

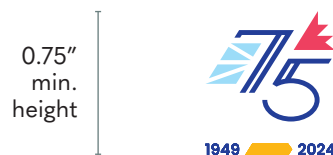
LOGO / SAFETY AREA



REVERSE LOGO



MINIMUM SIZE



TYPOGRAPHY

CELEBRATING 75 YEARS

The stylized 75 in this logo is bookended with components of the NL flag and the Canadian flag, bridging our provincial and national histories. The slant of the logo gives a feeling of forward momentum, as we collaborate on a better future.

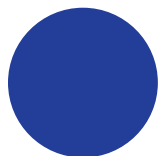
Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

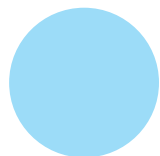
Headings (ALL CAPS) and body copy: Poppins

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

COLOUR PALETTE



Deep Blue
C100 M91 Y0 K0
R35 G62 B153
#233e99



Bright Blue
C35 M0 Y0 K0
R157 G220 B249
#9ddcf9



Yellow
C0 M31 Y100 K0
R253 G183 B20
#fdb714



Red
C0 M89 Y51 K0
R239 G67 B96
#ef4360

SECONDARY LOGO



75 Only

LOGO MISUSE

The logo should be presented in a legible, unaltered manner, using only full colour, black or white.

Do not rotate, stretch or skew the logo. Do not rearrange or alter any aspect of the logo variations. Do not apply a stroke or effects to the logo. Follow the safety zone. Ensure there is enough contrast between the logo and background.

