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## GRAPHIC STANDARDS MANUAL

This manual is produced for everyone who has the occasion and permission to use the graphic identity, name and logo of CAHPI (Atlantic).

A visual identity plays an important role in the image conveyed by an association. It reflects its personality and its values, including clarity, consistency, simplicity and energy—and this contributes to its success.



SMALLEST ALLOWED



## SIZE

The one line version of the CAHPI logo should not be reduced to less than 0.5" high. Use the stacked version when a smaller logo is required.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()\_+{}:"'<>?

## FONT

The font used is Stone Sans Semi Bold.



## COLOUR

Two corporate colors are authorized for use in CAHPI publications.

The guide adheres to the standard Pantone Matching System (PMS).



**AUTHORIZED USE**  
**ASSOCIATE MEMBER**  
**CERTIFIED INSPECTOR**

**ONE LINE VERSION**



SMALLEST ALLOWED



**STACKED VERSION**

If smaller than 0.564" high.



SMALLEST  
ALLOWED



**SIZE**

The one line version of the CAHPI (BC) Associate Member/ Certified Inspector logos should not be reduced to less than 0.564" high. Use the stacked versions when a smaller logo is required. The stacked logos should never be used larger than 0.564" high or smaller than 0.325" high.

**ONE LINE VERSION**



SMALLEST ALLOWED



**STACKED VERSION**

If smaller than 0.564" high.



SMALLEST  
ALLOWED





## AUTHORIZED USE OF LOGO GRAPHIC



### TWO COLOUR

When two colors are used for the logo they must be PMS 485 and Black.



### BLACK & WHITE OR MONOCHROMATIC

When the logo appears as its black and white or monochromatic versions it must appear in the same screened percentages as illustrated to the left. (The leaf is 40% and the rest is solid).

### REVERSED

In cases where a reversed design applies, the CAHPI (BC) logo may be used as seen to the left. In the monochromatic version the leaf is 60% and the rest is solid. In the two color version the leaf should appear 100% PMS 485 and the rest is solid.





**AUTHORIZED USE**  
**ASSOCIATE MEMBER**  
**CERTIFIED INSPECTOR**

**TWO COLOUR**

When two colors are used for the logo they must be PMS 485 and black.

**BLACK & WHITE  
 OR MONOCHROMATIC**

When the logos appear as their black and white or monochromatic versions they must appear in the same screened percentages as illustrated to the left. The leaf is 40% and the rest is solid.

**REVERSED**

In cases where a reversed design applies, the CAHPI (BC) Associate Member and Certified Inspector logos may be used as seen to the left. In the monochromatic version the leaf is 60% and the rest is solid. In the two color version the leaf should appear 100% PMS 485 and the rest is solid.





## AUTHORIZED USE OF LOGO GRAPHIC AND TYPE

### AUTHORIZED FONTS FOR LOGO GRAPHIC AND TYPE

The font used for the logo graphic (CAHPI/British Columbia) is Stone Sans Bold. The font used for the logo type [Canadian Association of Home & Property Inspectors (BC)] is Stone Sans Semibold.



**Canadian  
Association  
of Home &  
Property  
Inspectors (BC)**

### TWO COLOUR

When two colors are used for the logo they must be PMS 485 and black. The type must be PMS 485.



**Canadian  
Association  
of Home &  
Property  
Inspectors (BC)**

### BLACK & WHITE OR MONOCHROMATIC

When the logo is used in black and white or the monochromatic version it must appear in the same screened percentages as illustrated to the left. The leaf is 40% and the rest is solid.



## AUTHORIZED USE OF LOGO GRAPHIC AND TYPE

### REVERSED

In cases where a reversed design applies, the CAHPI (BC) logo may be used as seen to the left.

In the two color version the leaf should appear 100% PMS 485 with the rest of the logo solid black and white. The type is white.

In the black and white or monochromatic version the leaf should appear 60% black with the rest of the logo solid black and white. The type is white.

The font used is Stone Sans Semi Bold.





## UNAUTHORIZED USE



Do not change the spatial relationship between elements of the logo.



Do not scale the logo in an unconstrained fashion.



The font used is Stone Sans ITC Bold. Do not replace with any other style.



The corporate colors are black and PMS 485. Do not use non-corporate colors.





UNAUTHORIZED USE



Do not eliminate any part of the logo.



Do not rotate the logo.



Do not allow the logo to be rendered in a digitally crude or pixilated form.

If the name of the logo is too long for your computer, rename the file with the .eps extender and open.



CAHPI.eps



CAHPI\_bw.eps



CAHPI2.eps



CAHPI2\_bw.eps



CAHPI\_AM.eps



CAHPI\_AMbw.eps



CAHPI2\_AM.eps



CAHPI2\_AMbw.eps



CAHPI\_CI.eps



CAHPI\_Clbw.eps



CAHPI2\_CI.eps



CAHPI2\_Clbw.eps

## LOGO DIRECTORY—REVERSED

If the name of the logo is too long for your computer, rename the file with the .eps extender and open.



R\_CAHPI.eps



R\_CAHPI\_bw.eps



R\_CAHPI2.eps



R\_CAHPI2\_bw.eps



R\_CAHPI\_AM.eps



R\_CAHPI\_AMbw.eps



R\_CAHPI2\_AM.eps



R\_CAHPI2\_AMbw.eps



R\_CAHPI\_CI.eps



R\_CAHPI\_CIbw.eps



R\_CAHPI2\_CI.eps



R\_CAHPI2\_CIbw.eps