



LONDON &
MIDDLESEX
HOUSING CORPORATION

BRAND GUIDELINES



LOGO VARIANTS

A critical key to the success of the London & Middlesex Housing Brand is correct and consistent use of its brand identity. This identity is the extension of the LMHC brand used in all communications.

Variations of the logo may be used when the full horizontal logo can not be applied because of format restrictions or legibility reasons.

The stacked logo with descriptor is ideal for vertical applications on materials that will be used for external purposes.



CLEAR SPACE AND BACKGROUND

The logo must be placed within a specific isolation area. This will give the logo presence when used in combination with other identities or graphic elements.

The clear space is defined differently depending on the logo.



PROPER USE

The LMHC logo may only be shown in the brand colors. The logo must always be legible and shall maintain the integrity of its form. When placing the logo on an image, always use the white version. For images with a light background, use one of the approved grey colours in the Colour Guidelines provided. This will ensure the legibility of the outlined logo.

The Logo in Black

The logo should only be used in black where colour is not permitted. The logo in black can be used on stainless steel or signs and other ephemera, exceptional print circumstances (newspapers, black and white digital reproduction, photocopies, etc.)



Logo on a solid white background



Logo on profile blue background



Logo on profile sky blue background



Logo on solid black background



Logo over an image



Stand Alone Usage

I IMPROPER USE

Consistent brand alignment is crucial. Any misuse of the LMHC logo is damaging to the corporation's brand identity. As such, it is important to adhere to the provided Colour, Typeface, Size and Spacial Guidelines.



✗ Do not change colours



✗ Do not change the font



✗ Do not separate, realign or move elements in the logo



✗ Do not separate, realign or move elements in the logo



✗ Do not scale disproportionately



✗ Do not use colors other than predefined profile colors

COLORS

Blue is our primary colour as it symbolizes trust, loyalty, and confidence. Support colours to be used in conjunction with the "LMHC Blue" are dark grey, light grey and orange.

This colour palette is essential to capturing and conveying the LMHC brand. Never use unapproved colours, or create a new colour palett with the exception of varying colours in images.

Colours in PowerPoint

PowerPoint should use the RGB values shown here.



C:96 M:70 Y:36 K:21
R:21 G:74 B:108
HEX#154A6C



C:78 M:18 Y:21 K:0
R:4 G:160 B:188
HEX#04A0BC



C:65 M:59 Y:57 K:38
R:78 G:76 B:75
HEX#4E4C4B



C:7 M:5 Y:6 K:0
R:233 G:233 B:233
HEX#E9E9E9



C:0 M:56 Y:98 K:0
R:245 G:136 B:34
HEX#F58822

FONT

AVENIR

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

0123456789

AVENIR is a sans-serif typeface, which means it is a font without curls. It is important to use this font as it adheres to AODA compliance and provides clear and concise messaging.

The AVENIR family is made up of designs with gradual weight changes in order to satisfy the needs of specific text applications. While the book and light weights have similar stroke widths, the book weight is well suited for body text, whereas the light was designed for captions and subhead text.



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