

GRAPHIC STANDARDS GUIDE - SUMMARY

Standard colours

PMS colours:

Coated paper PMS 364 + Black
Uncoated paper PMS 363 + Black

Process equivalents:

C: 78
M: 30
Y: 100
K: 0



Applications on a colour background

1- Pale colours:



2- Medium colours:



3- Dark colours:



Spacing and minimum size

A protected area exists around the signature: the “protected zone”. The purpose of this zone is to highlight the signature. The minimum size of the protected zone required above and below the signature is determined based on the height of the letter S in the SSQ logo. The minimum protected area to the left and right of the signature is determined based on the width of the letter S in the SSQ logo.



To ensure maximum visibility and visual impact, minimum sizing requirements have been established for instances where a small version of the logo is needed. Sizing is based on signature height, which must be no less than 5 mm (approx. 3/16”) high.

Note

Both the English and French “SSQ Financial Group” logos are subject to the same graphic standards, as are the other logos used for SSQ’s individual business sectors.

If you are unable to comply with these graphic standards, please contact the Corporate Communications and Marketing Vice-Presidency at: communications@ssq.ca.