GRAPHIC REQUIREMENTS

The core GRAND brand signature is comprised of its wordmark 'GRAND' with the organization's full name placed above (in French) and below (in English). Both full names must appear with the wordmark. An alternative full logo includes the multi-coloured graphic placed to the right of the wordmark (See "Full Logos" below).

In instances in which the wordmark must be scaled below the minimum acceptable size (width, **3.5 cm for print** or **165 pixels for web**), making the tag line print unreadable, this text can be removed. See the "Basic Signature" below.

Wordmarks and logos are available in print and web ready formats, colour and black/white, and can be downloaded from the GRAND website at:

http://grand-nce.ca/newsandmedia/media-centre/grand-logos

WORDMARKS

FULL LOGOS
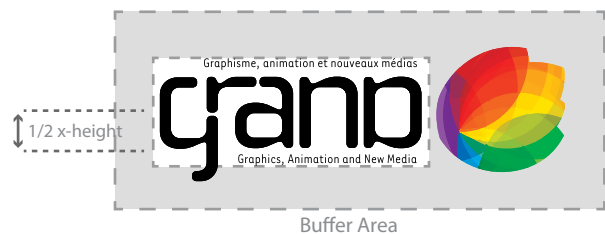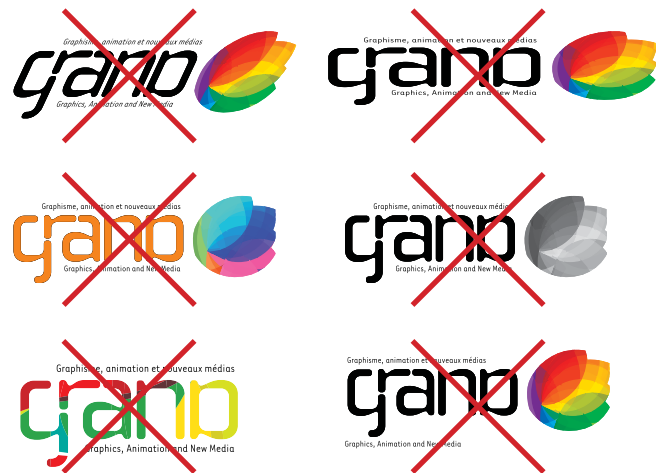

BASIC SIGNATURE

LOGO & WORDMARK USAGE

The GRAND logo must be used in its complete and original format and colour palette:

- Logo or wordmark must not be cropped, skewed or otherwise altered.

- Avoid altering the logo colours or converting to grayscale. Use the GRAND wordmark for monochrome/grayscale applications.

- Avoid using the old colour logo/wordmark.

Logos must include a clear space around the logo equal to HALF the "x-height" of the word "GRAND".

Please keep this space between the logo and all other type, graphics, photos or the page edge.

1/2 x-height

Buffer Area

GRAND PALLETTE

Each of GRAND's research themes or project areas (see **grand-nce.ca/research**) is represented by an icon and designated colour. Acceptable icon colours also include black, white and gray.

Theme	Colour	Values
(BIG) DATA	Light Blue	sRGB (0, 163, 224), #00A3E0, PANTONE 299 C
CITIZENSHIP	Yellow	sRGB (252, 201, 23), #FCC917, PANTONE 123
ENTERTAINMENT	Purple	sRGB (112, 63, 175), #713A95, PANTONE 814 2X
HEALTH	Red	sRGB (235, 38, 41), #EB2629, PANTONE 1788
LEARNING	Orange	sRGB (255, 127, 30), #FF7F1E, PANTONE 804 2X
SUSTAINABILITY	Green	sRGB (0, 171, 89), #00AB59, PANTONE Hexachrome Green
WORK	Dark Blue	sRGB (0, 89, 156), #00599C, PANTONE 301
SPARK-GAP Projects	Black	sRGB (0, 0, 0), #000000, PANTONE 30