

First Edition 2019

La Boîte interculturelle

Brand Identity Guideline



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Logos



Official logo to be used on light colour background



Official logo to be used on dark colour background

The logo should always be surrounded by a minimum area of space. A minimum margin of clear space equivalent to the height of the "L" is drawn around the logo to create the invisible boundary of the area of isolation.

Minimum digital size: 125px width

Print: 1-inch width

Whitney <https://www.typography.com/fonts/whitney/styles>

Whitney is a simple sans-serif typeface offering compact forms, larger lowercase and open shapes. It is flexible and extremely comprehensive under any circumstances. It is to be used in all instances where typography is required.

The Whitney family contains six weights from Light to Black, each provided in roman, italic, and both roman and italic small caps.

Whitney Black

More info on [how to use](#) the Whitney font

Whitney Bold

Whitney Semibold

As an alternate version, Whitney can be replaced with [Benton Sans](#) which is available via Adobe Fonts (creative cloud).

Whitney Medium

Whitney Book

Whitney Light

Suggested font pairing: Whitney + Mercury (or [Adobe Caslon](#))

Colours

Primary colour palette:

	RGB	CMYK	HEX
Moderate cyan	76, 187, 211	64, 11, 0, 17	#4cbbd3
Bright orange	242, 168, 63	0, 31, 74, 5	#f2a83f
Dark grayish blue	170, 170, 171	1, 1, 0, 33	#aaaaab

White

Secondary colour palette:

To be used when a higher contrast ratio is required (in order to meet accessibility requirements) as background.

	RGB	CMYK	HEX
Dark cyan	0, 142, 174	100, 18, 0, 32	#008eae
Strong orange	214, 132, 14	0, 38, 93, 16	#d6840e
Very dark grayish blue	101, 101, 102	1, 1, 0, 60	#656566

Symbol / Tagline

Leading symbol

This symbol represents the cultures and communities coming together as one.

Our goal is to have this symbol recognized and associated with La Boîte interculturelle, so it is important to use all the time in order to build brand awareness.

It can be used in any direction.



Tagline

French : culture échange changement

English : culture exchange change

As with the symbol, the tagline (all lower caps) needs to be used whenever space is available.

It can be paired with the symbol, as per the example below.



Brand personality and voice

Our **brand personality** is innovative, dynamic, diverse, inclusive and inspiring

Our **voice** is friendly, open minded and original

We value differences. We engage with people from different cultures, traditions, languages and values. By sharing our experiences and stories, we open opportunities and minds; we inspire and empower.