CANAM
Better Building Solutions

Graphic Standards
Guide

1. Logo

The Canam Group logo is composed of a symbol made from a red sphere surrounded by black dots, the company's name (signature) and its positioning statement, Better Building Solutions, all of which are presented in a specific configuration and size. The logo forms a whole and its individual elements cannot be reproduced separately without prior authorization from the Communications Department. Also, modifications to the size or relative position of these elements are prohibited.

Please note that the Canam Group logo and those of its business units and products are available on the Canam Group website in the Media section.

Official color version

CANAM
Better Building Solutions

Monochrome version

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Symbol

The symbol represents the corporate entity that operates 21 plants specialized in the design and fabrication of construction products and solutions, which are marketed by business units in the commercial, industrial, institutional, multiresidential, and bridge and highway infrastructure markets.

The red sphere and black dots represent the company and its business units as well as its seven guiding principals. From a three-dimensional perspective, the symbol is shaped as a cube, which is a basic geometric shape in the construction sector.

French color version

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French monochrome version

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a) Official colors and equivalents

Regardless of whether logos are reproduced using two Pantone colors, process printing (CMYK), RGB or the hex system (in the case of web applications), the formulas for red and black presented in the table below must always be respected.

The table also provides the formula for the exact shade of grey used in certain printed and electronic documents.

It is important to comply with the equivalents presented below rather than those provided in electronic editing software.

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		CMYK	Pantone	Hex system
	Center sphere	100% Magenta 90% Yellow	Pantone 032	S. O. (image)
	Lines and dots **Signature and** **positioning statement**	100% Black	100% Black	R : 0 G : 0 B : 0
	Grey	45% Cyan 25% Magenta 16% Yellow 59% Black	Pantone 431	R : 82 G : 95 B : 59

b) Correct use of colors
The official color logo should be used whenever possible. Reversed color or monochrome logos are allowed provided that the background color allows for a sufficient degree of contrast to ensure acceptable legibility.

In the case of reversed color logo presentations, **all black logo elements** become white while the red sphere remains unchanged, except in the presence of a red background, in which case white is applied to all logo elements.

c) Buffer zone and minimum size
In order to facilitate the legibility of logos and maximize their visual impact, it is important to ensure optimal clarity and readability.

To achieve this, there must always be a buffer zone that isolates the logo from other elements on the page. This rule applies in all cases, regardless of the intended use, medium or format.

The buffer zone is equivalent to the height of the signature (Canam), as seen in the example below.

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Minimum size

The purpose of establishing a minimum size for the signature is to ensure that it will always be clearly legible. The minimum size is determined based on the smallest element of the logo, i.e. the positioning statement. The minimum height has been set at 3/8 inch (9 mm) as seen in the example below.

If a smaller logo is required for a particular application, please contact the Communications Department.

2. Typography - Official font

Typography plays an important role in conveying a message and contributes to the uniformity of the company's image. Univers was selected as the official font because of its easy legibility, solid shape and simple design.

Univers Extra Black Extended is the base font used in all signatures. The kerning was modified slightly in order to obtain the desired effect and all logos were subsequently outlined.

Univers Extra Black Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890 (.,:!?)

Univers 73 Black Extended, which is the font used in the positioning statement, perfectly complements the official font as it forms an integral part of the logo's overall composition and describes the business unit's activities.

Univers Extra Black Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890 (.,:!?)

Other variants of *Univers*, including italics, can be used as needed in accompanying texts.

3. Presentations and other documents

Employees and suppliers are required to use the various templates that have been created for printed and electronic documents in order to facilitate compliance with Canam Group's visual identity and graphic standards.

PowerPoint templates for business presentations are available for both PC and Mac platforms. Please also note that each slide in the presentation must contain the corresponding logo.

Letterhead for business correspondence and facsimiles are equally available in Microsoft Word and PDF format.

Finally, the production of other documents, such as business cards and envelopes, has been entrusted to professional printing firms. Please contact the Communications Department should you require such documents.

4. Corporate name

As a general rule, the company's name, Canam Group, does not need to be preceded by an article. Example: "Canam Group participated in…" and not "The Canam Group participated in…".

5. Photo credits

Professional photos of Canam Group's design and fabrication activities as well as ongoing or completed projects are available to the media and business partners. Simply contact the Communications Department to request such materials, which may be published with the following mention: Canam Group Inc. photo ©. Please note that this mention is not necessary when publishing photos of Canam Group management team members.