

Logo Usage Guidelines

Colour palette

The CanEquity Mortgage logo can appear in two colours or in black and white. When placing the Logo on your marketing or promotional materials, use the variation most appropriate to your marketing budget. Always retain the colours of the Logo. Do not alter or change the colour.

Pantone	4-Colour Process	RGB (4 to 24-bit)	RGB (Web Safe)
CanEquity Navy PANTONE® 295 C	C100%+M60%+K60%	R0+G40+B80	R51+G102+B153
50% PANTONE® 295 C	C50%+M30%+K20%	R100+G120+B160	R102+G153+B204

Sizing

Standard size

The standard size for the Logo is 1.75 inches (38 mm) in width. This size is recommend for business cards, letterhead, envelopes, thank-you cards, etc.



Minimum size

You should take care to maintain the integrity of all elements of the Logo. The Logo type and trademark symbol must be readable; in no case should the Logo appear at such a small size that these conditions are not met. The minimum acceptable size for the Logo is 1 inch (25 mm).

Sizing recommendations

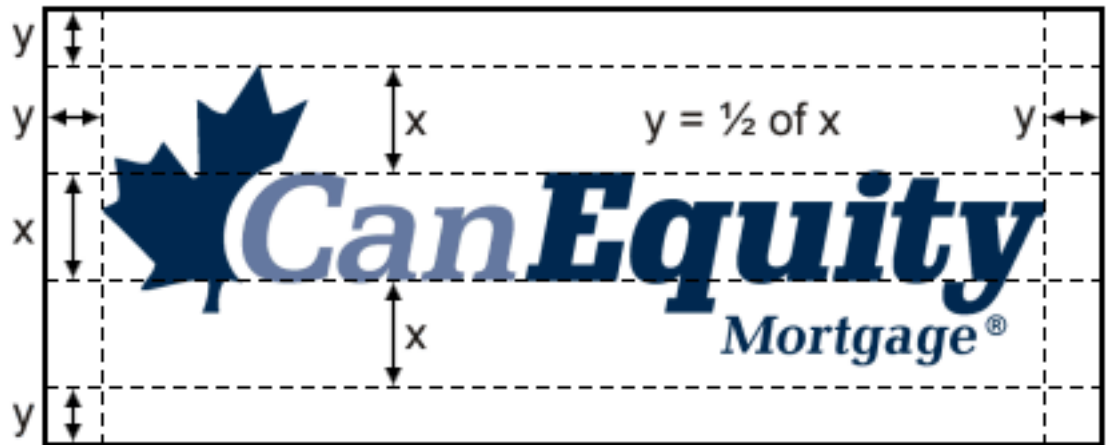
It is recommended that the word 'Mortgage' and the registered trademark symbol increase in size once the logo goes below 1.75 inches. This word should never exceed one-third the width of the logo. When resizing this word, the 't' in word 'Mortgage' should remain horizontally stationary, but may be adjusted vertically to fit under the letter 'q' in the word 'CanEquity.'

Ratio

Aspect ratio should be maintained when resizing the logo. Since the word 'Mortgage' may vary in size, to accurately determine the correct ratio, measure the outer most points of the CanEquity Logo (leaf included), excluding the word 'Mortgage' altogether. This portion of the Logo should always have a 3.8:1 ratio.

Clearspace

The Logo must stand-alone. A minimum amount of space must be left between the Logo and any other object such as type, other logos,



photography, borders, edges, and so on. The required border of space around the Logo must be x wide, where x equals half the height of y in the Logo.

Orientation

The Logo should never be displayed in any orientation different from what is provided in the artwork provided by CanEquity. Do not orient the Logo on its side. The text should always read horizontally on whatever medium it is being placed.

Lockup

The Logo should never be taken apart and recombined in any way to create new artwork. No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.