



OrKidstra

Visual Identity Guidelines

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Presented by:



The OrKidstra logo is the graphic representation of OrKidstra and the values for which they stand. It identifies them to the world, sending a clear and positive message. Position, size, and colour, along with the spatial and proportional relationships of the logo elements are predetermined and should not be altered. To ensure consistent representation of their brand identity always use high-quality vendors and reproduction methods.

Table of Contents

OrKidstra has a graphic identity and a corporate brand known as the “OrKidstra Brand Experience.” OrKidstra’s graphic identity is just one element of the corporate brand. This is a guide to the basic elements that make up their identity.

03	Overview
04	Colour Logo - Acceptable & Unacceptable Usage
05	White Logo - Acceptable & Unacceptable Usage
05	Black Logo - Acceptable & Unacceptable Usage
06	Corporate Colours
07	Corporate Fonts
08	Reproduction Files
09	File Format Basics and Resolution
11	Contact

Overview

OrKidstra has a graphic identity and a corporate brand known as the “OrKidstra Brand Experience.” OrKidstra’s graphic identity is just one element of the corporate brand.

By keeping consistent with one graphic format, OrKidstra’s brand and identity are strengthened. Please keep this in mind when placing the OrKidstra logo on documents and other printed material.

Basic logo colours are Pantone Violet C and Pantone Cool Gray 9 C. The preferred background is a light field.

The “X” length, measured as half the width of the “O” in OrKidstra, is the unit of measurement that defines the white space surrounding the logo on all four sides. Leave this minimum space to avoid other elements from interfering with the logo.

Horizontal Logo



Vertical Logo



Colour Logo

Acceptable Usage

Use only the established logo files provided by OrKidstra or Baytek. DO NOT recreate any logos.

- Colours:
 - Pantone Violet C
 - Pantone Cool Gray 9 C
- Should preferably be used on a light background in order to provide contrast and retain its strong clear properties
- When resizing the logo, please ensure to keep the same width and height ratio as provided
- The smallest allowable size is 1 ¼ inches wide

Unacceptable Usage

- A With a drop shadow
- B With a white glow
- C With any of its elements missing
- D Against any dark colour
- E In a stretched or distorted format
- F With any variations of its elements

As a general rule, only OrKidstra is allowed to use the OrKidstra logo to represent its products and services. In some instances, third parties may be allowed to use the OrKidstra logo, but these requests must go through OrKidstra for approval, and a formal written agreement must be signed. If you have any questions about the use of the OrKidstra logo, in any form, please contact OrKidstra.



A



B



C



D



E



F



White Logo

Acceptable Usage

Use only the established logo files provided by OrKidstra or Baytek. DO NOT recreate any logos.

- When using the logo in a non two-colour print job
- Can be used against any gray or colour background above 50%

Unacceptable Usage

- Against any colour or gray background below 50%
- With any of it's elements missing
- With any variation of the OrKidstra text



Black Logo

Acceptable Usage

Use only the established logo files provided by OrKidstra or Baytek. DO NOT recreate any logos.

- When using the logo in a non two-colour print job
- Can be used against any gray or colour background below 50%

Unacceptable Usage

- Against any colour or gray background above 50%
- With any of its elements missing
- With any variation of the OrKidstra text

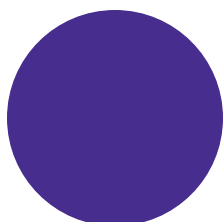
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Corporate Colours

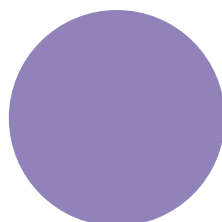
Continuity of the flavour of the brand is achieved by using the specific palette prescribed here. Always use these colours for the signature, field and typography. In lieu of the OrKidstra colour palette, you may use the PANTONE® swatches listed below (Note: Colours may vary depending on the type of display or printing you are using).

OrKidstra Violet



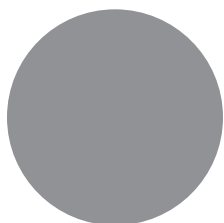
Pantone Violet C
CMYK 89|100|0|0
RGB 67|0|152
HEX #430098

OrKidstra Violet (Light)



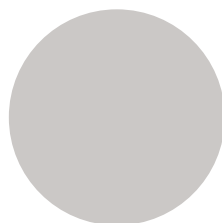
Pantone Violet C - 50%
CMYK 36|56|0|0
RGB 168|126|205
HEX #A87ECD

OrKidstra Gray



Pantone Cool Gray 9 C
CMYK 0|0|0|65
RGB 119|119|122
HEX #77777A

OrKidstra Gray (Light)



Pantone Cool Gray 3 C
CMYK 0|0|0|25
RGB 202|200|200
HEX #CAC8C8

Corporate Fonts

The consistent use of the OrKidstra typefaces provides continuity to the voice of all the written materials. The fonts below were used in the creation of the logo, but may have been modified in the process.

