



×

## Tectonic Shift



Brand guidelines  
Master logo



# Risk Profiler.



Brand guidelines

Master logo - symbol





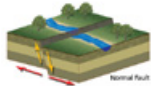
Brand guidelines  
Master logo Iterations



**Risk Profiler.**



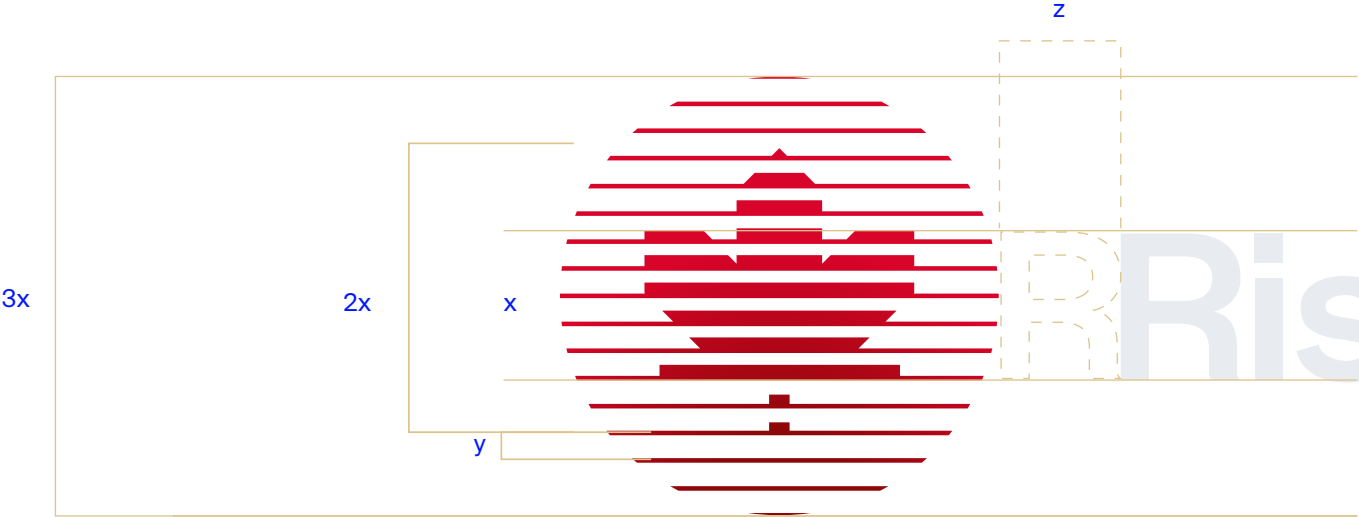
Brand guidelines  
The Math



TECTONIC SHIFT



CANADA



x

x

Risk Profiler.



Brand guidelines

Usage



# Risk Profiler.



Brand guidelines  
Layout Options



**Risk Profiler.**



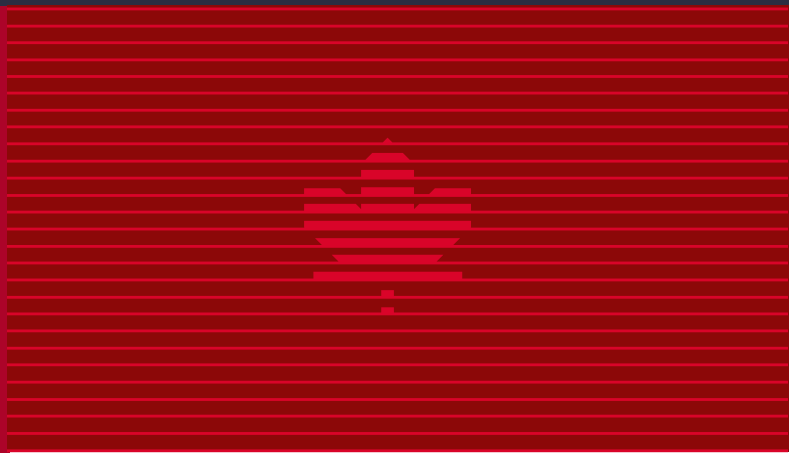
**Risk Profiler.**



**Risk Profiler.**

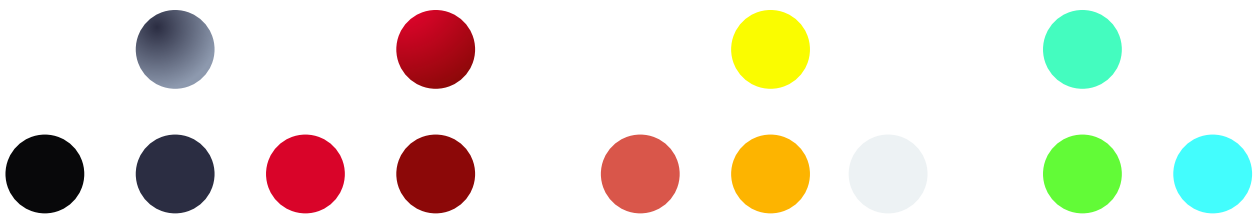
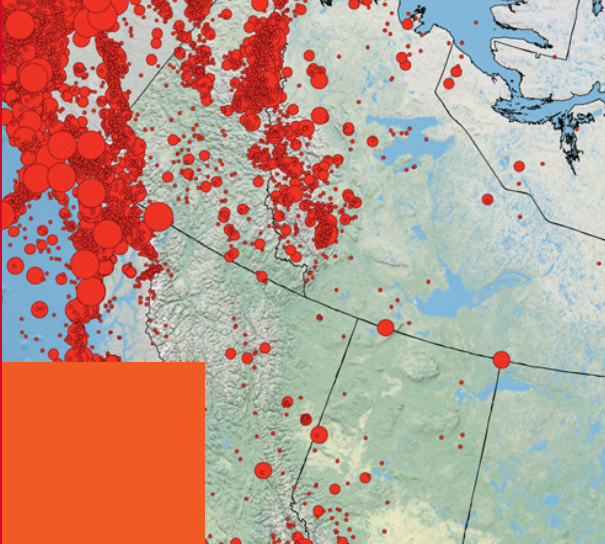


**Risk Profiler.**





Brand guidelines  
Color Exploration



Risk Profiler.

Brand guidelines

Typography

# Risk Profiler.

Shaky shaky Earthy quakey.

 Natural Resources Canada  
Ressources naturelles Canada

Canada 

## Stelvio Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

## Akzidenz Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

## Helvetica LT Std

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# Risk Profiler.