

Brand Guidelines



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Introduction

Welcome to the Bartle & Gibson Brand Guidelines. This document outlines the basic elements of our corporate identity and provides usage guidelines for a variety of applications. Adherence to these guidelines is essential in maintaining a consistent and professional public identity for Bartle & Gibson.

Our identity must be consistent across external and internal collateral in our Western Canadian offices, in presentations and at events.

Achieving an effective brand starts with a unified identity.



Corporate Logo

Introduction

The Bartle & Gibson logo serves as a graphical representation of the company's leadership, Canadian affiliation, as well as a tribute to Mr. Charlie Bartle and Mr. Cecil Gibson, the company's founders.

In all instances the BG icon should appear along with the Bartle & Gibson logo text. Exceptions must be approved by the marketing manager.



Corporate Logo

Alternative Orientations



Vertical Logo



Horizontal Logo

Corporate Logo

Alternative Orientations – Reverse Logo



Vertical Logo



Horizontal Logo

Corporate Logo

Logo Spacing



Horizontal Logo Spacing

This horizontal orientation is equally acceptable as the vertical orientation.

The BG icon should be the same distance left of “bartle & gibson” as the “e” and the “&” or as the “g” and the “&” in the logo text.



Vertical Logo Spacing

This vertical orientation is equally acceptable as the horizontal orientation.

The BG icon should be the same distance above “bartle & gibson” as the horizontal space between the “e” and the “&” or as the “g” and the “&” in the logo text.

Corporate Logo

Logo Spacing – Reverse Logo



Horizontal Logo Spacing

This horizontal orientation is equally acceptable as the vertical orientation.

The BG icon should be the same distance left of “bartle & gibson” as the “e” and the “&” or as the “g” and the “&” in the logo text.



Vertical Logo Spacing

This vertical orientation is equally acceptable as the horizontal orientation.

The BG icon should be the same distance above “bartle & gibson” as the horizontal space between the “e” and the “&” or as the “g” and the “&” in the logo text.

Corporate Logo

Logo Alignment



Horizontal Logo Alignment

The BG icon should be aligned so that the center “o” shape of the BG icon is aligned to the bottom of the “bartle & gibson” logo text as demonstrated here.



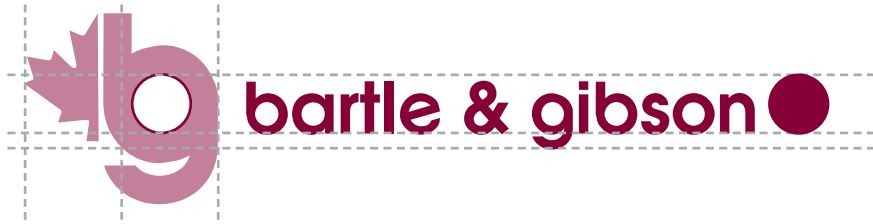
Vertical Logo Alignment

The BG icon in the Bartle & Gibson logo is heavily weighted on its right side. As a result of this, the logo appears out of place when perfectly aligned vertically.

To compensate, a modified vertical alignment should be used. The modified alignment is demonstrated here. Namely the “BG” icon is aligned vertically with the logo text as though the half Canadian maple leaf didn’t exist as part of the BG icon.

Corporate Logo

Logo Alignment



Horizontal Logo Alignment

The BG icon should be aligned so that the center “o” shape of the BG icon is aligned to the bottom of the “bartle & gibson” logo text as demonstrated here.



Vertical Logo Alignment

The BG icon in the Bartle & Gibson logo is heavily weighted on its right side. As a result of this, the logo appears out of place when perfectly aligned vertically.

To compensate, a modified vertical alignment should be used. The modified alignment is demonstrated here. Namely the “BG” icon is aligned vertically with the logo text as though the half Canadian maple leaf didn’t exist as part of the BG icon.

Corporate Logo

Logo Buffer Zone



Horizontal Logo Buffer Zone

The center “o” shape of the BG icon is the appropriate height and width to account for a buffer zone around the logo.

This is the minimum empty space required to be around the logo and is directly proportionate to the logo size.



Vertical Logo Buffer Zone

The center “o” shape of the BG icon is the appropriate height and width to account for a buffer zone around the logo.

This is the minimum empty space required to be around the logo and is directly proportionate to the logo size.

Corporate Logo

Logo Buffer Zone – Reverse Logo



Horizontal Logo Buffer Zone

The center “o” shape of the BG icon is the appropriate height and width to account for a buffer zone around the logo.

