

Visual identity guidelines

Montréal International
2019



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Introduction

This guide details Montréal International's visual identity system and outlines specific requirements for the brand's signature elements, including logos, colours and typefaces.

Following the guidelines in this document ensures visual consistency, makes it easier to develop communication tools, motivates in-house teams, partners and providers, and reinforces our brand at every point of contact with our audience.

Specific situations that are not discussed in this guide must be submitted to our Communications team for approval.

We hope you will find this guide helpful.

Logotypes

This section provides an overview of our logotypes, which are the key visual identifiers of our brand. Their unique design, their colours and the spacing between each element are personalization devices that have been carefully thought out. Do not try to reproduce them.

The official logotypes and all other visual identity elements covered in this guide can be obtained from our Communications Department.

1.0

Brand architecture

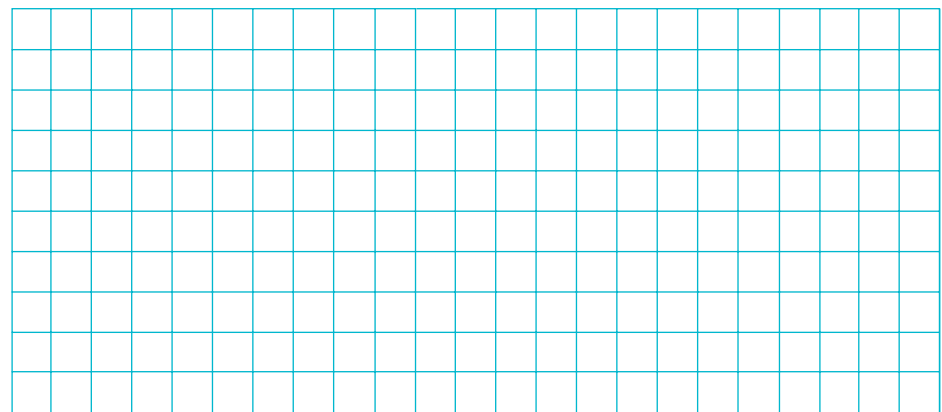
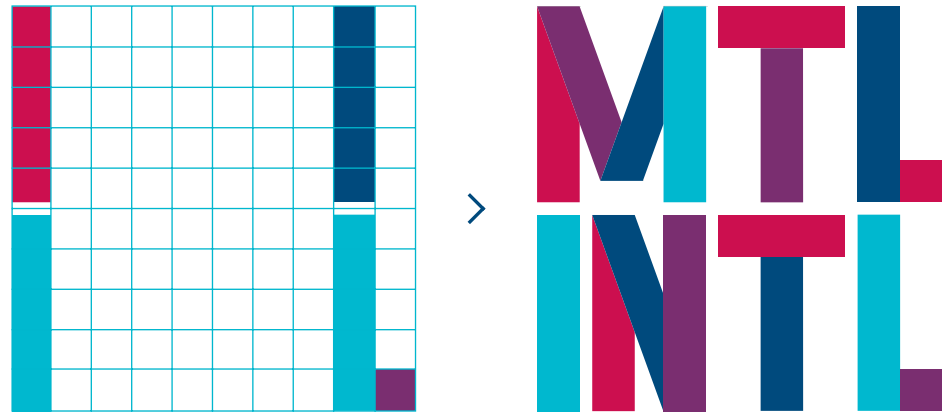
Our distinctive brand architecture features a master brand (Montréal International) as a key driver, powered by various sector-specific initiatives.



1.1

Our master brand logo is drawn using a simple 10 x 10 grid. The grid is not only a platform to shape our logo, but also a way to define and align the visual language of our brand. Concrete examples are shown in subsequent sections.

Grid system



1.2

This is our master brand logotype. Just like the other logotypes in our brand identity system, our master brand logotype is available in different versions. It can be laid out either horizontally (as in the official version) or vertically—so that it fits perfectly with any design, or it can be displayed in a monochrome version (black or white), depending on the situation.

Master brand



Horizontal version

Vertical version

1.3

Here are the different versions of the logotype we use for one of our sector-specific initiatives. Just like the master brand logotype, this logotype is available in different versions. It can be laid out either horizontally (as in the official version) or vertically—so that it fits perfectly with any design, or it can be displayed in a monochrome version (black or white), depending on the situation.

