

A large, stylized letter 'B' logo in a light teal color, positioned on the left side of the page. The 'B' is composed of thick, rounded strokes. The top and bottom horizontal bars of the 'B' are wider than the middle vertical stroke, creating a sense of balance and stability.

2025 BUILDING SCIENCE ASSOCIATION OF ONTARIO

BRAND GUIDELINES

LOGOS & BRAND MARKS

**PRIMARY
ON LIGHT**

The full colour, white background, Building Science Association of Ontario logo combinations and brand marks are recommended to be used where feasible.

In all use instances the logo should be placed on a background that allows contrast and full legibility.



Primary Combination - Horizontal Layout
(to be primary brand mark and logotype combination)



Optional Combination Vertical -
(to be used only when required due to horizontal spatial restrictions)



Primary Brand Mark - stand alone



Optional Acronym Brand Mark
(to be used at discretion when audience has familiarity with brand)

LOGOS & BRAND MARKS

**PRIMARY
ON DARK**

The full colour, white background, Building Science Association of Ontario logo combinations and brand marks are recommended to be used where feasible.

In the case the logo is required to site on a dark background these combinations are acceptable provided the dark background is one of either the darker primary and or accent colours.

If its not possible to use a darker primary and/or accent colour the single colour alternatives are recommended.

In all use instances the logo should be placed on a background that allows contrast and full legibility.



Building Science
Association of Ontario

Primary Combination - Horizontal Layout

(to be primary brand mark and logotype combination)



**Building
Science**
Association of Ontario

Optional Combination Vertical -

(to be used only when required due to horizontal spatial restrictions)



Primary Brand Mark - stand alone



Optional Acronym Brand Mark

(to be used at discretion when audience has familiarity with brand)

LOGOS & BRAND MARKS

**SINGLE
COLOUR**Primary
Dark Green

Black

Primary
Light Green

White

SPACE & SCALE

**CLEAR
SPACE +
MINIMUM
SIZES**

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements, like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the logo.

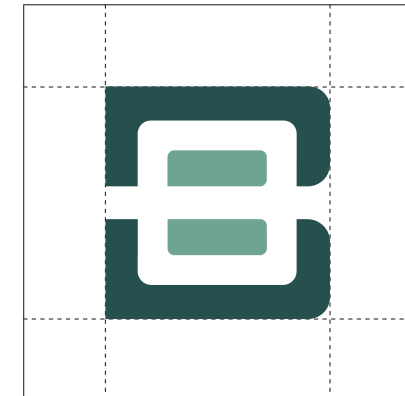
The amount of minimum clear space is reflective upon the size of spacing in the logo. The minimum space should be maintained as the logo is proportionally resized.



1.5" min width
144px min width



**Building
Science**
Association of Ontario
1" min width
96px min width



0.25" min width
24px min width



1" min width
96px min width

USAGE

**INCORRECT
USAGE**

Consistent and correct use of the logo is essential to maintain a strong brand presence. The following is a guide to indicate incorrect use any of the logo options and combinations.

A) Never stretch your logo to different proportions.

B) Never use special effects on the logo, like a drop shadow.

C) Never change the position of any aspect of the logo.

D) Never change the size of any graphic elements in the logo.

E) Never use colours for the logo that are not approved in this guide.

F) Never place the logo on complicated backgrounds or patterns where the logo is no longer legible. The logo should be used on white unless one of the dark alternatives work.

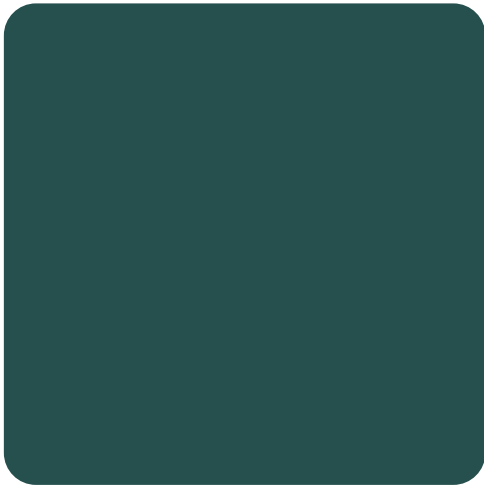


BRAND STYLING

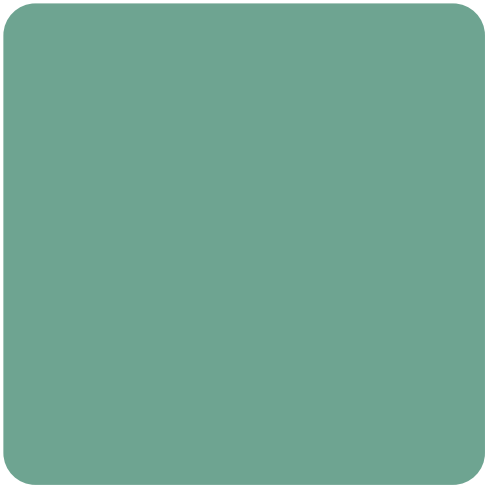
COLOUR PALETTE

Colour is an integral part of brand identity, consistent use of the colour palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to our audience.

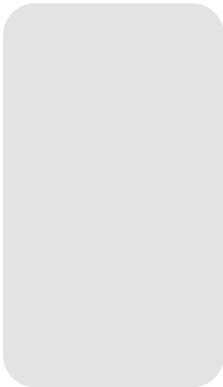
- Consult with printer to receive proofs prior to printing large quantities and/or items that are colour critical.
- Digital colour appearance will vary from screen to screen, device to device.
- Print colour appearance will vary based on printer quality, printer type, graphics colour profile, media/ media finish, and other influencing print factors.



