



Identity, Branding & Style Guide

STEALTH

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The Brand

The Continuity corporate logo is one of the most important identifying elements in your corporate branding activities.

Your logo helps to identify you as the author of your messages, and identifies your company at a glance. The look and feel of your logo should reflect your brand's personality and aid in the positioning of your brand. Use it wisely, wear it proudly and apply it consistently according to the guidelines in this document.



Meaning

This new identity based on powerful imagery of a seedling casting a shadow of a mature tree will establish Continuity as a profoundly unique brand. These visuals evoke the natural transition from the past into a bigger, stronger future in the same way Continuity helps its clients.

Layout

With Slogan



No Slogan



Only Symbol





Additional Layouts

Black/Grey



White



Fonts

Main Text

Josefin Sans Bold

Simply click this link to download font variations

<https://www.google.com/fonts#UsePlace:use/Collection:Josefin+Sans>

Slogan Text

Museo Sans Cyril 700

Simply click this link to download font

<http://www.cufonfonts.com/en/font/12841/museo-sans-cyrl-700>

Colour Palette

Always use colours from our standard colour palette whenever colour accents are needed to enhance branding on our website and in all printed communications. The colours below are safe choices, in addition to any of the logo colours already indicated in this guide.



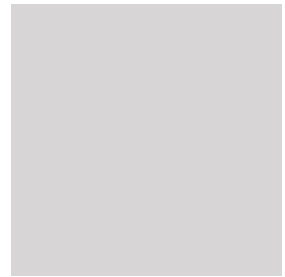
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