This is the minimum empty space required to be around the logo and is directly proportionate to the logo size.



Vertical Logo Buffer Zone

The center “o” shape of the BG icon is the appropriate height and width to account for a buffer zone around the logo.

This is the minimum empty space required to be around the logo and is directly proportionate to the logo size.

Corporate Logo

General Guidelines



Primary logo on white



Primary logo on black



Primary logo on geometric



Primary logo on pantone



Grey scale logo

The primary Bartle & Gibson logo should mostly be used in one of the five color schemes represented here.

Other variations may be accepted, but need to be approved by the marketing manager. Contact information can be found at the end of this document.

Corporate Logo

General Guidelines – Reverse Logo



Reverse logo on white



Reverse logo on black



Reverse logo on geometric



Reverse logo on pantone



Grey scale logo

The reverse Bartle & Gibson logo should mostly be used in one of the five color schemes represented here.

Other variations may be accepted, but need to be approved by the marketing manager. Contact information can be found at the end of this document.

Corporate Logo

Small Size Applications



Horizontal Logo

minimum width 0.75" or 60px



Vertical Logo

minimum width .5" or 40px

If Bartle & Gibson's logo will appear on a collateral piece requiring the BG icon to be less than 40 pixels or 1/2 inch in width the reverse logo alternative should be used.

This variation of Bartle & Gibson's reverse logo is much more easily read when fabricated or printed on small promotional material such as pens or when used in small online media such as mobile leaderboards.

Corporate Logo

Scenarios to Avoid

These examples demonstrate some scenarios that should be avoided when using the logo.



Skewing or stretching the logo in any way



Moving the location of the BG icon



Placing the BG icon below the logo text



Placing the logo on a photograph background



Changing the color of the logo



Changing the angle in which the logo appears

Corporate Logo

Summary



Primary logo on white



Primary logo on black



Primary logo on pantone



Grey scale logo



Primary logo on geometric



Reverse logo on black



Reverse logo on white



Grey scale logo



Reverse logo on pantone



Reverse logo on geometric

Corporate Product Line

Plumbing | Heating | Electrical



bartle & gibson
Plumbing | Heating | Electrical



bartle & gibson
Plumbing | Heating | Electrical

When using the “Plumbing | Heating | Electrical” tagline as part of the B&G logo, it must be placed next to the logo as shown here.

In instances where the product line cannot appear in one of the four formations, the marketing manager should be consulted for approval. Contact information can be found at the end of this document.



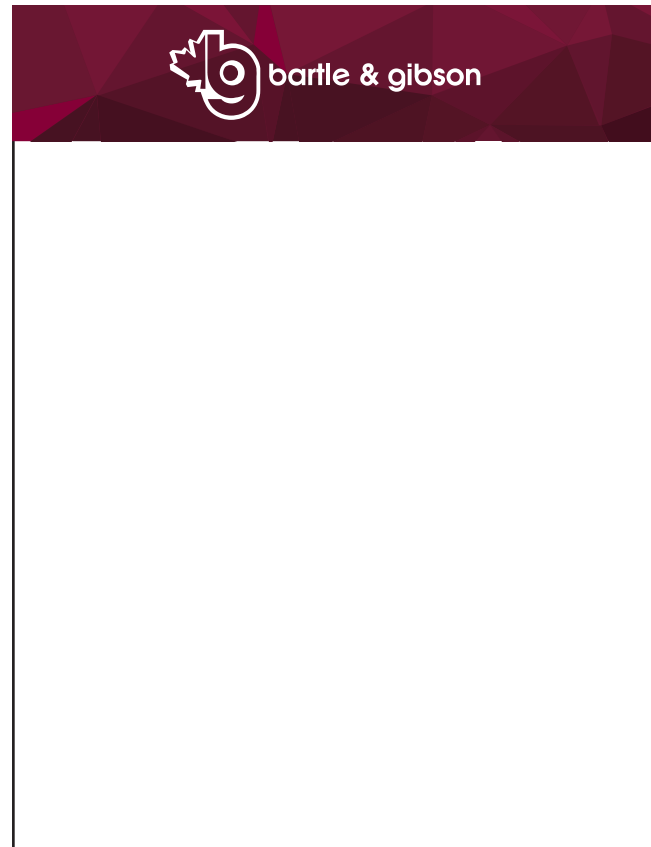
bartle & gibson
Plumbing | Heating | Electrical