Sector-specific initiatives



Horizontal version

Vertical version

1.4

Here are the different versions of the logotype we use for one of our sector-specific initiatives. Just like the master brand logotype, this logotype is available in different versions. It can be laid out either horizontally (as in the official version) or vertically—so that it fits perfectly with any design, or it can be displayed in a monochrome version (black or white), depending on the situation.

Sector-specific initiatives



I choose
Montréal



I choose
Montréal



I choose
Montréal



I choose
Montréal

Horizontal version

Vertical version

1.5

Here are the different versions of the logotype we use for one of our sector-specific initiatives. Just like the master brand logotype, this logotype is available in different versions. It can be laid out either horizontally (as in the official version) or vertically—so that it fits perfectly with any design, or it can be displayed in a monochrome version (black or white), depending on the situation.

Sector-specific initiatives



Contact
Montréal



Contact
Montréal



Contact
Montréal



Contact
Montréal

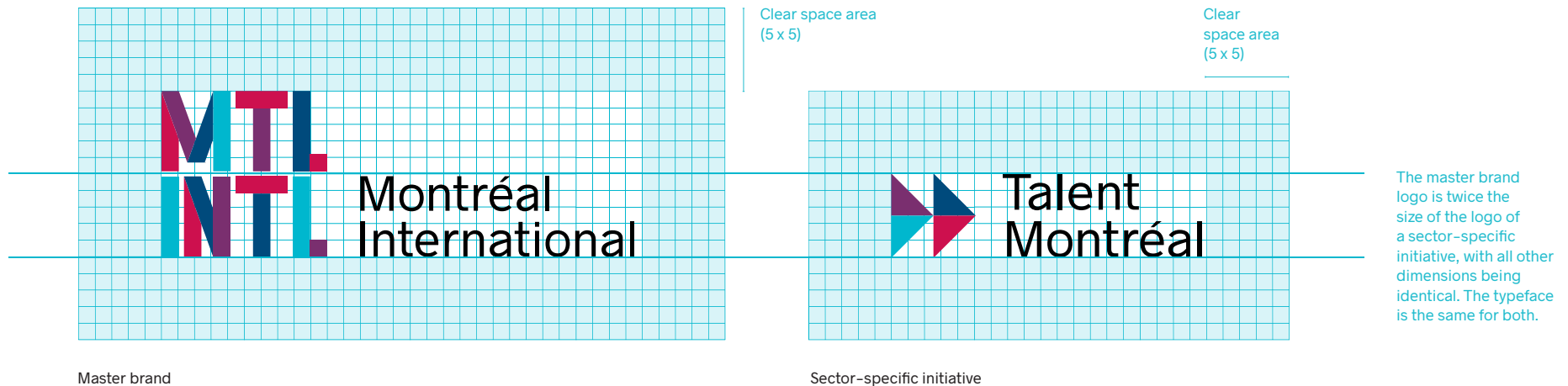
Horizontal version

Vertical version

1.6

Structure and clear space area

Each of the logotypes shown previously has been built using a grid. The grid helps ensure layout consistency and enables us to define the clear space area around the logotype. The master brand signature should be clearly legible, and should not be crowded with text, graphics or images. The clear space area should be at least five squares wide and five squares high.



1.7

Proper use

The use of all our logos is governed by the same rules to ensure legibility. The “colourful logotype on a white background” version should be given preference whenever possible. In some situations, you can use our logos in white on backgrounds featuring one of the official colours of our brand (page 14), just as you would on images—as long as the area where the logo will be positioned is not visually busy.

General recommended use



Acceptable use



Acceptable use (exercise caution)



Supporting visual elements

In addition to logotypes, our visual language extends to a number of elements, including those listed in this section.

2.0

The colours used in all brand communications are an integral part of our brand's overall look and feel. Please refer to the colour breakdowns provided to ensure consistency, as much as possible.

Do not be afraid to use a lot of white (clear space) in brand graphics. White is an important element of our visual identity. It brings clarity and freshness, and draws attention to the content.

