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## Ripple Effects



Brand guidelines  
Master logo



**Risk Profiler.**



Brand guidelines

Master logo - symbol



Brand guidelines  
Master logo iterations

**Risk**   
**Profiler.**



Brand guidelines  
The Math



EPICENTRE



CANADA



SHOCKWAVE



TEKTONIC SHIFT





Brand guidelines

Usage



# Risk Profiler.



Brand guidelines  
Layout Options



**Risk Profiler.**

**Risk**   
**Profiler.**



**Risk Profiler.**



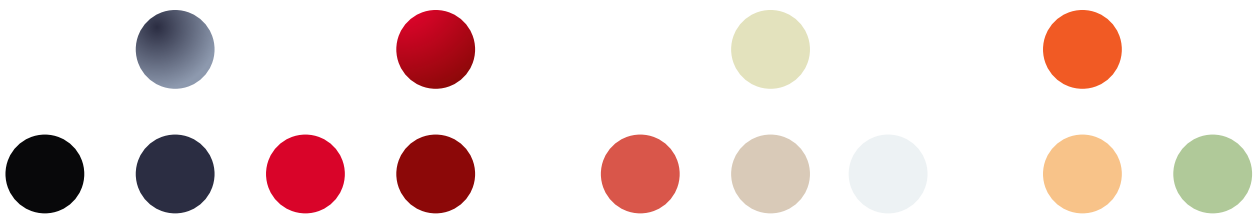
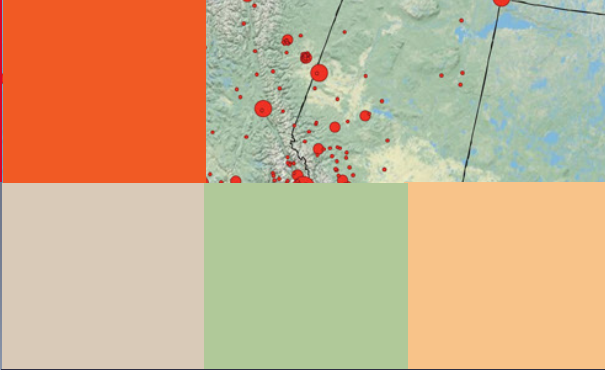
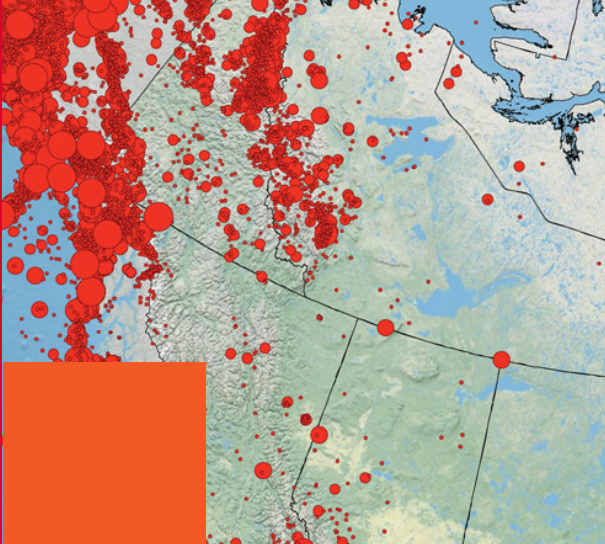
**Risk Profiler.**



**Risk Profiler.**



Brand guidelines  
Color Exploration



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**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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





# **Risk Profiler.**