GORD CHANIE

DOWNIE & WENJACK FUND

Brand guidelines

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GORD DOWNIE & CHANIE WENJACK FUND

About

THE LOGO

The Fund needed a strong visual brand in order to make a big impact when it was first being introduced to Canadians. We leveraged Gord Downie's iconic hat from August 2016's Tragically Hip concert as the main identifier for the Fund's logo.

It was important to strike a balance between an identity that can be used for fundraising purposes, while also being used for rock-style merchandise.

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GORD DOWNIE & CHANIE WENJACK FUND

Master logo

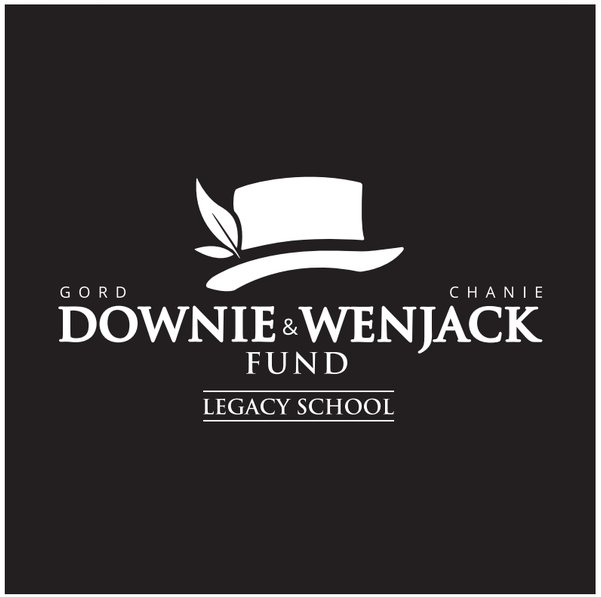
Secondary logo

GORD DOWNIE & WENJACK CHANIE FUND

Logo variations

Purple

Charcoal



White

Black

Logo usage

Exclusion zones

Always allow a minimum space around the logo.

Minimum width

The logo minimum width is 90px or 32mm.

Maximum width

There is no maximum size defined for this logo.

Typography

LoveLetter

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

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

Regular

Do Something

Typography

Trajan Bold Pro

Headline font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

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

Regular

The Gord Downie & Chanie Wenjack Fund

Bold

The Gord Downie & Chanie Wenjack Fund

Typography

Frutiger

Headline font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

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

Regular

The Gord Downie & Chanie Wenjack Fund

Bold

The Gord Downie & Chanie Wenjack Fund

Colour palette

Primary

PURPLE
HEX 4F2874
R79 G42 B115
C84 M100 Y21 K8

CHARCOAL
HEX 3A3939
R58 G57 B57
C68 M62 Y61 K53

LIGHT PURPLE
HEX D4CEDC
R212 G206 B220
C4 M6 Y0 K14

LIGHT GREY
HEX E5E5E5
R229 G229 B229
C9 M6 Y7 K0

WHITE
HEX FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Brand application

Front

Die-Cut

Back

Die-Cut

Business card

Brand application

Facebook cover

Brand application

Stickers

Contact

Original Design by Elly Ayling & Megan Jessica

Contact us

Communications@downiewenjack.ca

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

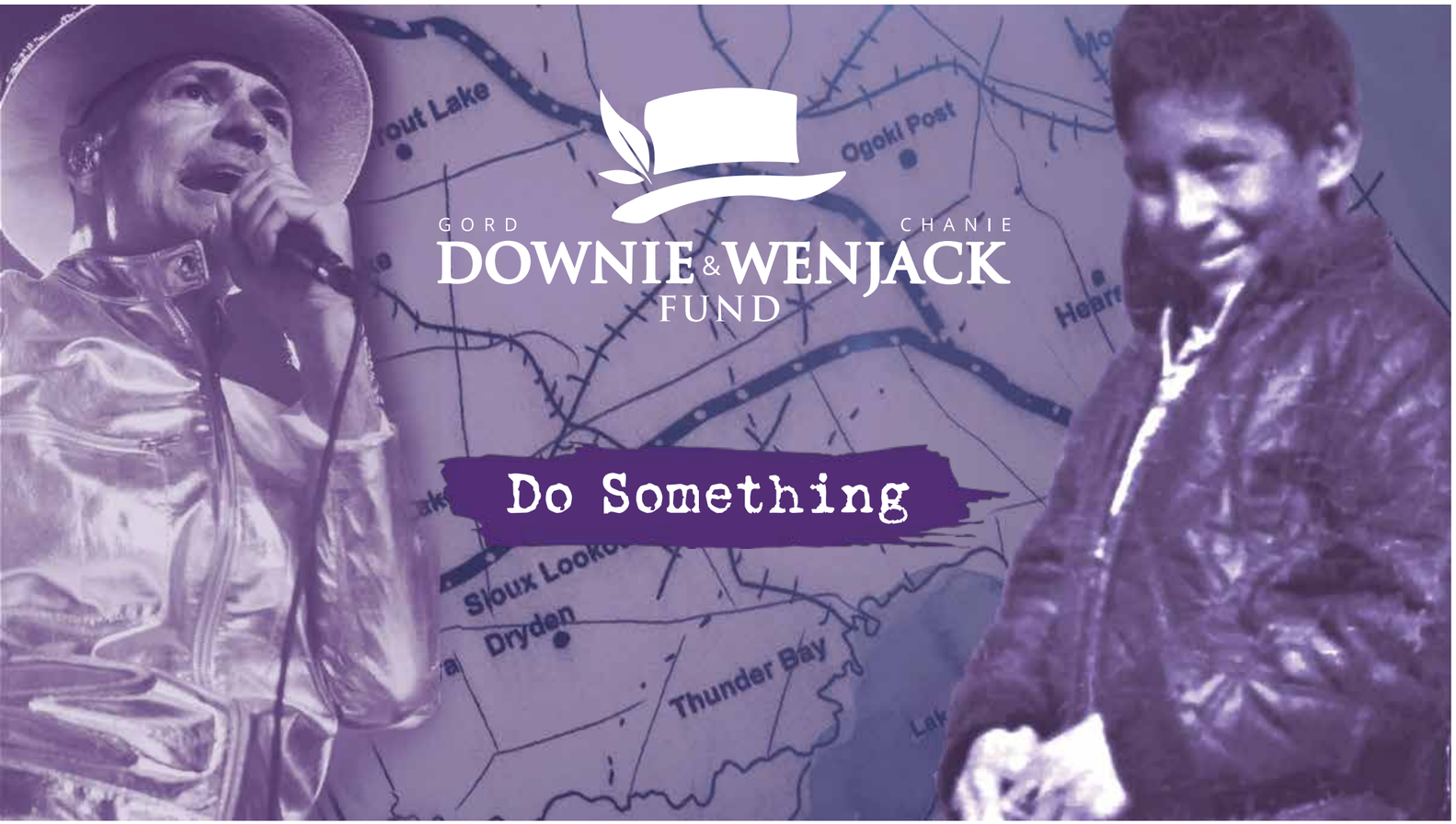
AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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