scarlet – are accent colours. Blue, as a heritage colour, is the primary accent colour. These colours may only be used in small quantities, in graphs and charts, or as small areas of colour as a highlight – the word confidential on the cover and the lines used throughout this document are examples of its proper use. All colours have the Pantone, 4 colour process, RGB and web colour equivalents, as noted to the right.

White is also an important part of the Ornge colour Palette. White space on a page helps the legibility of texts. It also contributes to creating a sophisticated and dynamic look. When specifying paper stock for printed materials, always try to specify a crisp, bluewhite paper.

NOTE As noted on the previous page, it is important to use the values assigned to the colours as specified to the right, rather than relying on the software programs to automatically convert the Pantone colours for you.
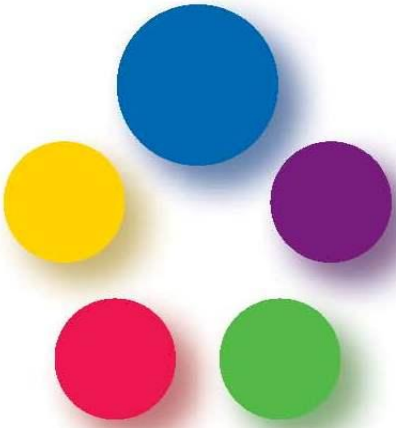
Accent Colours   Background Colours

	Sunflower	Blue	Plum	Green	Scarlet	Sand	Sky Blue	Slate	Cloud Grey
Pantone Equivalent									
	116 C	293 C	259 C	361 C	199 C	7502 C	643 C	7543 C	7541 C
	116 U	293 U	259 U	361 U	199 U	7502 U	643 U	7543 U	7541 U
4-Colour Process									
	000 C	100 C	055 C	069 C	000 C	000 C	025 C	007 C	002 C
	016 M	57 M	100 M	000 M	100 M	008 M	007 M	000 M	000 M
	100 Y	000 Y	000 Y	100 Y	062 Y	035 Y	000 Y	000 Y	000 Y
	000 K	002 K	015 K	000 K	000 K	010 K	004 K	030 K	005 K
RGB									
	255 R	011 R	101 R	079 R	249 R	229 R	183 R	166 R	237 R
	214 G	068 G	001 G	173 G	000 G	212 G	206 G	174 G	240 G
	000 B	153 B	015 B	038 B	048 B	144 B	223 B	176 B	241 B
Web RGB (Hex Colours)									
	FFD600	0B4499	65016B	4FAD26	F90030	E5D490	B7CEDF	A6AEB0	EDF0F1

Colour Versions of
the Brand signature

The Ornge brand signature appears on a wide range of applications. To ensure optimal visual impact on a variety of media, different versions of the brand signature have been created.

The preferred versions are the Ornge colour brand signature on a white background or the white signature on an Ornge colour background. The brand signature must be in colour if it is appearing in a full colour brochure, ad, web site, etc. While there are some circumstances where the best solution is to place the brand signature over areas of Grey or Black, this application should be kept to a minimum. Use only when absolutely unavoidable.

When it is not possible to use the brand signature in colour, please use the black version.

All the brand signatures illustrated on this page are available in electronic format. See page 27 for a complete list of brand signature formats currently available.

Ornge Brand Signature on Secondary Colours

The Ornge brand signature may appear on any of the background colours – Sand, Sky Blue, Slate and Cloud Grey. The brand signature must never appear on any other secondary colour, either in Ornge, white or black.

The preferred background for the Ornge brand signature is white.

Improper Uses of
the Brand Signatures

The Onge brand signature has been carefully drawn to deliver the firm's positioning and attributes. Care has also been taken to ensure its legibility and its unique look.

Never alter or attempt to change the standard brand signature, or the alternate brand signatures in any way. Always use original master artwork files supplied for reproduction. See page 27 for the complete list of formats available.

The correct Ornge brand signature

Never extend or condense the brand signature

Never slant or skew the brand signature

Never change the letter spacing of the brand signature

Never recreate the brand signature

Never place the brand
signature on an angle

Never change the
position of the symbol
to the logotype

Never change the size
relationship of the
symbol to the logotype

Never add any graphic
element or illustration
the brand signature

Never add "Transport
Medicine" to the brand
signature

Never enclose the brand
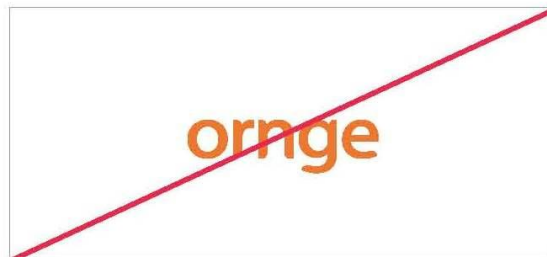signature in a shape
(except for the
Ornge arc)

Never add any text to
the brand signature

Never add an outline to
the brand signature

Never add a drop
shadow to the brand
signature

Never use the logotype
without the symbol

Never add highlights
or shading to the brand
signature

Never use the symbol
without the logotype
other than the special
circumstances already
addressed

Never change the colour
of either the symbol or
logotype

Never place the the
brand signature on a
busy photograph

Never place an outline
around the brand
signature

Never place the brand
signature on a
background that does
not provide proper
contrast