

Style Guide

érudit

Palette



Red

RGB 255 66 66
CMYK #FF4242
PANTONE 1788

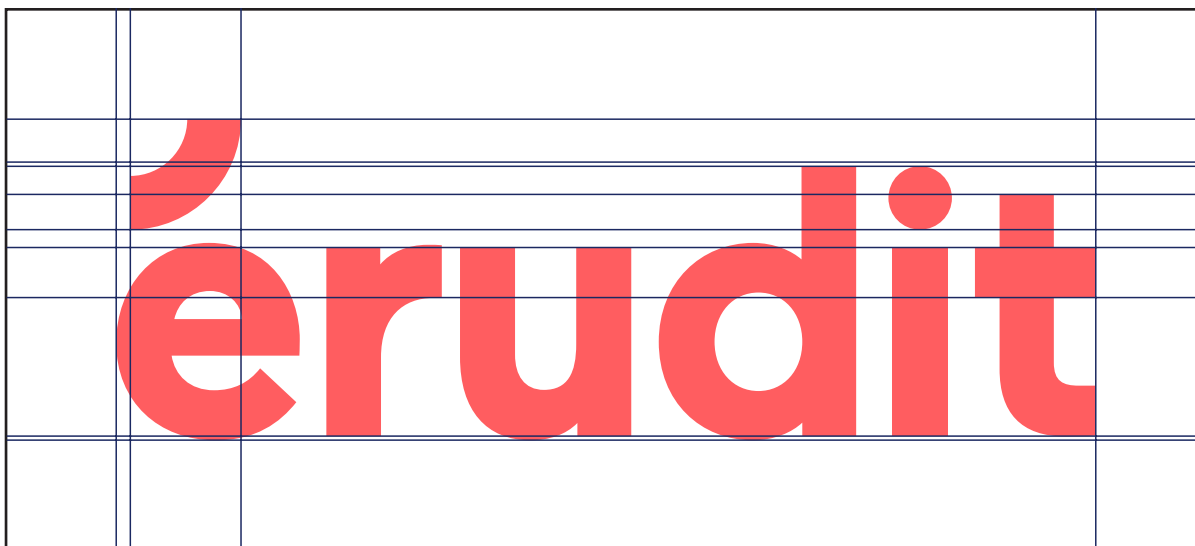
Blue

RGB 10 36 99
CMYK #0a2463
PANTONE 2738

Grey

RGB 247 247 247
CMYK #f7f7f7

Logo - Clearspace



Logo – Colours

The Érudit logo can be used in red, white or black, but never in any other colours. In order to maintain its consistency, the logo may not be displayed with other colour combinations.



White / Red



White / Blue



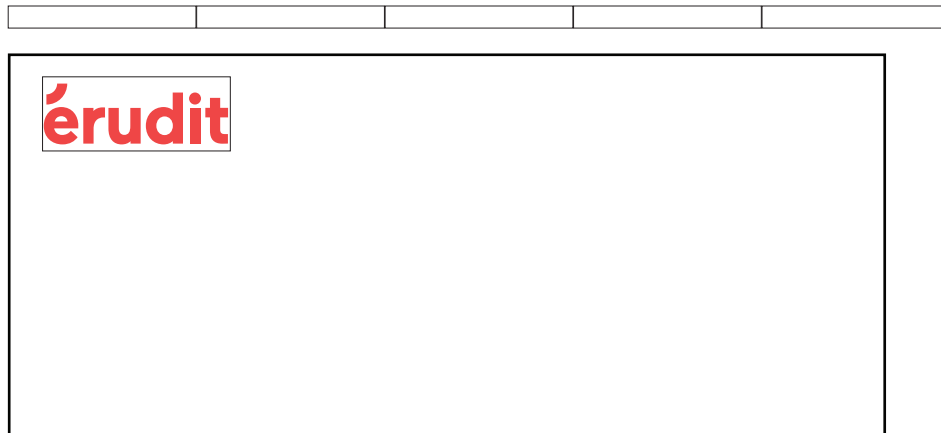
Red / White



Black / White

Logo - Size

The size of the logo is approximately $\pm \frac{1}{4}$ the size of the document on which it is placed. It can be lightly adjusted if needed.



Ex.: Envelope #10

Graphics

We strongly advise to use, or adapt, our current illustrations. If possible, here are some elements to respect:

1

White space must take up approximately 1/2 to 1/3 of the space.

