ORION Brand Guide

VERSION 1.0
December 16, 2016

ORION

About These Guidelines

ORION is a not-for-profit organization dedicated to empowering Ontario researchers, educators and innovators. We foster a community of institutions and regions across the province by connecting them through our network, facilitating collaboration, and providing them with the digital tools and expert support they need to make the world a better place.

In 2016, we celebrated our fifteenth anniversary; we marked the occasion by introducing a refreshed brand. The new look reflects our evolving role as a trusted partner to Ontario's researchers, educators and innovators, a champion for our community whose primary focus is their ground-breaking work — and how we can help make it happen.

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The ORION Brand
Logo

The ORION logo has been simplified. Now a wordmark only, it presents a fresh face to our community, reflecting our evolution and growth while retaining a connection to our fifteen years of experience through the use of the familiar ORION Blue.

The new logo should be used primarily in ORION Blue, and when that is not possible in black — or, less preferably, white.

Clear Space
Maintain an area clear of the logo by measure of the height of the "O" top and bottom and 3/4 the width of the "O" left and right.

Alterations
No alterations (substituting, stretching, changing the font) to the logo are allowed. Always use approved artwork.

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It is acceptable to reverse the logo out of grey. Where possible though, the logo should be blue on white.

It is not recommended that the logo be reversed out of any other colour save for sponsorship scenarios.

Black is an acceptable alternate colour when blue is not available/viable.

Shown here in magenta is the clear area that should be maintained around the logo.

The ORION Brand
Logo and Tagline

Empowering Innovation is our new tagline. In some instances it may appear beside the logo — such as in a main stationary piece, signage, or a standard footer/boilerplate.

ORION Empowering Innovation

The ORION Brand
Use Within Text

We have also simplified the way we refer to ourselves. ORION is still written in all-caps within text, but we no longer reference the full meaning behind the acronym. We are simply ORION.

Previous Example:

ORION (The Ontario Research and Innovation Optical Network) and TFO have been partners for years. In that time, ORION has helped TFO stream content to dozens of French- and English-language school boards across Ontario.

New Example:

ORION and TFO have been partners for years. In that time, ORION has helped TFO stream content to dozens of French- and English-language school boards across Ontario

The ORION Palette
Colours

Primary/Core Colours
- Core colours should be used for emphasis in marketing communications. These are the colours reserved for the logo, stationery, and key navigational and image elements online.

ORION BLUE
PMS 299 / 86 C8 M 0Y 0K / HTML 00A3E0

ORION DARK BLUE
PMS 7694 / 100C 57M 9Y 52K / HTML 01426A

ORION GREY
PMS COOL GRAY 10 / 40C 30M 20Y 77K / HTML 53565A

Secondary Colours
- Examples of possible uses include infographics, charts, graphics/illustrations, backgrounds, etc.

ORION GREEN
PMS 369 / 68C 0M 100Y 0K / HTML 64A70B

ORION ORANGE
PMS 166 / 0C 76M 100Y 0K / HTML E35205

ORION YELLOW
PMS 7403 /1 C 11M 58Y 3K / HTML EED484

ORION PINK
PMS Rubine Red / 0C 100M 22Y 3K / HTML CE0058

ORION SKY BLUE
PMS 630 / 48C 0M 10Y 0K / HTML 77C5D5

Writing Style

Fonts give our communications personality and help to unify our text for the reader. They have been chosen for style, clarity and weight; use only these approved fonts.

Gotham is used primarily for headlines, captions and graphs/charts.

Swift is our text face and is used for large amounts of copy — essentially anything longer than a headline or bullet.

Gotham and Swift should be the only fonts used for materials created by Marketing & Communications and external vendors for materials such as: printed marketing materials, branded stationery elements, video graphics, direct mail, posters, etc.

Alternate fonts have been chosen for general office use, PowerPoint presentations, online publishing, etc. and have been selected in order to complement these core fonts. (You'll find them on the following page.)

Gotham
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvXxYyZz
1234567890

Swift
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvXxYyZz
1234567890

Writing Style
Fonts - Web and Office

It is not always practical to use our core fonts — such as for general office use like MS Word, PowerPoint presentations, online publishing, etc. These fonts can be used in those cases, and have been chose to complement the core fonts.

For online publishing: Opens Sans is used for headlines while Merriweather is used for body text. (Both are readily available as Google Fonts and — once installed on the ORION website — appear for all visitors to the site.)

For general office use, PowerPoint presentations, etc.: Verdana is used for headlines, while Georgia is used for body text.

