

**CITIZEN**

# Our Identity is More Than Just a Logo.

A visual identity is a design system composed of a number of core elements that come together to create a distinctive look and feel that makes the Citizen brand instantly recognizable.

The following pages are designed to provide guidance and offer assistance to creative teams in the development and production of compelling brand communications.

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## LOGO | FULL-COLOUR LOGOS

### PRIMARY LOGO

Useful for high-profile communication opportunities, such as a poster, badge, a wall graphic or back-of-house mural.

### LOGO WITH DESCRIPTOR

Useful in communications where it is necessary to convey location.

The full-colour logo is the default version of the visual identity, and the most immediate representation of the Citizen brand. It is a powerful symbol of our Citizen culture, and a shared asset that must be used consistently in the proper and approved forms.



CITIZEN



CITIZEN

OF METROTOWN

## LOGO | SINGLE-COLOUR LOGOS

**CITIZEN**

**CITIZEN**  
OF METROTOWN

### WHITE

White  
C0 M0 Y0 K0  
R250 G250 B250  
HEX FFFFFFFF

The single-colour logos are the secondary version of the Citizen brand. They are to be used where the opportunity for full colour does not exist.

**CITIZEN**

**CITIZEN**  
OF METROTOWN

### BLACK

Pantone BLACK C  
C0 M0 Y0 K100  
R0 G0 B0  
HEX 000000

## LOGO | CLEAR SPACE REQUIREMENT

Clear space is the area surrounding all instances of the Citizen logo, in which no other graphic element or type should appear. It defines the minimum distance between any version of the logo and the edge of a page or digital area.

Our brand looks best when it's given the space to stand out, and this clear space should be increased when possible.



### CLEARSPACE

The cap-height of the characters "CITIZEN", represented above as X, serves as a guide for the visual safe area. The safe area should be at least 1 times X.

## LOGO | MINIMUM SIZE

To ensure legibility and clarity of all Citizen logos across print and on-screen applications, observe the defined minimum size for each logo.

\*Note: In situations where the logo with descriptor needs to appear smaller than 2.5 inches (width), the reduced version should be used. The reduced version is reserved for small scale (>2.5"w) usage *only*.

### PRIMARY LOGO

Minimum of 1.5 inches (width)  
or 100 pixels



### LOGO WITH DESCRIPTOR

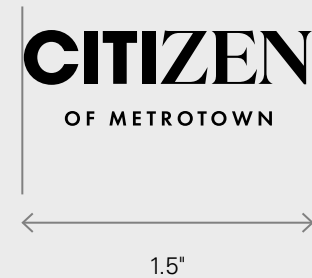
Default:  
Minimum of 2.5 inches (width)  
or 180 pixels