Colours



Azure

#00B7CE
RGB 0, 183, 206
CMYK 80, 0, 20, 0
PMS 631 U, 631 C



Raspberry

#DA1B66
RGB 218, 27, 102
CMYK 10, 100, 40, 0
PMS 1935 U, 1935 C



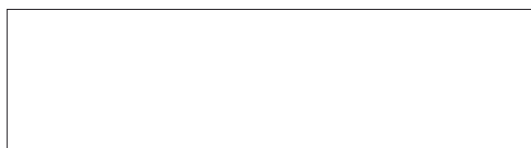
Eggplant

#7A2F6F
RGB 122, 47, 111
CMYK 35, 85, 0, 35
PMS 7657 U, 7657 C



Navy Blue

#004A7C
RGB 0, 74, 124
CMYK 100, 45, 0, 45
PMS 7693 U, 7700 C



White

#FFFFFF
RGBA 255, 255, 255, 1
CMYK 0, 0, 0, 0
PMS N/A



Black

#000000
RGBA 0, 0, 0, 1
CMYK 0, 0, 0, 100
PMS BLACK

2.1

Just like our colours, the typefaces used in our communications are a strong extension of our brand identity.

Our brand's official typeface is Radnika. It is available in different styles, providing design flexibility for all communications.

Official typeface

Radnika Light

Radnika Regular

Radnika Medium

Radnika Semibold

Radnika Bold

Radnika Black

Radnika Light Italic

Radnika Italic

Radnika Medium Italic

Radnika Semibold Italic

Radnika Bold Italic

Radnika Black Italic

2.2

To create a consistent look across all communications, we have selected a number of basic combinations.

We prefer Radnika SemiBold for headings and Radnika Regular for body copy. This combination should be used in most situations.

Typeface usage

This is a sample heading

▲
Radnika SemiBold
Letter spacing: 0
Used for: Headings in general

This paragraph is set in the official typeface used for body copy. This paragraph is set in the official typeface used for body copy.

▲
Radnika Regular
Letter spacing: 0
Used for: Body copy

2.3

When the brand's official typeface is unavailable or it is causing compatibility issues across devices, you can use Arial in its place. This font should not be used on a regular basis. However, its design is similar enough to that of the official typeface to ensure the inconsistency is hardly noticeable.

Substitute typeface

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

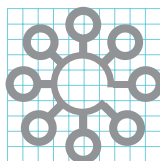
2.4

Icons

Some topics require visual representation as a way to draw attention or condense information. The style of the icons we use for our master brand is fundamentally different from the line-based style of the icons we use for our sector-specific initiatives. Our master brand icons are designed with a few key elements in mind: they always feature curved lines with gaps and are displayed in our brand's distinctive colours.



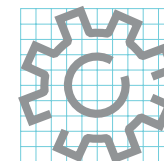
Strategic
location



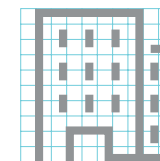
Complete
ecosystem



Foreign
investment



Jobs



Businesses



2.5

Photography

Photography plays a very important role in our visual identity program. The images we choose for our communications are a reflection of our brand personality. Our image library is organized into two main categories: photos that depict Greater Montréal's urban landscape and photos that portray the people who define our region. Please refer to the following two pages for examples.

Whenever possible, follow the guidelines below when selecting images:

1. Use recent photos that show Greater Montréal as a modern, forward-looking city.
 2. When choosing between two images, always pick the cleaner one.
 3. Use realistic photos and avoid staged situations.
 4. Remember that not everyone has to smile.
 5. Don't get your subjects to look toward the camera; try to capture candid moments.
 6. Avoid generic images.
 7. Try to portray the diversity of our cosmopolitan region. To do so, take shots of different places and capture subjects of different ages and backgrounds.
-