Web/Online Headlines

Open Sans
AaBbCcDdEeFfGgHhIiJjKkLl-MmNnOoPpQq RrSsTtUuVvXxYyZz 1234567890

Web/Online Body Text

Merriweather
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvXxYyZz 1234567890

PowerPoint/Office Headlines

Verdana
AaBbCcDdEeFfGgHhIiJjKkL MmNnOoPpQq RrSsTtUuVvXxYyZz 1234567890

PowerPoint/Office Body Text

Georgia
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvXxYyZz 1234567890

Visual Style
Image Treatment One

ORION employs two styles of image treatments. Both facilitate the integration of text and image.

Style One applies a dynamic duotone to the image to reinforce our brand style as well as supporting text. Style Two, on the next page, applies a more subtle colour cast.

Style One is mostly used for:
• Cover/poster/marketing images
• Interior section/highlight images
• Main web pages
• Less likely to be used in social media

Enabling New Users
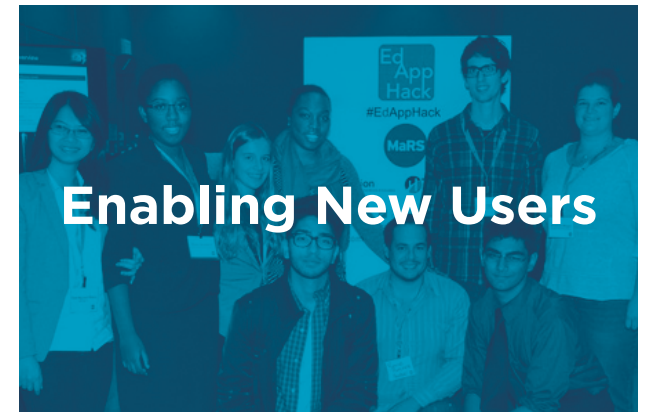
Alternate colour combinations may be used so long as they convey a consistent brand personality. Resultant images should feel spirited, not technical. Sample Duotone combinations are shown here.

Adding Duotone Layer
1. Convert image to greyscale, then duotone
2. Set colours, darker then lighter. These are shown as Ink 1 and Ink 2
4. Adjust curves. For darker colour (now Ink 1) set point 0 to 0 and point 100 to 100. For lighter colour (now Ink 2) set point 0 to 100 and point 100 to 100. Some fine adjustment may be required depending on overall lightness, darkness or contrast of images.

Visual Style
Image Treatment Two

Style Two applies a colour cast to the image in order to support text. It provides a less dramatic alternative to Style One (on the previous page).

A mix of both image styles can be used, though Style Two is meant mainly for:
• Fact Sheet images
• Interior page images
• Less likely to be used for covers
• Less likely to be used for main web pages
• More likely to be used in social media

NOTE: This Style need not be applied to all images. It is meant for those which need to support text, or where a consistent "filter" effect is desired.

Enabling New Users

Adding Tint Layer
1. Desaturate
2. Add grey (13C, 11M, 12Y) layer
3. Multiply layer style
4. Set opacity to 15-40% depending on image lightness, darkness or contrast
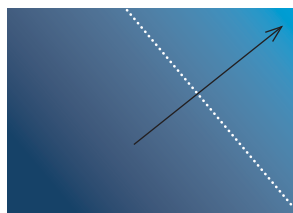
Visual Style
Gradients

Gradients are also an option within our visual style. Gradients can be added to background areas, charts and illustrations. They add depth and a contemporary dynamism. In most cases, gradients will be made of complementary colours in our palette.

Gradients should not be added on top of a photographic image.

1. Set angle of gradient to 40°.

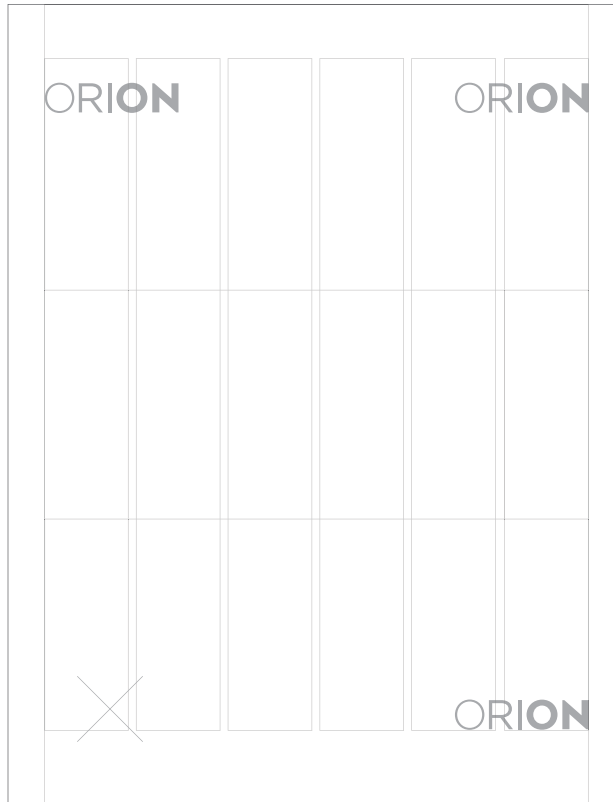2. Darker colour should occupy 65%-70% of gradient area.