Reduced (>2.5"w):  
Minimum of 1.5 inches (width)  
or 100 pixels

#### DEFAULT

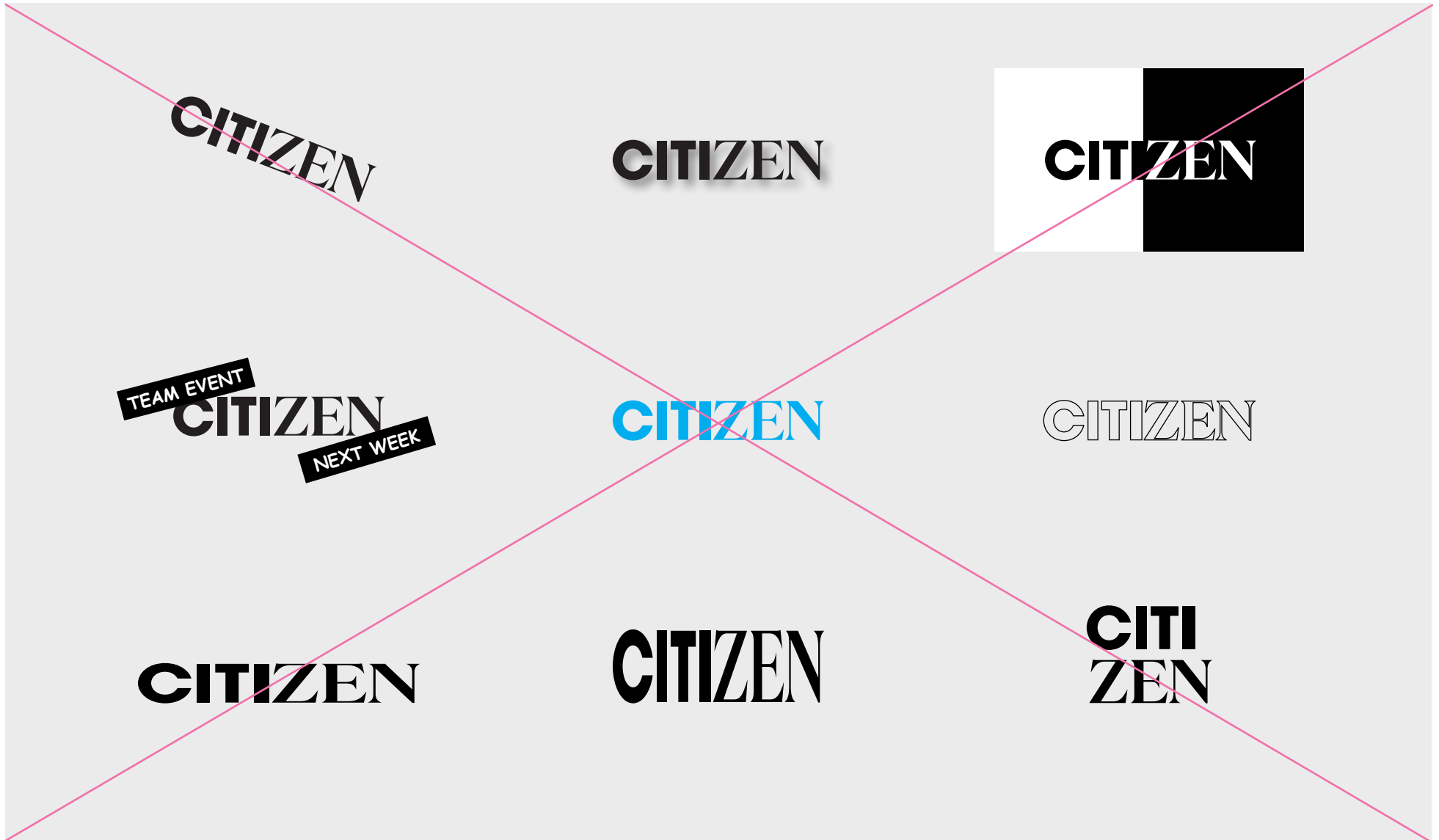


#### REDUCED (>2.5"w)\*



## LOGO | IMPROPER USAGE

Always use the official master artwork files to reproduce the visual identity components. Do not alter or add to the original graphics, or create your own version of them.





## VISUAL IDENTITY | BRAND TYPOGRAPHY

### DARK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz 1234567890,.&

#### ARIZONA TEXT LIGHT

Headlines (Dark Only)

**TIM MOVENDE  
RIONENTR  
UM CAELIUM  
IN REHEBEFF  
RETUES.**

Upioret dentem ad ad consusul  
verficiam es ac faceniurox nons  
uni morus An tebatim movende  
rionentrum caelium in rehebeffre  
et antes hala quonimo aute acchuid  
ienteatum coercer vitur. Nam mus  
public tast hacies int.

#### UNIVERS BOLD

Subheadings

#### UNIVERS LIGHT

Body Copy

The brand typefaces are Arizona Text and Neue Haas Unica for headlines, Univers for body copy. They have been carefully chosen to reflect the brand position. When used consistently, it will become a recognizable component of the Citizen identity.

### LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz 1234567890,.&

#### NEUE HAAS UNICA LIGHT

Headlines (Light Only)

**TIM MOVENDE  
RIONENTR  
UM CAELIUM  
IN REHEBEFF  
RETUES.**

Upioret dentem ad ad consusul  
verficiam es ac faceniurox nons  
uni morus An tebatim movende  
rionentrum caelium in rehebeffre  
et antes hala quonimo aute acchuid  
ienteatum coercer vitur. Nam mus  
public tast hacies int.

#### UNIVERS BOLD

Subheadings

#### UNIVERS LIGHT

Body Copy

## VISUAL IDENTITY | SYSTEM ALTERNATIVE FONTS

### DARK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz 1234567890,.&

#### TIMES NEW ROMAN REGULAR

Headlines (Dark Only)

**TIM MOVENDE  
RIONENTR  
UM CAELIUM  
IN REHEBEFF  
RETUES.**

Upioret dentem ad ad consusul  
verficiam es ac faceniurox nons  
uni morus An tebatim movende  
rionentrum caelium in rehebeffre  
et antes hala quonimo aute acchuid  
ienteatum coercer vitur. Nam mus  
public tast hacies int.

#### HELVETICA BOLD

Subheadings

#### HELVETICA LIGHT

Body Copy

When producing documents in applications in which the brand fonts are not available, such as Microsoft Word, the following system fonts may be used. The system alternatives are to be used *only* for internal communications, and should *never* appear on outward-facing communications.

### LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz 1234567890,.&

#### HELVETICA LIGHT

Headlines (Light Only)

**TIM MOVENDE  
RIONENTR  
UM CAELIUM  
IN REHEBEFF  
RETUES.**

Upioret dentem ad ad consusul  
verficiam es ac faceniurox nons  
uni morus An tebatim movende  
rionentrum caelium in rehebeffre  
et antes hala quonimo aute acchuid  
ienteatum coercer vitur. Nam mus  
public tast hacies int.

#### HELVETICA BOLD

Subheadings

#### HELVETICA LIGHT

Body Copy

## VISUAL IDENTITY | COLOUR PALETTE

Citizen brand identity revolves around the idea of balance and contrast, with the primary brand colours being black and white. Use as indicated below.

### **BLACK**

Pantone BLACK C  
C0 M0 Y0 K100  
R0 G0 B0  
HEX 000000

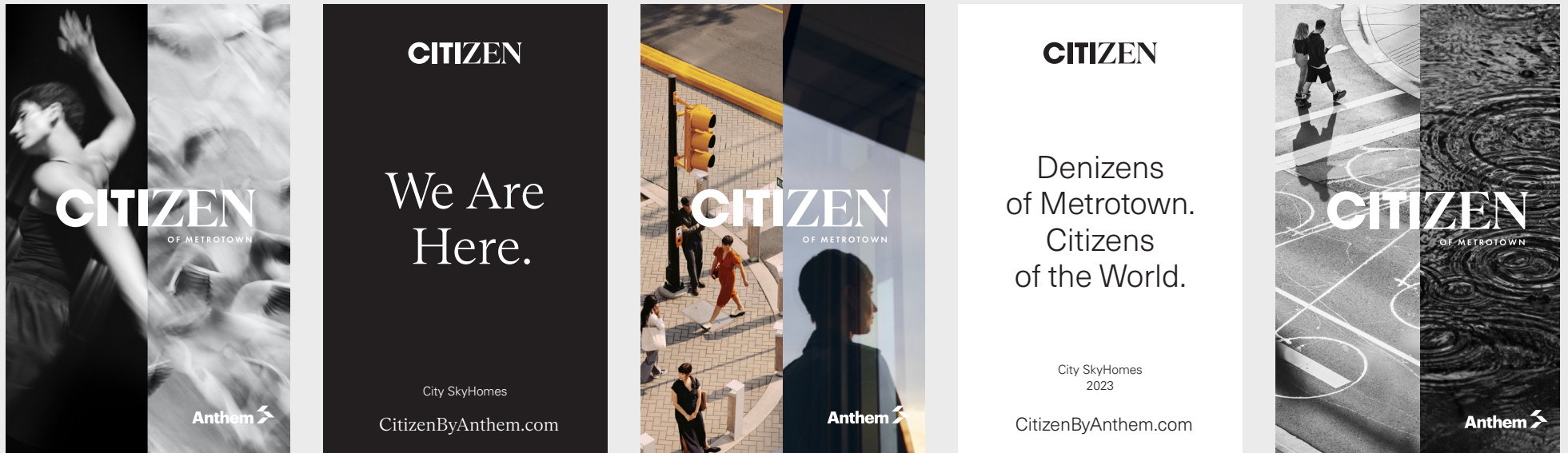
### **WHITE**

White  
C0 M0 Y0 K0  
R250 G250 B250  
HEX FFFFFFFF

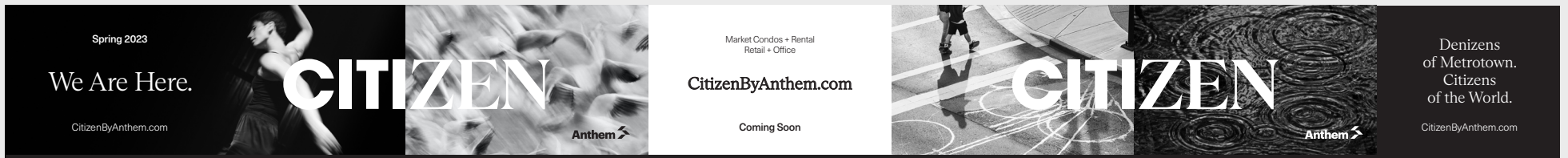
EXECUTION | SAMPLE EXECUTION



EXECUTION | SAMPLE EXECUTION



SKYTRAIN ADS



SITE HOARDING

# EXECUTION | SAMPLE EXECUTION

