



*Woodview*

mental health & autism services

# Brand Style Guide

PRIMARY LOGOS  
+ TAGLINE



COMMEMORATIVE  
LOGOS



COMMEMORATIVE  
AVATARS /  
SOCIAL MEDIA



LOGO  
SPACING

To ensure proper spacing on ANY LOGO VERSION, use the "W" as a measurement to ensure a minimum spacing around the logo.



**BRAND  
COLOURS:  
PRIMARY**



**Blue**

**PRINT**

C 83

M 42

Y 0

K 0

**WEB**

R 16

G 128

B 196

HEX:#107fc3



**Green**

**PRINT**

C 50

M 0

Y 100

K 0

**WEB**

R 141

G 195

B 63

HEX:#8dc63f



**Yellow**

**PRINT**

C 6

M 16

Y 100

K 0

**WEB**

R 242

G 205

B 20

HEX:#f2cd13



**Blue @ 50%**



**Green @ 50%**



**Yellow @ 50%**

**NOTE: USE ALL  
3 PRIMARY COLOURS AS  
SECONDARY COLOURS  
@ 50%**

TO ACT AS ACCENT COLOURS  
for use in PROMOTIONAL  
MARKETING MATERIALS  
both Digital &  
Print COLLATERAL;  
including presentations;  
graphs/charts

## FONTS

All 3 fonts are web-safe; used for both online & print marketing collateral & can be **downloaded for FREE by clicking on EACH font name below.**

Below are the suggested usages for both the headings, subheads and text/body copy formatting to provide a consistency for brand font usage across all medias.

### HEADINGS

**Raleway 31.5 pt**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!&%\$#@-+().

### SUBHEADS

**Aileron Thin 18 pt**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!&%\$#@-+().

### TEXT/BODY COPY

**OPEN SANS 12 pt**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!&%\$#@-+().

## FILE FORMATS INCLUDED

### Print Files

The following three file types are the most common used for printing. Setup as CMYK vector files for scaling to ANY size remaining crisp.

#### AI

Original Adobe Illustrator design files. Vector file that is ideal for printing and signage.

#### EPS

Individual vector design elements. Vector file that is ideal for printing and signage.

#### PDF

Print files and web-based documents. Vector file that is ideal for some printing and signage.

### Digital Files

The following three file types are the most common used for digital or Microsoft Documents. They use the web breakdown of your colours (RGB). Each has their usage. Although SVG has the advantage of being vectored, it is not always supported which is why you have a JPEG and PNG version as well.

#### JPEG

Web & print photos and quick previews. Ideal for placing in documents or online.

#### PNG

More crisp than a JPEG and has a transparent background. Ideal for placing in documents or online.

#### SVG

Vector files. Ideal for websites and other digital applications. Not always supported.

## QUESTIONS/FEEDBACK

We would love to hear from you and answer any questions you may have about our Brand Guide & its use.

Please contact Michelle at [marketing@woodview.ca](mailto:marketing@woodview.ca)