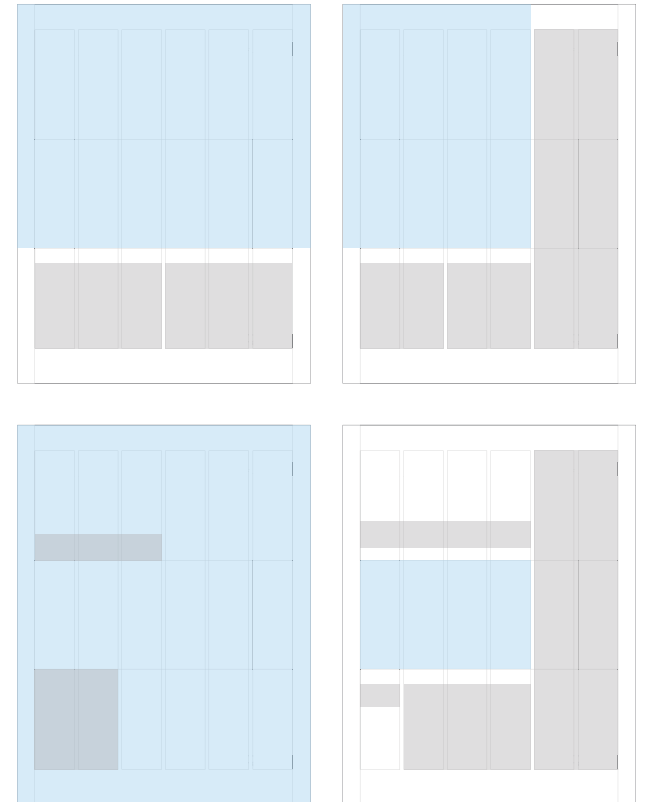# Putting It All Together
The Grid

Information can be organized in flexible 6-column grids. Vertically, space is divided into thirds, and this can be used to organize image, headline and text.

Logo Size
The logo should be 1.5 columns wide.

The logo should find pride of place in any of these three positions, never in the lower left.
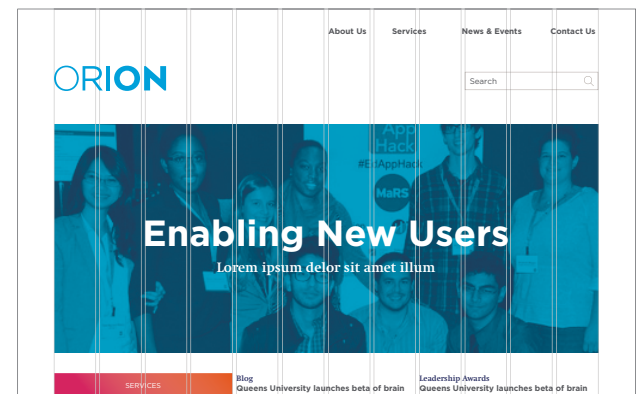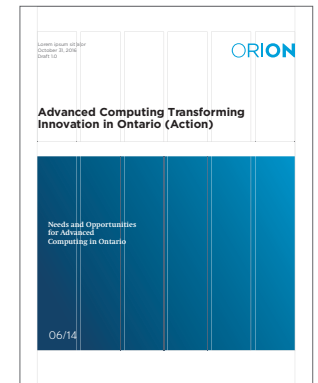

Samples of using the grid to organize image and text.

Putting It All Together
Sample Layouts

This page shows some potential sample layouts. The ORION logo is always in blue on white for pride of place.

All designs should strive for coherence and exhibit an identifiable architecture of elements (use of grid, style of typography, image and colour treatments, etc.).

Putting It All Together
Stationery

ORION's stationery is clean and uncluttered. If new pieces are required, please contact Marketing & Communications.

Putting It All Together
Email Signature

ORION's email signatures are configured in the format as shown on the right.

Firstname Lastname
Job Title
T: 416.000.0000 x000 | M: 416.000.0000
first.lastname@orion.on.ca
orion.on.ca
@ORIONnetwork

ORION Empowering Innovation