

GREEN MARINE VISUAL IDENTITY STANDARDS

PARTNER LOGO

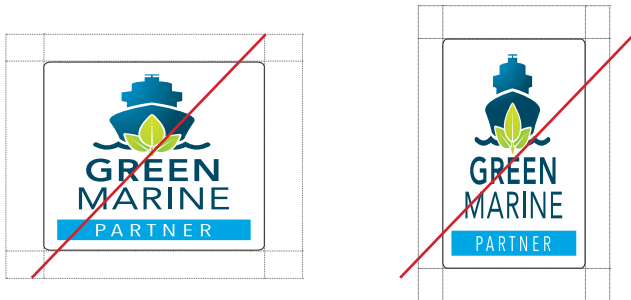
Green Marine grants its partners a limited right to use the Green Marine partner logo which is displayed below. The general policy is to permit Green Marine partners to use the partner logo only in the context of activities related to and promoting the Green Marine program and its goals, but not in any manner that suggests or implies that Green Marine has endorsed, certified or approved the activities, products, and/or services of the partner organization, or that Green Marine is the source of any such activities, products, and/or services.

IMPORTANT It is strictly prohibited to modify all or part of the elements that compose the following visual identity, such as typography, icon or else. It is therefore strongly recommended that partners have their design work approved by Green Marine prior to printing being done.

PROPORTIONS AND CLEAR SPACE REQUIREMENTS



The proportions between the icon and name are adjusted precisely and structured to be balanced and visually ensure maximum readability of all the elements. A zone of clearance is provided around the logo. This minimum clearance zone, here shown by a dotted line, is determined by a unit. Nothing should be positioned in this clear space. The logo must be reduced and enlarged proportionately to maintain space and typographic integrity. NEVER stretch or skew the logo. Do not stretch horizontally or vertically.



COLOURS



Always prefer the color version in your applications. To maximize readability, the logo has been created on a white background, which is required in your documents.



TYPOGRAPHY

TITLE
AVENIR 85 heavy

TEXT
Myriad Pro Light

FOR MORE INFORMATION OR FOR APPROVAL OF ANY VARIATIONS FROM THESE SPECIFIED USES, PLEASE CONTACT:

MANON LANTHIER
Communications Manager
418. 649-6004 #302
manon.lanthier@green-marine.org

