

OCI Branding Guide

JANUARY 2021

The logo consists of the red “energy swirl” with the name “OCI” to the right.

The energy swirl contains the letters “O”, “C” and lower case “i”, while also symbolizing the kinetic, non-linear motion of invention and discovery.

The OCI tagline “Where Next Happens” reinforces our focus on identifying what’s “next” and developing and commercializing the cutting-edge innovations of the future. By accelerating these transformative new technologies and the commercialization of made-in-Ontario IP, OCI is driving Ontario’s economic growth and global leadership in innovation. The tagline inspires us to never stop searching for what will be the next big thing to propel Ontario businesses forward.

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:

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COLOURS



Pantone 7417
RGB 227 78 53



Pantone 445
RGB 75 84 87



Black 100%
RGB 0 0 0

LOGOS



Full Colour

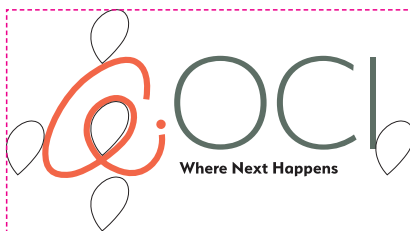


Black - K



White - KO

SAFE AREA



MINIMUM SIZE



1.25 inches wide

FRENCH VERSION



Our logo is also available in French
Notre logo est également disponible en français