bartle & gibson
Plumbing | Heating | Electrical

Corporate Assets

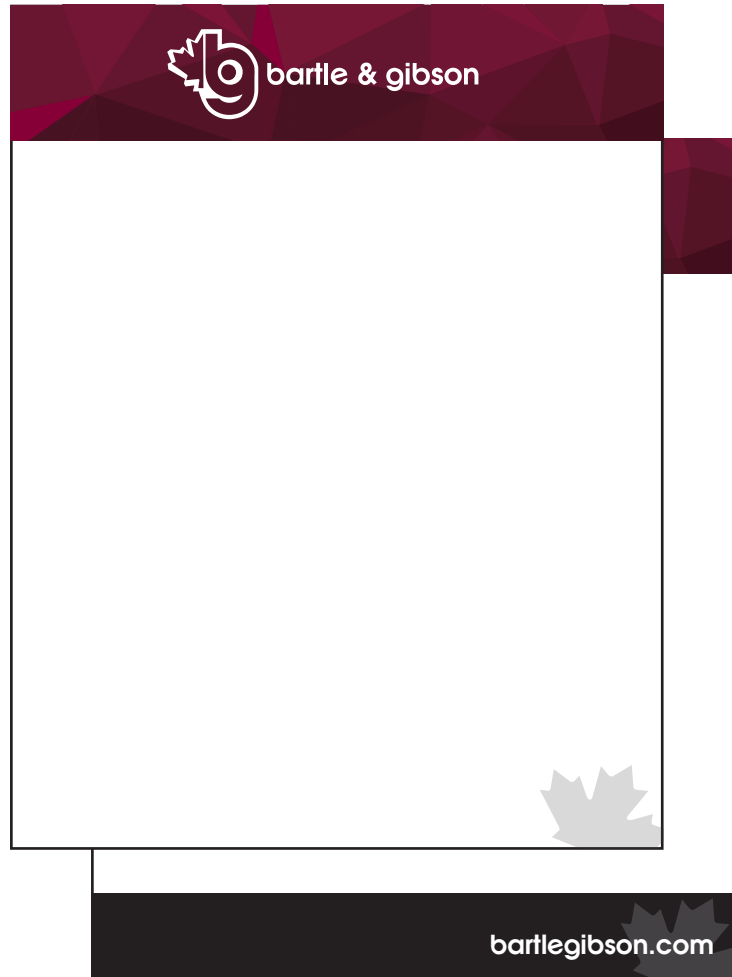
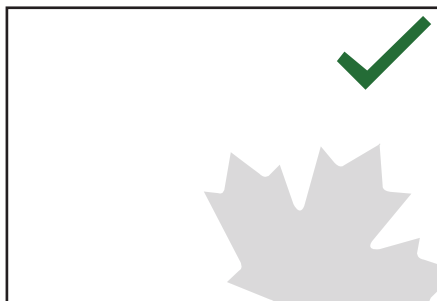
Geometric Background



The geometric asset is to be used as a background to Bartle & Gibson's logo placement only. A white version of the logo can be placed on top of the background as shown here.

Corporate Assets

Maple Leaf



The maple leaf icon is to be used as a graphic addition only. It is not to be touching the logo under any circumstance.

This icon should always be HEX #4C4C4E, but opacity may be adjusted depending on the use.

The leaf is to be displayed on a white or black background only, and the Bartle & Gibson website may be layered on top in the font "Bartle Bold".

See letterhead examples here.

Corporate Typography

Primary Header Font

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!\$&@*)0123456789**

Weights:

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Bold Condensed

This font should be used in all instances requiring title text or a heading. Myriad Pro Condensed may also be used as a heading text in instances where Bold Condensed has been used as a

title. Myriad Pro is a common font found on most computers.

Corporate Typography

Primary Body Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,:? !\$&@*)0123456789

Weights:

Myriad Pro

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro

This font can be used with most variations of weight and should be the primary body font on a collateral piece. Myriad Pro is a common font found on most computers.

Condensed versions are not acceptable for body copy unless used as a callout or for a heading/sub-heading.

Corporate Typography

Corporate Name Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:?!\$&@*)0123456789

Weights:

Bartle Bold

Bartle Bold

Bartle Bold is only available in a single weight (bold). This font should be used for the website only. Bartle Bold can be downloaded at bartlegibson.com/downloads.