2.6

Photos of Greater Montréal



2.7

Photos of Montréalers



Graphic elements

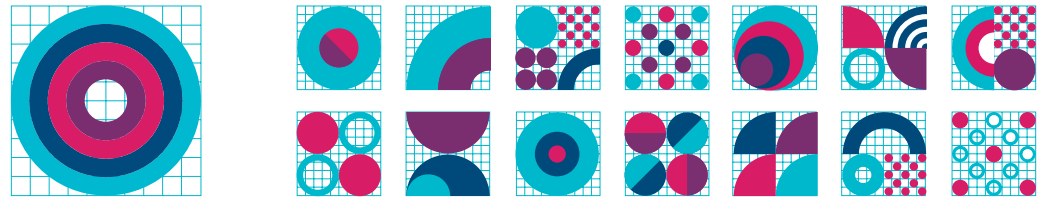
The geometrical shapes in each of our brand's logotypes make for a powerful and naturally consistent graphics system. This section of the guide explores this rich system and the ways it can be used in our communications.

3.0

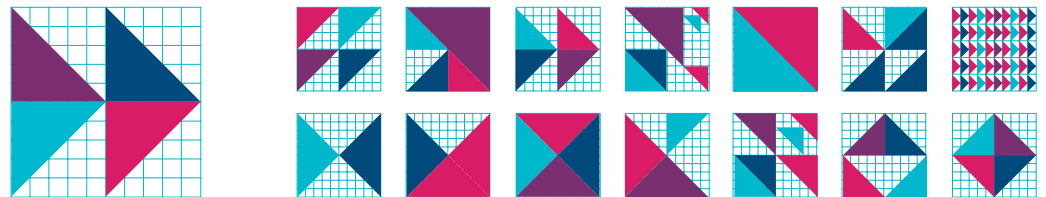
Each of our sector-specific initiatives develops its own graphics system (see opposite).

Given that the possibilities are virtually endless, we encourage you to create your own shapes and add them to the series, enhancing our brand's graphics toolbox in the process.

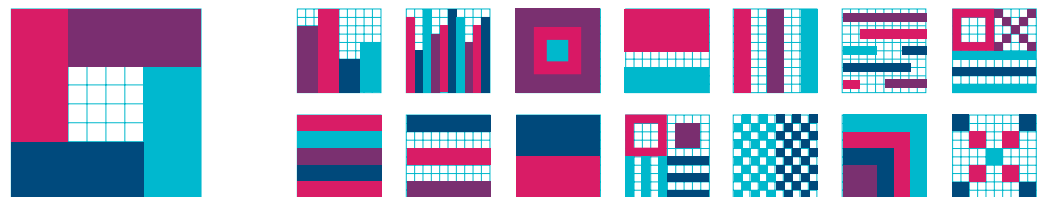
Systems of patterns



▲
I choose Montréal – System of circular patterns



▲
Talent Montréal – System of triangular patterns



▲
Contact Montréal – System of rectangular patterns

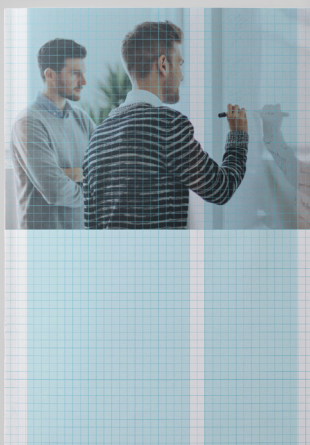
3.1

Application principles

Our grid system is an integral part of our graphics platform. It helps keep all elements, including text, images and graphics, aligned and organized. Here is how you can add graphics to a communication tool in four easy steps.

Step 1

Add the grid to your canvas. Mark the margins and areas where the images and text will be placed.



Step 2

Insert the text and brand identity elements (logotype) using the grid.



Step 3

Add any graphics using the grid. Play with contrasts to create rhythm.



Step 4

Remove the grid.

