

Logo Use Guidelines

Whatever format or media the signature is used in, the existing templates must be followed in their original shapes and colours, with no changes.

Main version

Horizontal

The official logo uses a blue font and a grey elephant. The descriptor is positioned to the right of the logo in order to clearly identify the segment.



Secondary version

A secondary version of the logo has been developed to optimize the Investia identity in each tool.

The official version must always be preferred.

Vertical

The vertical version includes the descriptor beneath the logotype. This version should be used when space is limited and the required clear space cannot be maintained without compromising the logo's legibility.



Promotional version

The promotional version of the logo may only be used for promotional items (pencils, t-shirts, caps, etc.). Before going into production, a proof must be submitted to : sales_communications@investia.ca.



Colour usage

The official colour version of the logo should be used whenever possible. Use of this version is mandatory whenever the logo is used on a white background.

For the black and white version of the logo, the grey of the elephant is **43%** black fill.



Depending on the background, it's important to choose the version that provides the best contrast:

- On a black background, always use the all-white or white and grey logo;
- For the inverted version, the grey of the elephant is a **43%** black fill in order to accentuate
- the contrast when used on a dark background.



- On a black background, always use the all-white or white and grey logo



For any other logo request, please write to the following email:

sales_communications@investia.ca

Clear space

To maximize legibility and maintain the brand's integrity, **the logotype's clear space must be respected**. This clear space is twice the size of the dot on the "i" in "iA" and must be free of any graphical, typographical or other visual elements. This standard must be followed on all sides of the signature.



Incorrect usage

Any change to the signature diminishes its impact and risks compromising the Investia brand image. Below are a few examples of incorrect signature usage. The basic principles should be followed at all times for all versions of the logo. When in doubt as to how to use the Investia logo, please contact sales_communications@investia.ca.

Changing the font



Altering the logo's proportions



Using the logo in outline form



Adding a shadow to the logo



Don't apply any transparency effects to the logo



Putting the logo in a shape



Changing the colours



Changing the location of the logo's elements