Headings, subheadings, body copy & captions should not use this font unless referencing the website. Example: "You can find this information at **bartlegibson.com**"

Corporate Typography

Summary

Lorem ipsum dolor sit amet!

Consectetur adipiscing elit.

In et purus est, ac adipiscing tortor. Vestibulum fermentum fermentum tincidunt. Aliquam ut tortor elit. *Nunc nisi.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In et purus est, ac adipiscing tortor. Vestibulum fermentum fermentum tincidunt. Aliquam ut tortor elit. *Nunc nisi mi, volutpat id vehicula in, blandit non ligula.* Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. **Proin mi mauris**, fringilla eget fermentum et, vehicula vel nisi. Nulla lorem elit, accumsan ut commodo sed, fermentum ac ligula. Ut gravida placerat felis, ut volutpat nisl mollis eget. Vestibulum venenatis convallis vehicula. Proin sit amet justo eros.

bartlegibson.com

Primary Header Weights:

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Primary Body Weights:

Myriad Pro

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

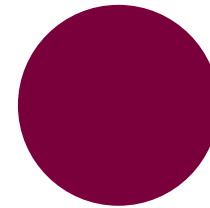
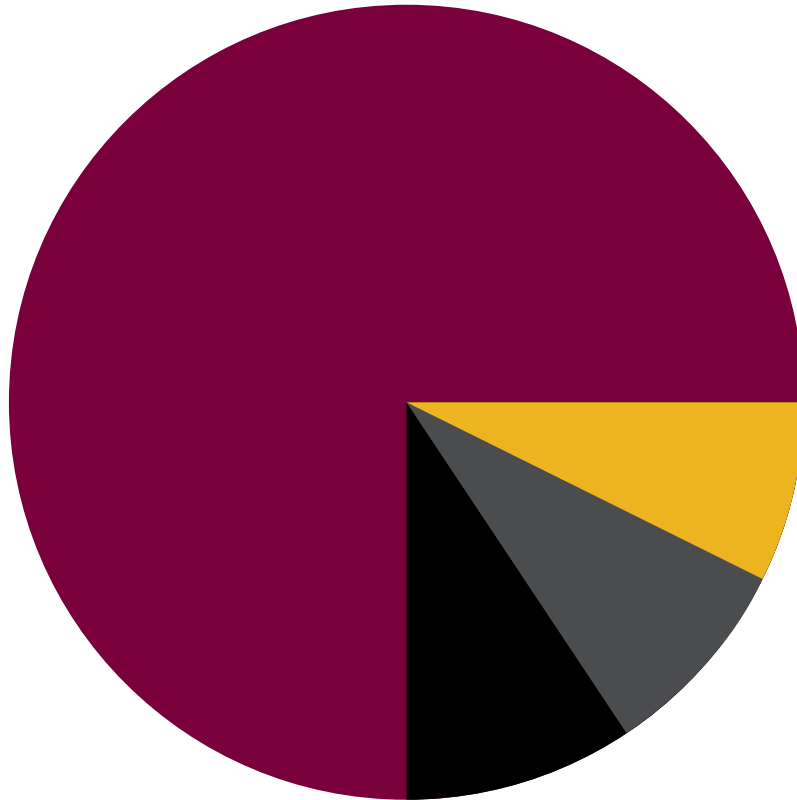
Myriad Pro Bold Italic

Corporate Font Weights:

Bartle Bold

Corporate Colours

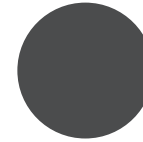
Primary Colour Palatte



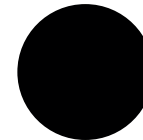
Pantone: PMS 209C Burgundy
Hex: 860038
Print: C:0 M:100 Y:34 K:53
Web: R:132 G:0 B:44



Hex: ECB41F
Print: C:8 M:30 Y:100 K:0
Web: R:236 G:180 B:31



Hex: 4C4C4E
Print: C:0 M:0 Y:0 K:85
Web: R:35 G:31 B:32



Hex: 000000
Print: C:60 M:40 Y:40 K:100
Web: R:0 G:0 B:0

Pantone 209C should always be used as the main brand colour, either on its own or through the geometric background asset. For artwork purposes, hex ECB41F (mustard yellow) may be used as a secondary colour. For typographical use, hex 4C4C4E may be used in place of or alongside black.

Contact Information

All company communications should conform to the correct brand guidelines
For specific questions, please contact Bartle & Gibson's marketing department.

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