CAHPI ATLANTIC

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 its personality and its values, including clarity, consistency, simplicity and energy and this contributes to its success.

Smallest Allowed

0.5 in.

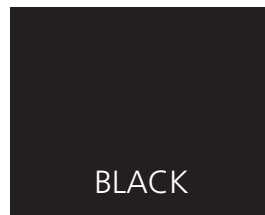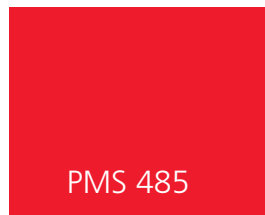abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+-=<>?/

S I Z E
The CAHPI logo should not be reduced to less than 0.5" high.

FONT
The font used is Stone Sans Bold.

COLOUR
Two corporate colors are authorized for use in CAHPI publications. The guide adheres to the standard Pantone Matching System (PMS).

PMS 485

BLACK

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

BLACK & WHITE OR MON-CHROMATIC
When the logo appears as its black and white or monochr matic 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 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.

CAHPI
ATLANTIC

AUTHORIZED FONTS
FOR LOGO GRAPHIC
AND TYPE
The font used for the logo graphic is Stone Sans Bold. The font used for the logo type [Canadian Association of Home & Property Inspectors] is Stone Sans Semibold. 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

CAHPI
ATLANTIC

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.

Canadian Association of Home & Property Inspectors

CAHPI
ATLANTIC

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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 andwhite. 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 SemiBold.

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 PMS485. Do not use non-corporate colors.

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AUTHORIZED USE

CAHPI
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Canadian
Association
of Home &
Property
Inspectors

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WEB STANDARDS

Use of the CAHPI logo on a member's website requires authorization from the CAHPI Atlantic Executive.

When a CAHPI logo is placed on the home page of a member's website it should not be more than 50% of the size of the member's own logo.
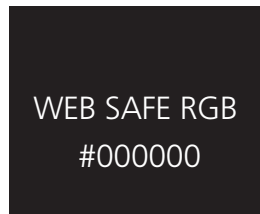
LOGO COLOURS
WEB SAFE RGB #CC0000
WEB SAFE RGB #000000

LOGO STYLES
The basic logo and the logo with title are authorized for web usage.

WEB SAFE RGB #CC0000

WEB SAFE RGB #000000

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