

Graphic Standards Guide

ORGANISME D'AUTORÉGLÉMENTATION DU COURTAGE IMMOBILIER DU QUÉBEC

July 2014



Purpose

This guide describes the graphic standards complying with the use of the OACIQ logo, in order to insure and respect its visual identification. The standards hereby described must be respected and applied correctly.

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Mission

The OACIQ ensures public protection by overseeing the profession adequately and providing quality real estate and mortgage brokerage in Québec.

As an essential reference in the real estate and mortgage brokerage field, the OACIQ helps promote brokers' professionalism and competence. The OACIQ is characterized by its organizational effectiveness, its interventions and its leadership in regards to the real estate and mortgage brokerage development.



Variations

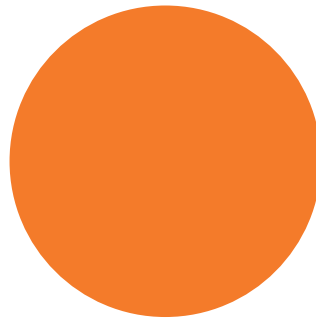
Here are the accepted logo variations.



Colours

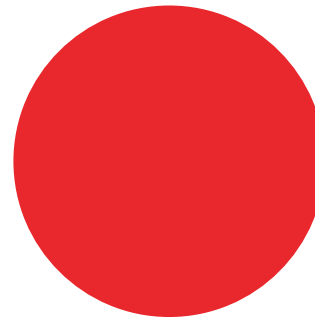
Our visual identity is affirmed through three maximum impact colors.

In order to keep the logo's notoriety, it is important to only use these colors at all times. In order to keep the logo's notoriety, it is important to only use these colors at all times.



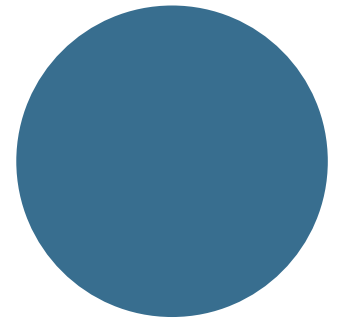
Pantone 158 C
CMJN 0 64 97 0
RVB 227 114 34
HEX #E37222

100 %



Pantone 1795 C
CMJN 0 94 100 0
RVB 238 52 36
HEX #EE3424

100 %



Pantone 5405 C
CMJN 58 17 0 46
RVB 73 110 143
HEX #496E8F

100 %

Security Zone

The logo must be surrounded by a minimum space at any time to increase the visual impact and to ensure that it is clearly recognized in all contexts.

Use the door width to define the minimum space clearance above, below and on each side.

No other visual element must impinge on the security zone: no text, image, form, or texture.

This rule must apply under any circumstances, regardless of the medium, format or version used.



The logo's security zone matches the door **width**.

Suggested size: 1.75 inches

Minimum size: 0.75 inch

Prohibited uses

To maintain a strong and consistent brand image, the label cannot be altered. Do not change it under any circumstance, even if the change seems minor.

Here are a few manipulation examples that can compromise the logo's integrity:

- 01- Changing its colours;
- 02- Stretching it or tilting it;
- 03- Changing its direction;
- 04- Adding an effect to it (texture, contour, shadow, etc.);
- 05- Making it transparent.

01



04



02



05



03



General rules

Although this guide tries to cover most of the possible uses of the label, you may encounter a situation that we have not addressed here. For this reason or for any additional information, feel free to contact us at creation@oaciq.com.