

BORDEN LADNER GERVAIS – BRAND STANDARDS

Quick Reference Guide | November 2018

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BLG Logo

Primary Blue Logo

To ensure consistency of all communications, our logo should only be reproduced in the manner outlined here.



Proportion | Clear space

This space is the minimum area around the identity which must be kept free of any other graphics or text.

The clear space is defined by “1/2 A” which is established by the height of the BLG letters. This is the minimum recommended space, however, more space is preferred.



BLG Logo (cont'd)

Colour Application

To ensure consistency of all communications, our logos should only be reproduced in the manner outlined here. Whenever possible, the logo should appear as two colour positive on a white background.

Primary Logo BLUE (PMS 654)



Black Logo and White Logo



Background should be a dark enough colour to render the logo clearly.

Letters only option



Greater visibility in co-sponsor materials and also renders better on digital screens and smaller promotional items.

Improper use of Logo

Always use original artwork. Do not attempt to re-create the logo and do not alter electronic artwork in any way.

Do not distort the identity or change its orientation



Do not alter the colours or fonts



Do not alter the relationship between the icon and the wordmark



Fonts and Typography

Helvetica Neue LT Pro – Primary sans serif font

Titles, headings and subheads (use a combination of weights and case to emphasize key messages)

Helvetica Neue LT Pro 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed (body copy only where fit is an issue using non-condensed font)

Helvetica Neue LT Pro 47 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro 67 Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Electronic Communications

For electronic applications such as PowerPoint and eMail, Helvetica Neue LT Pro should be substituted with Arial. Times New Roman used in Word Stationery templates only.

ARIAL – SANS SERIF FONT (Used for electronic communications)

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

TIMES NEW ROMAN – SERIF FONT (Used in stationery templates ONLY)

Times Regular

Times Italic

Times Bold

Times Bold Italic