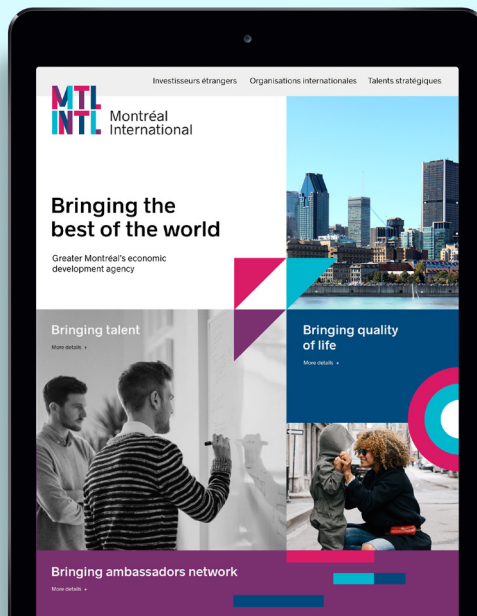


3.2

Graphic balance

Graphics add visual appeal to our content and make our brand more recognizable. However, they should not be overused. While Greater Montréal is a creative and vibrant place, Montréal International remains a responsible economic development agency that focuses on important issues. Always tone down the playfulness of the graphics by making sure you have a well-structured layout that is fairly clean and uncluttered.

Proper use



Improper use



3.3

Usage scenarios

This section describes the different ways to apply graphics. While it is possible to use a combination of methods in a communication piece, we recommend that you avoid doing so on a regular basis.

