



BRAND GUIDE

IMPORTANT: ALL PRINTED AND DIGITAL MATERIALS

1. MUST BE APPROVED by the MAVERICK Party at media@maverickparty.ca to ensure brand adherence

2. MUST HAVE THE FOLLOWING LINE ON ANY PRINTED OR DIGITAL PIECES:

Authorized by Chief.Agent@MaverickParty.ca

LOGO FILES

The MAVERICK logo files are available for download.
(Contact Leah Murray at leah@maverickparty.ca)

File Format Quick Reference

PRINT USE/HI REZ .eps; .pdf

DIGITAL USE .png; .jpg

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PRIMARY LOGOS



OVERALL LOGO FOLDER:

MAVERICK_West_Fed_Party_LOGOS_March2021_FINAL

USE LOGOS FROM FOLDER:

01_MAVERICK_West_Fed_Party_LOGO_forWhiteBackground

USE LOGOS FROM FOLDER:

02_MAVERICK_West_Fed_Party_LOGO_forBlackBackground

USE LOGOS FROM FOLDER:

03_MAVERICK_West_Fed_Party_LOGO_forGreenBackground

SECONDARY LOGOS



USE LOGOS FROM FOLDER:

04_MAVERICK_West_Fed_Party_LOGO_Black

USE LOGOS FROM FOLDER:

05_MAVERICK_West_Fed_Party_LOGO_White

COLOR PALETTE

Consistent use of colour is important to our brand. It builds recognition.



C - 55% R - 132
M - 0% G - 189
Y - 100% B - 0
K - 0%

Hex/HTML 84BD00
Pantone 376 C



C - 0% R - 45
M - 0% G - 41
Y - 0% B - 38
K - 100%

Hex/HTML 2D2926
Pantone BLACK C



C - 0% R - 255
M - 0% G - 255
Y - 0% B - 255
K - 0%



C - 0% R - 84
M - 0% G - 88
Y - 0% B - 89
K - 80%

Hex/HTML 545859
Pantone 425

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TYPOGRAPHY SYSTEM

The primary type face is a san-serif font called Proxima Nova. This is a versatile font with a range of weights and styles. This font is used for all work produced by design departments, agencies or any supplier/vendor with design capabilities for print, advertising, exhibitions and signage.

Note: We've also used this on our Website as the primary font.

Our secondary typeface is Arial. It is available on all computers. Please use Arial for any documents created in MS Office including PowerPoint, email and text on websites (where Proxima Nova is not available).

PRIMARY TYPEFACE

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?!@%&

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?!@%&

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?!@%&

SECONDARY TYPEFACE

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?!@%&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?!@%&