CO-BRAND GUIDELINES

International Language Academy of Canada | Georgian College partnership

Georgian CANADA | ILAC

Georgian@ILACToronto

Co-brand logo

PRIMARY VERSION
The logo consists of the full colour Georgian College International logo combined with the shortened International Language Academy of Canada logo and the tagline of Georgian@ILACToronto.

Logo

Georgian College International logo

Shortened ILAC logo

Tagline
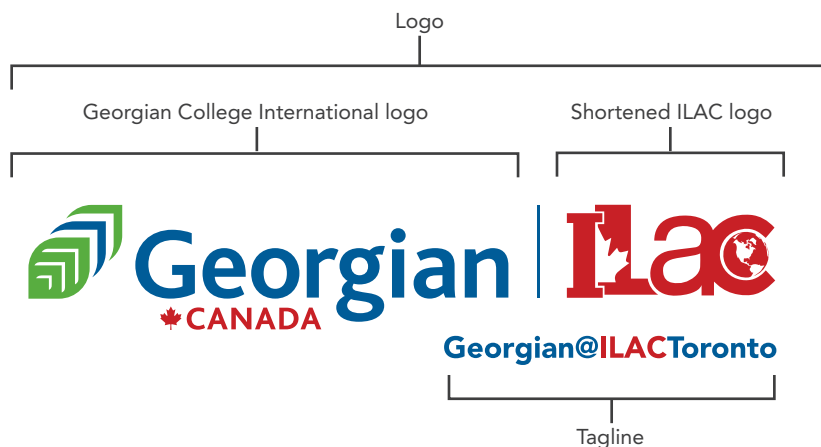
ALTERNATIVE VERSIONS
Alternate versions of the logo are available for use in a number of different production scenarios.

Always use a version of the logo that reproduces properly and is clearly visible on whatever background it is being used on.

Logo can be placed on a white background or a light gray background.

All versions of the logo are available in EPS, JPEG and PNG formats.

Full colour vertical version

When printing in black and white a 100 per cent black version should be used.

100% black colour horizontal version

100% black colour vertical version

CLEAR SPACE

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The lowercase letter "n" in the word Georgian determines how large that space should be.

MINIMUM SIZES

It is important to ensure clear recognition of our logo in all situations. The specifications to the right show general guidelines for how small the logos can be before they start to become more difficult to recognize.

2" for print

150 pixel for web

IMPROPER USE

All elements of the logo have a specific design relationship to each other. To ensure the logo becomes recognized, it's important to keep these relationships intact and unaltered.

❌ Do not apply effects.

❌ Do not change colour, size, leave out elements or change the placement or adjust the spacial relationship between elements.

❌ Do not skew or distort.

Colour palette

PRIMARY CO-BRAND COLOURS

Georgian Blue
CMYK 100, 53, 4, 19
RGB 0, 75, 135
Hex #004b87

ILAC Red
CMYK 15, 100, 100, 5
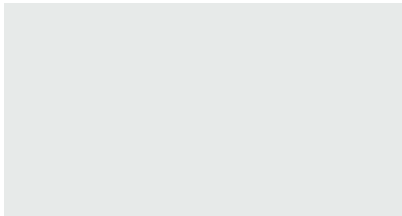RGB 199, 33, 39
Hexcode #c62026

SECONDARY CO-BRAND COLOURS

Georgian Green
CMYK 65, 0, 100, 9
RGB 100, 167, 11
Hex #51830E

ILAC Gray
CMYK 23, 2, 0, 77
RGB 51, 63, 72
Hex #485667

ILAC Light Gray
CMYK 0, 0, 0, 8
RGB 249, 249, 249
Hex #F9F9F9

Font

PRIMARY FONT FOR PRINT AND WEB

GOTHAM

ABCDEFGHIJKLM
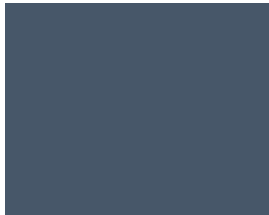NOPQRSTUVWXYZ
abcdefghijklm
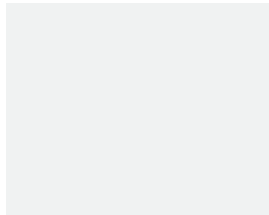nopqrstuvwxyz
123456789

Example: Gotham Book (shown at 20 pt.)

Aa Aa Aa
Aa Aa Aa
Light and   Book and   Roman and
Light italic   Book italic   Roman italic

Aa Aa Aa
Aa Aa Aa
Medium and   Heavy and   Black and
Medium italic   Heavy italic   Black italic

Web colour palette

Hex #004b87

Hexcode #c62026

Hex #485667

Hex #F9F9F9

Web typography

Heading 1	34 px	Gotham bold	#485667
Heading 2	22 px	Gotham bold	#004b87
Heading 3	22 px	Gotham bold	#485667
Heading 4	16 px	Gotham bold	#485667
Body copy large	22 px	Gotham book	#485667
Body copy	16 px	Gotham book	#485667

Buttons

APPLY NOW

Normal state #004b87

APPLY NOW

Hover state #c62026

Links

Link normal state	16 px	Gotham bold	#d11a2e
Link hover state	16 px	Gotham bold	#d11a2e

Co-brand images

INSPIRATION

Happy, engaged students enjoying outdoor city spaces and on campus locations. When choosing images, select images that have pops of blue, red and where possible, green.