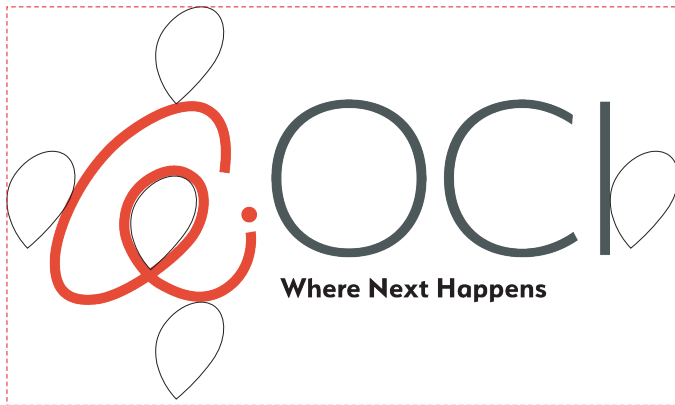


# Brand Guidelines

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:

**Kristine Persaud | RGD**  
kpersaud@oc-innovation.ca

## LOGO USAGE



### SAFE AREA

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 cuttingedge 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.



Minimum size  
1.5” wide



Our logo is also  
available in French

Notre logo est  
également disponible  
en français

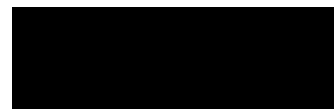
## COLOUR PALETTE



**Pantone 7417**  
**R227 G78 B53**  
**C0 M75 Y75 K0**  
**HEX# F26649**



**Pantone 445**  
**R75 G84 B87**  
**C20 M0 Y20 K65**  
**HEX# 5E6E66**



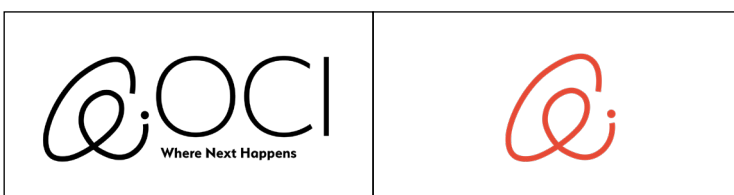
**R0 G0 B0**  
**C75 M68 Y67 K90**  
**HEX# 000000**

## LOGO OPTIONS



FULL COLOUR

WHITE



BLACK

SYMBOL

## TYPOGRAPHY

### FILSON PRO | BLACK

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

### FILSON PRO | BOLD

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

### FILSON PRO | REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

### FILSON PRO | LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

### Download Filson Pro

<https://fonts.adobe.com/fonts/filson#fonts-section>  
\*If Filson Pro is not available default to typeface  
Montserrat