Futura Std - Heavy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Merriweather - Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Futura Std - Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Merriweather - Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Reproduction Files

What type of image is it?

Is it a photographic image with continuous tones or is it a graphic image with solid colour, crisp edges, and line art?

How is it going to be reproduced?

Professional printing, office printing, and screen display have different file requirements. Some documents may be viewed on screen or printed out.

What colour space is needed?

Colour information is included in a file and interpreted by the output device.

Professional printing techniques use spot colour inks (such as Pantone) or four-colour process inks, which builds colour out of cyan, magenta, yellow, and black (CMYK). Colour inkjet or laser printers use CMYK toner.

Screens display colour with red, blue and green points of light (RGB). Hex numbers designate RGB colours for HTML code.

What program is being used?

It is important to know the program being used to ensure compatibility and to facilitate use of vector artwork whenever possible.

I can't open it!

Unless you are going to modify the artwork in a design program, image files should be inserted or placed not opened.

I can't find it!

Files should be named as concisely and informatively as possible so they can be understood at a glance. Consistency is imperative for grouping common attributes and distinguishing unique ones.

File Format Basics

Vector graphics

Vector graphics are hard-edged images created in a drawing program. Because they are based on mathematically defined lines and curves, they can be manipulated and scaled without losing reproduction quality.

EPS (Encapsulated PostScript)

Vector graphics created in a drawing program are saved or exported as EPS files so that they can be placed into other applications.

The highest-quality output for graphic images with hard edges.

Printers must have Adobe PostScript.

When vector graphics are saved as TIFF, JPEG, or other bitmap file format, the hard-edged lines and curves are converted to pixels.

EPS files created in Adobe Photoshop are bitmap images and will have a loss of clarity when scaled or printed.

Raster or bitmap images

Raster or bitmap images are continuous-tone images that are constructed as a continuous mapping of pixels. These images cannot be scaled, rotated, or skewed outside of an image-editing application without the loss of reproduction quality.

TIFF (Tag Image File Format)

Highest-quality output for photographic images

Best bitmap version of hard-edged graphics-alternative to EPS when an Adobe PostScript printer is unavailable.

Convenient for exchanging image files between computer platforms.

JPEG (Joint Photographic Experts Group)

Compressed file format for on-screen viewing of continuous-tone photographs

Compression adds “artifacts” and smears text, lines and edges

Not suitable for printing

GIF (Graphics Interchange Format)

Compressed file format for on-screen viewing of graphics and images in HTML.

Not suitable for printing

(These are just a sample of the most widely used formats)

Resolution

The resolution of digital imagery is measured in pixels per inch (ppi), the digital equivalent of dots per inch (dpi). The end use of the image is critical for determining the optimum resolution.

For printing the higher the resolution the more detail and clarity there is to the image, and the larger the file is in terms of memory. Offset printing typically requires 300 ppi resolution.

For screen display, the pixels in the image map directly to the pixels on the screen. Images for screen display should be 72 ppi (MAC) or 96 ppi (PC), but the physical dimensions will be affected by the resolution of the display itself.

File naming conventions

Filenames should not have more than fifteen characters plus a three-letter file extension (.eps, .jpg, .gif, .doc) indicating what type of file it is.

Do not use uppercase, spaces, or special characters, such as “\ / : * < > ? | . Use a period only before the file extension suffix.

Create a system for organizing and identifying those variations of the artwork that are required for different applications, such as signature, colour, subbrand entity, and file format.

File Format Matrix		Photographic images with continuous tones	Graphic images with hard edges
Printing	Design Software Adobe Illustrator, Macromedia Freehand, CorelDRAW, QuarkXpress, Adobe InDesign	JPEG	EPS
	Office Software Microsoft Word, Microsoft Excel	JPEG	PNG Converts vector graphic to bitmap image
Screen	Design Software Adobe ImageReady, among others	JPEG	PNG
	Office Software PowerPoint	JPEG	PNG
Web	Corporate Website	JPEG	SVG/PNG

Contact

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