1. Simply drop the shapes onto the canvas (background and photos).



2. Allow for an interaction between graphic elements and the subject of your photography by using layering.



3. On photos, replace some colourful elements with white ones and play with negative and positive space.

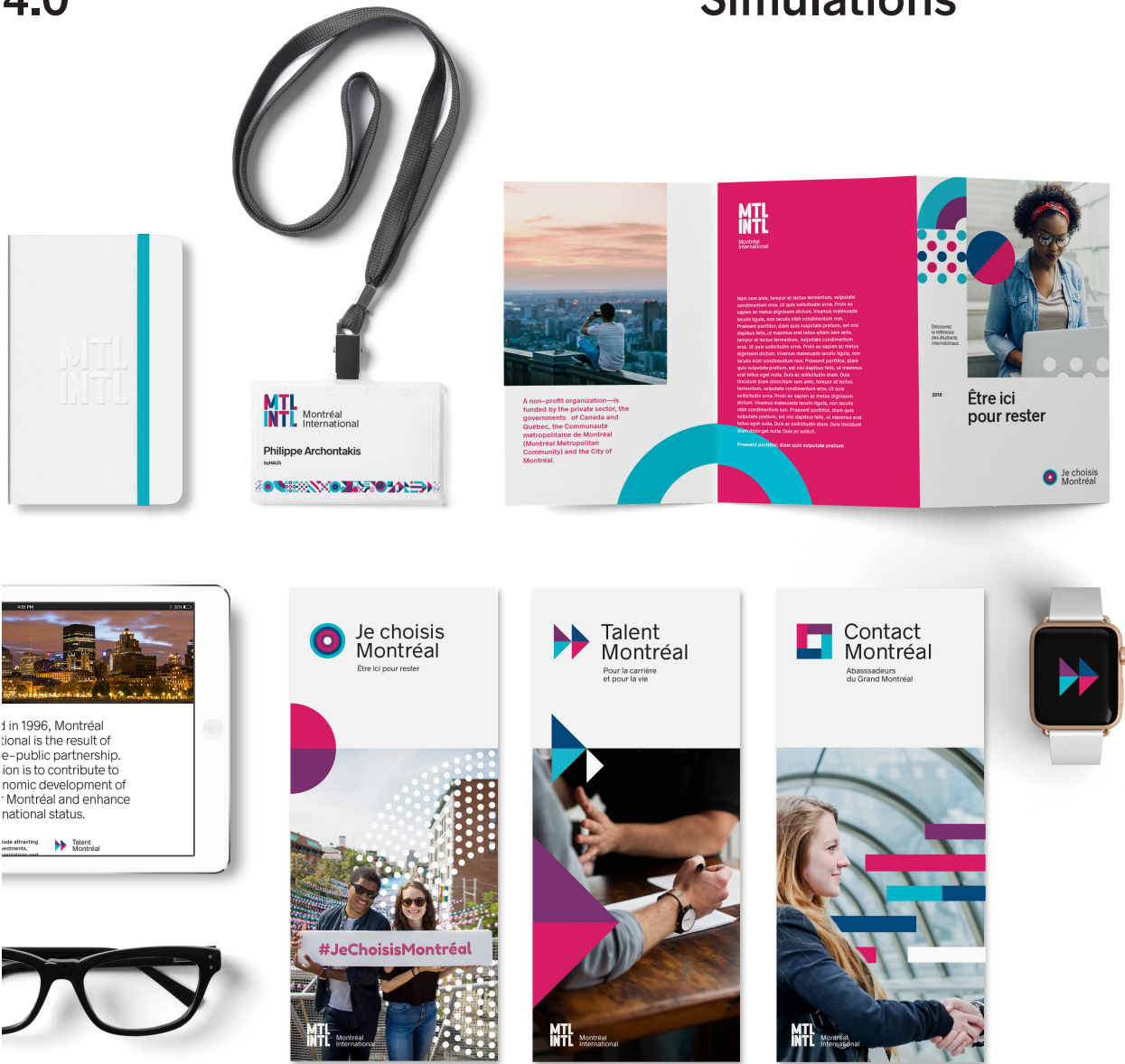


Simulations

This section shows how the elements of our visual identity can be used in different communication materials. The simulations serve as concrete examples and are intended to provide inspiration to the creatives who will be implementing and further developing our visual identity system over time.

4.0

Simulations



Overview



Montréal
International

Created in 1996, Montréal International is the result of a private–public partnership. Its mission is to contribute to the economic development of Greater Montréal and enhance its international status.

Its mandates include attracting foreign direct investments, international organizations and international strategic workers as well as promoting the competitive and international environment of Greater Montréal. Montréal International—a non–profit organization—is funded by the private sector, the governments of Canada and Québec, the Communauté métropolitaine de Montréal (Montréal Metropolitan Community) and the City of Montréal.



Talent
Montréal

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut nesciunt, id consectetur est expedit.



Je choisis
Montréal

Nam sem ante, tempor et lectus fermentum, volutate condictum eros. Ut quis so metus dignissim dictum. Vivamus iaculis nibh condictum non vulputate pretium, est nisi dap montrealinternational.com/je

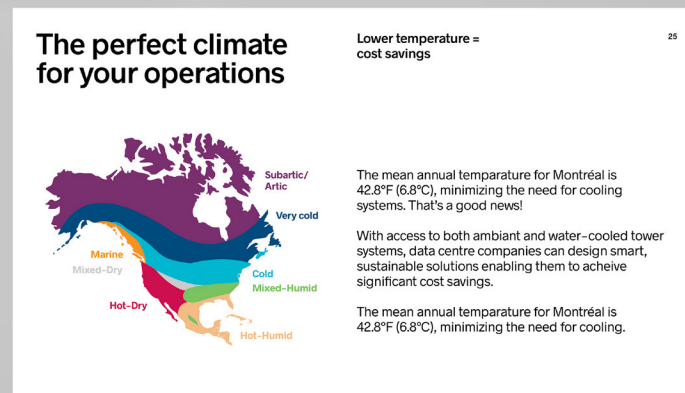
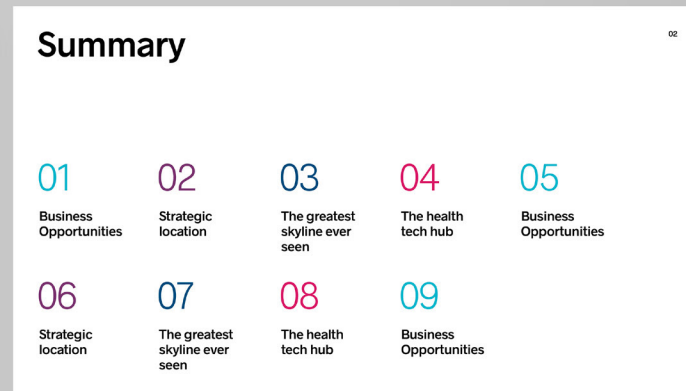


Contact
Montréal

Nullam vel pharetra ligula. Vestibulum non, iaculis in velit. Maecenas volutpat ligula eu mi auctor vestibulum scelerisque erat. In sed aliquam montrealinternational.com/co

4.1

Simulations



4.2

Simulations



Brochure cover page design

4.3

Simulations





Please contact our Communications Department for any questions or specific situations not covered in this guide.

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