

Logo and Applications

Corporate

Official Logo and Symbol

Logo

Our logo is the focal point of our corporate identity. It is our ambassador in all communications. By appearing in our communications, the brand enhances Cominar's reputation and ensures our organization's visibility and presence.

A brand becomes well established when it is properly applied and respected. Therefore, it's imperative to adhere to standards to ensure that the brand has the consistency and credibility it deserves.

Symbol

By retaining its brand awareness, Cominar has positioned its brand on a more human scale.

The symbol, composed of rafters, suggests a building, which is the core of our company. It inspires growth, evolution, and ascent.

The colour gradient builds on the brand's pink identity, while bringing it up to date. The darker gradient adds more depth and contrast.



Official Logo Standards

Protection Area

Depending on the application, the clear space surrounding the logo must always be maintained as illustrated. The unit of measurement for determining the protection area is the letter n.

Minimum Size

The logo must never be smaller than the minimum acceptable size, i.e., 1" wide including the symbol. For an optimal appearance, the minimum recommended size is 1.5".



Minimum recommended size



1.5 inches

Minimum acceptable size



1 inch



Version on white background



Version on navy background



Version on coloured background

PANTONE 539C CMYK 100 50 20 75 RGB 0 33 55 LAB 12 -4 -19 WEB 012138
PANTONE 228 C CMYK 18 100 1 38 RGB 139 12 87 LAB 31 53 -8 WEB 8b0d57
PANTONE 227 C CMYK 6 100 0 24 RGB 173 0 96 LAB 38 64 -3 WEB ae0061
PANTONE 226 C CMYK 5 100 10 2 RGB 214 0 110 LAB 47 74 2 WEB d6006f

CMYK 12 100 1 28 RGB 165 18 100 LAB 37 59 -6 WEB a51264
CMYK 5 100 5 10 RGB 203 1 112 LAB 45 71 -2 WEB cb0170
CMYK 3 88 7 2 RGB 224 53 129 LAB 52 69 0 WEB e03581



Exceptionally, when the background colour is Pantone Blue 539C, it is possible to use a white logo with a colour symbol. A version of this logo has been specifically designed for this application. This application is not recommended for leasing communications.

Official Logo Standards

Uses to Avoid

- 01 Cropping, stretching or compressing logo
- 02 Moving elements
- 03 Adding special effects
- 04 Modifying logo size or font
- 05 Changing colours
- 06 Using a complex background
- 07 Tilting the logo
- 08 Moving the signature
- 09 Converting the colour version to a black & white version



Logo with Signature

Signature

To ensure legibility on all our communication materials, two versions of our logos with signatures are available. The first should be prioritized for print communications, and the second for digital communications. English versions are also available in both applications.



Printed Logo Standards

Protection Area

Depending on the application, the clear space surrounding the logo must always be maintained as illustrated. The unit of measurement for determining the protection area is the letter n.

Minimum Size

The logo must never be smaller than the minimum acceptable size, i.e., 2" wide including the symbol. For an optimal appearance, the minimum recommended size is 3".



Minimum recommended size



3 inches

Minimum acceptable size



2 inches

Digital Logo Standards

Protection Area

Depending on the application, the clear space surrounding the logo must always be maintained as illustrated. The unit of measurement for determining the protection area is the letter n.

Minimum Size

The logo must never be smaller than the minimum acceptable size, i.e., 1.5" wide including the symbol. For an optimal appearance, the minimum recommended size is 2.5".



Minimum recommended size

2.5 inches



Taille minimale acceptée

1.5 inches