

## TIAC Brand Standards

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Full LOGO

Partial LOGO

Colour LOGO presented horizontally in both English and French showing the acronym and its expansion in both languages



Full white LOGO on a black field for usage in black and white display purposes



### Colour Palette

### Web

### Print



#8BC53F  
R: 139  
G: 197  
B: 63

C: 51  
M: 0  
Y: 99  
K: 0



#4777AC  
R: 71  
G: 119  
B: 172

C: 77  
M: 50  
Y: 11  
K: 0



#1F4282  
R: 31  
G: 66  
B: 130

C: 100  
M: 86  
Y: 19  
K: 5



#262E38  
R: 38  
G: 46  
B: 56

C: 80  
M: 69  
Y: 55  
K: 57

### Brand Typography

#### Mr Eaves XL Modern OT Reg

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  
0 1 2 3 4 5 6 7 8 9

#### Myriad 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  
0 1 2 3 4 5 6 7 8 9