

# EXPLORE #YYC DOWNTOWN

MASTER BRAND IDENTITY & STYLE GUIDE

## TYPOGRAPHY & COLOUR

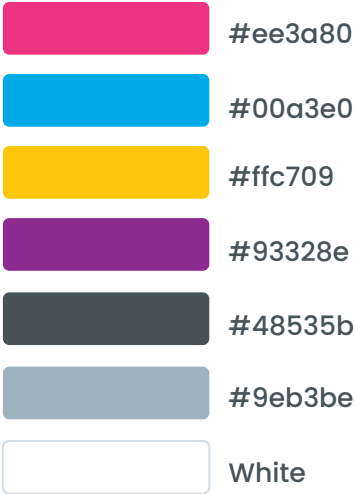
# 2.0 – OUR BRAND OVERVIEW

We use five core elements in our design: a logo, colour, typography, photography, and iconography.

## LOGO



## COLOUR



## TYPOGRAPHY



## PHOTOGRAPHY



## ICONOGRAPHY

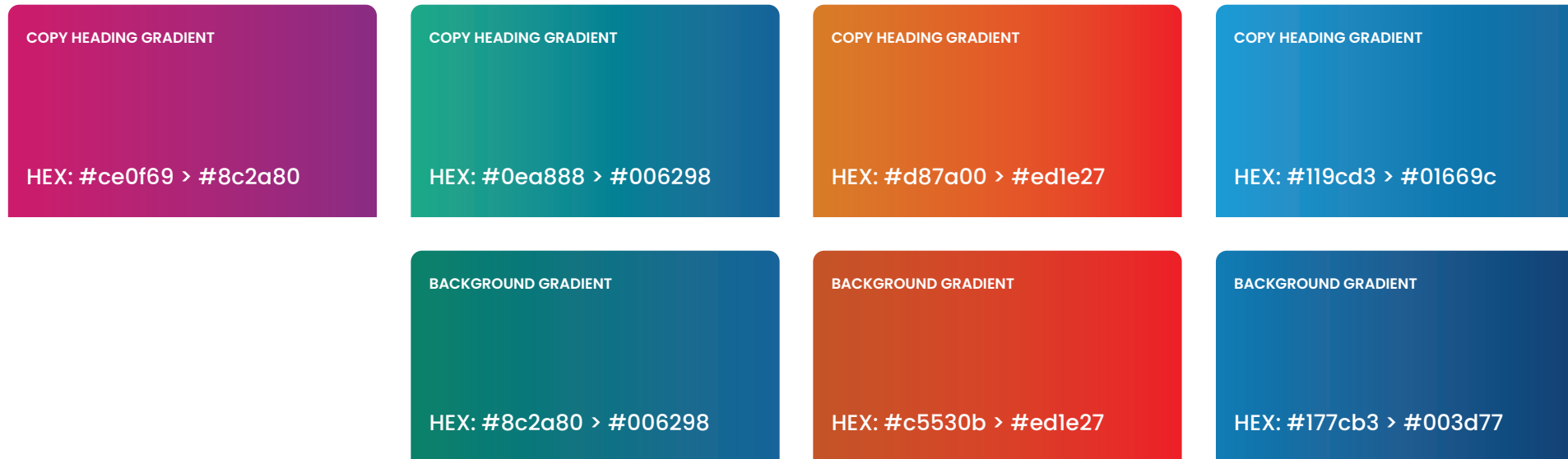


# 2.1 – OUR BRAND COLOURS

<div>PRIMARY COLOUR</div> <div>CMYK: 0,91,19,0 RGB: 238,58,128 HEX: #ee3a80</div>	<div>PRIMARY COLOUR</div> <div>CMYK: 86,8,0,0 RGB: 0,163,224 HEX: #00a3e0</div>	<div>PRIMARY COLOUR</div> <div>CMYK: 0,22,100,0 RGB: 255,198,0 HEX: #ffc709</div>	<div>PRIMARY COLOUR</div> <div>CMYK: 53,99,0,0 RGB: 147,50,142 HEX: #93328e</div>
<div>SECONDARY COLOUR</div> <div>HEX: #6c1d45</div>	<div>SECONDARY COLOUR</div> <div>HEX: #005670</div>	<div>SECONDARY COLOUR</div> <div>HEX: #e0b000</div>	<div>SECONDARY COLOUR</div> <div>HEX: #642f6c</div>
<div>PRIMARY COLOUR</div> <div>CMYK: 15,0,0,80 RGB: 72,83,91 HEX: #48535b</div>	<div>PRIMARY COLOUR</div> <div>CMYK: 15,0,0,30 RGB: 158,179,190 HEX: #9eb3be</div>	<div>TERTIARY COLOUR</div> <div>HEX: #2e953e</div>	<div>TERTIARY COLOUR</div> <div>HEX: #1e5f30</div>
<div>SECONDARY COLOUR</div> <div>HEX: #303236</div>	<div>SECONDARY COLOUR</div> <div>#6c8c9d</div>	<div>TERTIARY COLOUR</div> <div>HEX: #e57326</div>	<div>TERTIARY COLOUR</div> <div>HEX: #803d1b</div>
		<div>TERTIARY COLOUR</div> <div>HEX: #003560</div>	<div>TERTIARY COLOUR</div> <div>HEX: #071829</div>

## 2.2 – OUR BRAND **DIGITAL GRADIENT COLOURS**

To comply with WCAG 2.2 standards, our brand colours must shift slightly when used in gradients to ensure accessibility compliance.



# 2.7 – OUR BRAND **TYPOGRAPHY**

Aa  
Light

Aa  
Medium

Aa  
Black

**Poppins** is the primary typeface across all Explore Downtown creative. It is one of the main design elements that help create a cohesive and consistent brand. It can be used in all design elements as headlines and body copy. This typeface also connects Explore Downtown with Blue Sky City by using the same font.

Download Poppins: <https://fonts.google.com/specimen/Poppins>

Aa  
Light

Aa  
Regular

Aa  
Black

**Myraid Pro** is the City of Calgary’s primary typeface and serves as a visual link between the Explore Downtown brand and the City’s official identity. Within the Explore Downtown brand system, Myriad Pro can be used as a primary typeface in headlines and body copy, for Downtown Strategy’s Incentive Programming for consistency and readability.

*See page 21 for example*

Aa  
Regular

Aa  
Bold

For applications that rely on system fonts, such as email campaigns, we use **Arial**—a common system font on both Mac and PC..

## 2.8 – OUR TYPOGRAPHY **STYLES**

**A HEADLINE THAT  
HIGHLIGHTS SPECIFIC  
INFORMATION**

**A GRADIENT  
HEADLINE  
ON WHITE**



Body copy should be set in Poppins Light or Regular, depending on size. Use sentence case only for body copy. **Black may be used to highlight specific words or phrases within the body copy.** All-caps is acceptable when used sparingly. Bullets, numbering, and other styles may be applied to body copy as needed.