



Birchway
N I A G A R A

Brand Standards

Brand Logo

Clear space

The clear space around the logo should always be, at a minimum, the height of the capital B from the wordmark, giving the logo room to breathe and maintain clarity of presentation and to not be confused as part of another graphical element or lockup.



Brand Logo

Improper Use

Alterations, changes or effects of any kind are not permitted.



Do not squish or stretch the logo.



Do not rotate the logo.



Do not change layout of the logo.



Do not alter the position or size of the logo elements.



Birchway
NIAGARA

Do not alter the spacing of the logo elements.



Birchway
NIAGARA

Do not invert or flip the logo elements.



Birchway
NIAGARA

Do not add drop shadows, bevels, 3D or other effects to the logo.



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Do not reproduce the logo as an outline.



Birchway
NIAGARA

Do not encase the logo in a border or shape.



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Do not change the colours of the logo.



Birchway
NIAGARA

Do not flip the logo elements.



Birchway
NIAGARA

Do not blur or allow poor reproduction of the logo.



Birchway
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Do not violate the clear space with graphic elements, type or page edges.



Do not create repeating patterns with the logo or symbol.



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Do not remove any portion of the logo.



Birchway
Niagara

Do not change the fonts or retype the letterforms.

**Brand
Wordmark**

Birchway
N I A G A R A

**Brand
Logo**
Stacked



Birchway
N I A G A R A

Print
Minimum 0.5" wide



0.5"

Digital
Minimum 36px wide



36px



Brand Logo

Horizontal



Print
Minimum 0.75" wide



0.75"

Digital
Minimum 54px wide



54px



Typography

Aa

DM Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>

DM Serif Text Regular

Sed diam ante, lobortis sed, dignissim sit amet, condimentum in, sapien. Pellentesque nec lectus non risus auctor lobortis. Vestibulum sit amet dolor a ante suscipit pulvinar. Sed lacinia. Aliquam erat volutpat. In hac habitasse platea dictumst. Vivamus sit amet sem vitae tellus ultricies consequat. Integer tincidunt tellus eget justo. Class aptent taciti sociosqu ad litora torquent per

DM Serif Text Italic

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DM Serif Display Regular

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DM Serif Display Italic

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Aa

DM Sans

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abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>

DM Sans Regular

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DM Sans Italic

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DM Sans Medium

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DM Sans Bold

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Type Sample

HEADING 1
DM Serif Display | 30pt
-25% tracking

This is a first level heading

This is an intrograph. Lorem ipsum dolor sit amet, ex duo choro scripta, et eos facilis splendide suscipiantur, solet utroque vivendum per at. Ea primis virtute nec, iuvaret alterum facilisis sitte nec nibh impetus delicatissimi.

LEAD PARAGRAPH
DM Sans | Italic | 12pt/18pt

HEADING 2
DM Serif Display | 24pt | -25% tracking

This is a second level heading

Pro id case omittantur. Ne pro vivendum salutandi neglegentur, ne dicta iisque aliquip per, has no illud tation. Vim in agam iudicabit scriptorem. Incorrupte quaerendum ad eos, eos novum vulputate ea. Mea at essent verear vivendum, no duo primis scaevola. Choro fuisset eos et. Per ei inani euripidis. Nam et labore euismod delectus. Pro fastidii euripidis te. Ludus expetenda mea ex, mel ut purto nulla sanctus.

BODY
DM Sans | 10pt/16pt

Heading 3
DM Serif Display | 18pt

This is a third level heading

Mea at essent verear vivendum, no duo primis scaevola. Choro fuisset eos et. Per ei inani euripidis. Nam et labore euismod delectus. Pro fastidii euripidis teludus expetenda mea ex, mel ut purto nulla sanctus.

Heading 4
DM Sans | Bold | 10pt
Uppercase | 50% tracking

THIS IS A FOURTH LEVEL HEADING

Vim in agam iudicabit scriptorem. Incorrupte quaerendum ad eos, eos novum vulputate ea. Mea at essent verear vivendum, no duo primis scaevola. Choro fuisset eos et. Per ei inani euripidis. Nam et labore euismod delectus.

Brand Colours

Because the palette is made up of cooler hues, it is preferred to use the CMYK values in print production in order to reduce colour shift and to catch the subtle differences that can appear between PMS values.

It is permitted to slightly adjust the saturation and lightness of hues as needed, for different applications, in order to achieve the best result.