PRIMARY DARK GREEN PMS 2466 C
C80 M32 Y52 K54
R41 G80 B78
HEX #29504E

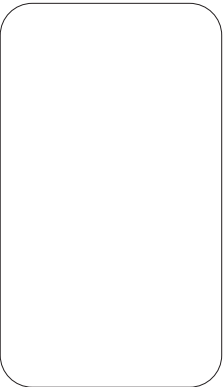


PRIMARY LIGHT GREEN PMS 556 C
C56 M12 Y44 K07
R111 G164 B145
HEX #6FA491



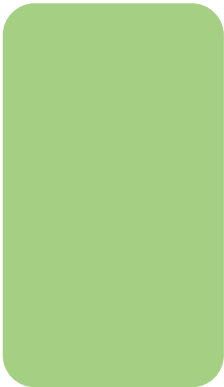
LIGHT GREY

C10 M07 Y08 K00
R226 G226 B226
HEX #E2E2E2



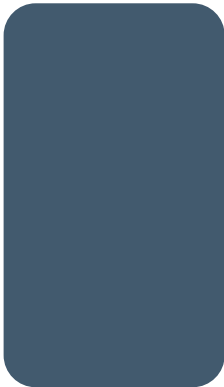
PURE WHITE

C00 M00 Y00 K00
R255 G255 B255
HEX #FFFFFF



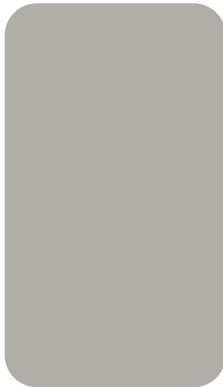
ACCENT GREEN

C38 M02 Y63 K00
R165 G206 B131
HEX #A5CE83



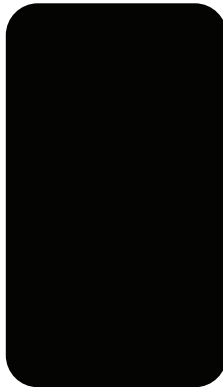
ACCENT BLUE

C78 M59 Y40 K20
R67 G90 B110
HEX #435A6E



ACCENT GREY

C32 M27 Y29 K00
R177 G174 B171
HEX #B1AEAB

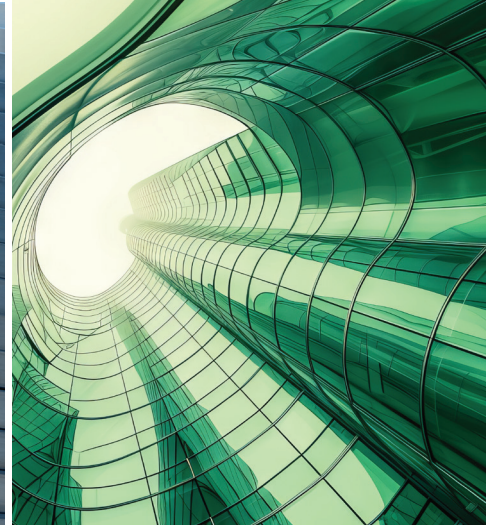


BLACK

C30 M20 Y20 K100
R0 G0 B0
HEX #000000



BRAND STYLING
**COLOUR
IN USE
EXAMPLES**



TYPOGRAPHY

**HEADING
FONT**

For use in main headings in
digital and print collateral.

Mulish - Bold

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & * () { } [] : ; ' , . ? /

HEADING HERE

SUBHEADING

Ovidebit rem vel et pelestruntin rero officaepe et faccaturio
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doluptibus mos ut doluptat.

Ficid untiam delese sit et quo maximusdae estoesciur assitas
volluptatis veliquiate optatio ribustrum as ipsam, adio. Ficid untiam
delese sit et quo maximusdae estoesciur assitas volluptatis
veliquiate optatio ribustrum as ipsam, adio.

***in certain applications if required a bolder version of MULISH
maybe used if deemed necessary***

[CLICK HERE TO
DOWNLOAD FONT](#)

TYPOGRAPHY

**SUBHEADING
FONT**

For use in subheadings in digital
and print collateral.

Mulish - Light

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & () { } [] : ; ' , . ? /

HEADING HERE

SUBHEADING

Ovidebit rem vel et pelestuntin rero officaepe et faccaturio
blaneldes acitis volorios et et, andestibus dolor sum invel magnis
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doluptibus mos ut doluptat.

Ficid untiam delese sit et quo maximusdae estoesciur assitas
volluptatis veliquate optatio ribustrum as ipsam, adio. Ficid untiam
delese sit et quo maximusdae estoesciur assitas volluptatis
veliquate optatio ribustrum as ipsam, adio.

CLICK HERE TO
DOWNLOAD FONT

For use in body text, all paragraphs and lengths of content.

Open Sans - Regular

A B C D E F G H I J K M N O P Q R S T U V W X Y Z

a b c d e f g h i j k m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & * () { } [] : ; ' , . ? /

HEADING HERE

SUBHEADING

Ovidebit rem vel et pelestruntin rero officaepe et faccaturio
blandleles acitis volorios et et, andestibus dolor sum invel magnis
ipiendunt veratus, es modi de rem ut vellandae providus as
doluptibus mos ut doluptat.

Ficid untiam delese sit et quo maximusdae estoreshiur assitas
volluptatis veliquiate optatio ribustrum as ipsam, adio. Ficid untiam
delese sit et quo maximusdae estoreshiur assitas volluptatis
veliquiate optatio ribustrum as ipsam, adio.

Light

Light Italic

Regular

Italic

Bold

Bold Italic

CLICK HERE TO
DOWNLOAD FONT

USAGE

LOGO MOCKUPS





Building Science
Association of Ontario

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