

Style
Guide



**CANADIAN
MOUNTAIN
NETWORK**

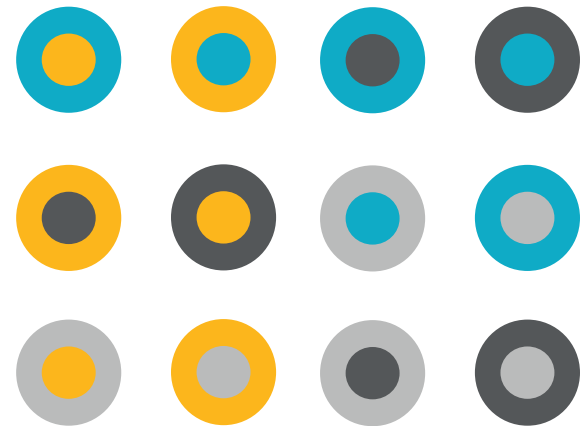
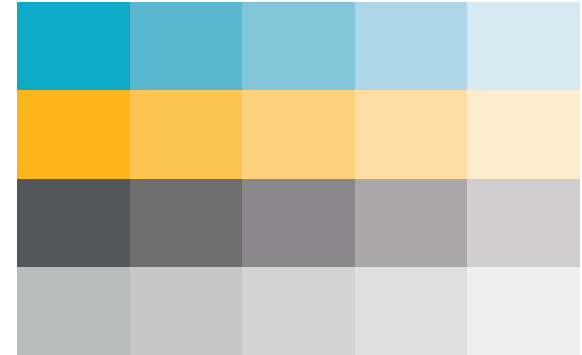
Colour



Pantone 3125 C
C 89 M 0 Y 20 K 0
R 0 G 176 B 202
HEX 00ABC6



Pantone 1235 C
C 0 M 30 Y 95 K 0
R 255 G 182 B 18
HEX FCB61A



Pantone 425 C
C 38 M 28 Y 21 K 63
R 86 G 90 B 92
HEX 555759



Pantone 425 C 40%
C 27 M 21 Y 21 K 0
R 187 G 188 B 189
HEX BBBBBC

The CMN colour palette is comprised of three main Pantone swatches.

Typography

AaBbCc012345789&

Tungsten

Tungsten Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The CMN typeface is Tungsten medium. It pairs well with Gotham light.

Logo Placement & Guidelines



The above examples are acceptable uses of the logo. The logos use the CMN colour palette and any other graphic items are placed outside the perimeter of the blue box so the logo can be presented comfortably.



Do not place other graphic items inside of the perimeter of the blue box, do not alter the colours of the logo, do not change the orientation of the logo and text, do not place the logo on a background with low contrast.