2

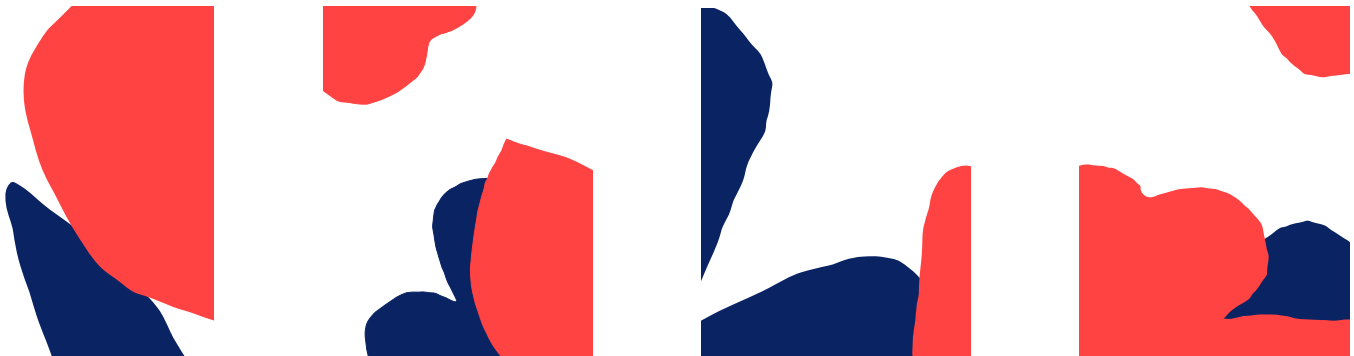
Red must be the prominent colour, not blue or grey.

3

Combine any imagery or photographs with a solid flat tint of red.

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Exemples in our newsletter



Typeface

Érudit's typeface for print and digital communications is Maax, in bold and regular weights.

Maax regular

echo
romeo
uniform
delta
india
tango

Maax bold

echo
romeo
uniform
delta
india
tango

Page Layout

Hierarchy	Favour tones of grey, rather than varying font sizes, to create a clear hierarchy of content throughout the document.
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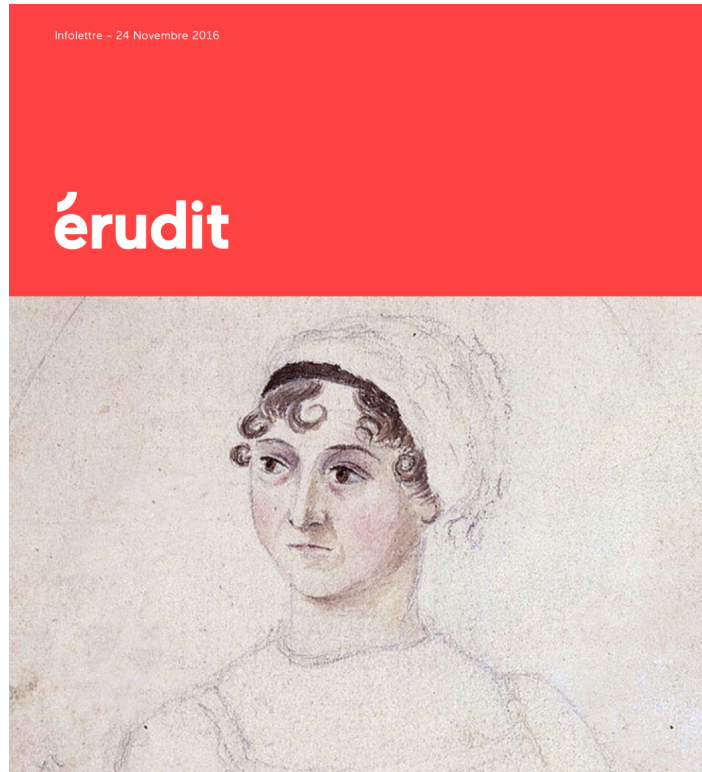
Alignment	Favour left-aligned text, rather than justified or centered text. Centered text is reserved for specific uses, such as: tote bags, banners, t-shirts – where the logo is displayed on its own.
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Typeface Colour	If possible, use red text (as specified on p. 2 of this document) for covers and special elements.
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Coloured Backgrounds	Do not use coloured backgrounds for long paragraphs or blocks of text.
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Page Layout

Logo has to be approximately 1/4 of the length of the format. White on red.



Use a flat red surface (instead of an image) so it doesn't clash with the photo.



Use Maax Regular only. Prioritize gray shades for the hierarchy.

Left alignment only.

Actualités

Partenariat Érudit-RCDR

Une importante entente de partenariat entre Érudit et 53 bibliothèques universitaires membres du RCDR.

Consultez

Contact

If you have any questions concerning this document or the use of Érudit's brand image, please contact:

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Érudit

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