

# **Design Guide**

## Ontario Builds

### December 2023

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## Ontario Logo



Positive Logo



Reverse Logo

*Do not swap colours manually. Each logo has been designed to be specifically legible on a dark or light background.*

### Clear space

To ensure the greatest visual impact, the logo must always appear within a zone of clear space equal to half the height of the symbol. No other elements should appear in this space.



### Minimum sizes

**Print:** To ensure legibility, the printed logo must never be reproduced smaller than 0.75" (19 mm) wide

**Digital:** The minimum size for digital use is 180 pixels wide. When designing for lower-resolution digital displays, the logo can appear at a minimum of 90 pixels wide.

#### Print



#### Digital



For high-resolution (retina) displays



For lower-resolution digital displays

# Colour Palette

<p><b>White</b></p>	<p><b>Sleeping Giant Blue</b> (Supergraphic)</p> <p><b>PANTONE</b> 2193 C</p> <p><b>CMYK</b> 94-24-0-0</p> <p><b>RGB</b> 4-123-193</p> <p><b>HEX</b> 047bc1</p>	<p><b>Darker Blue</b> (Background)</p> <p><b>PANTONE</b> Process Blue C</p> <p><b>CMYK</b> 100-35-7-1</p> <p><b>RGB</b> 0-131-191</p> <p><b>HEX</b> 0083bf</p>	<p><b>Killarney Night</b> (Rich Black)</p> <p><b>PANTONE</b> 426 C</p> <p><b>CMYK</b> 30-0-0-100</p> <p><b>RGB</b> 0-0-0</p> <p><b>HEX</b> 000000</p>
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## Signage

### English Areas



#### Standard sign size:

- 26 x 13 feet

#### Optional sign sizes

(if 26 x 13 is not permitted):

- 16 x 8 feet
- 8 x 4 feet

### French Designated Areas (FDA)



#### French Signage

Please check this [list of French Designated Areas](#) to see if your project requires a bilingual sign.

## Sign Components — English

Please use only official sign templates provided by Ontario Builds



Name of the project  
*Set in Raleway ExtraBold*

Funding line  
*Set in Raleway SemiBold*

Tagline and logo  
aligned on bottom  
margin  
*Tagline set in  
Raleway SemiBold*

Right text margin

### Raleway Font

*Raleway is available  
in the Ontario Builds  
[template folder](#)*

## Sign Components — French Designated Areas

Please use only official sign templates provided by Ontario Builds



The baselines for the taglines and project name are evenly spaced vertically. If necessary, longer project names may easily add an extra line without much redesign.

### Raleway Font

*Raleway is available in the Ontario Builds [template folder](#).*

## Partnership Signage

### English Areas



### Standard sign size:

- 26 x 13 feet

### Optional sign sizes

(if 26 x 13 is not permitted):

- 16 x 8 feet
- 8 x 4 feet

### French Designated Areas (FDA)



### French Signage

Please check this [list of French Designated Areas](#) to see if your project requires a bilingual sign.

## Partnership Sign Components — English

Please use only official sign templates provided by Ontario Builds

Building Ontario

**New Windsor-Essex  
Hospital**

Part of our \$50 billion plan to build hospitals

TORONTO MISSISSAUGA Ontario

Tagline  
*Set in Raleway SemiBold*

Name of the project  
*Set in Raleway ExtraBold*

Funding line  
*Set in Raleway SemiBold*

Logos aligned to baseline of Ontario wordmark

Monotone partner logos align to the left margin and flow in towards the center

Right text margin



### Raleway Font

Raleway is available in the Ontario Builds [template folder](#).

## Partnership Sign Components — French Designated Areas

Please use only official sign templates provided by Ontario Builds

Building Ontario

Bâtir l'Ontario

**New Windsor-Essex Hospital**

**Nouvel hôpital Windsor-Essex**

Part of our \$50 billion plan to build hospitals

Notre plan de 50 milliards de dollars pour construire des hôpitaux

TORONTO

MISSISSAUGA

Ontario

Tagline  
*Set in Raleway SemiBold*

Project name  
*Set in Raleway ExtraBold*

Funding line  
*Set in Raleway SemiBold*

Logos aligned to baseline of Ontario wordmark

Monotone partner logos align to the right margin and flow in towards the center



The baselines for the taglines and project name are evenly spaced vertically. If necessary, longer project names may easily add an extra line without much redesign.

### Raleway Font

*Raleway is available in the Ontario Builds [template folder](#).*

## Federal Funding: Signage

### Federal Funding

Projects that receive federal funding in addition to provincial funding must use the federal sign sizes. These templates are located in the "Sizes for Infrastructure Canada Signs" folder.

### English Areas



### Federal sign sizes:

- 1951mm x 1220mm (6.4 x 4 feet)
- 3660mm x 2286mm (12 x 7.5 feet)
- 4880mm x 3050mm (16 x 10 feet)

### French Designated Areas (FDA)



### French Signage

Please check this [list of French Designated Areas](#) to see if your project requires a bilingual sign.

## Federal Funding: Sign Components — English

Please use only official sign templates  
provided by Ontario Builds

The sign features a blue background with white text and the Ontario logo. Dotted lines indicate alignment and margins. Callouts on the right provide specific instructions for each text element.

**New Windsor-Essex  
Hospital**

Part of our \$50 billion plan  
to build hospitals

Building Ontario

Ontario 

Right text margin

Name of the project  
*Set in Raleway ExtraBold*

Funding line  
*Set in Raleway SemiBold*

Tagline and logo aligned  
on bottom margin  
*Tagline set in  
Raleway SemiBold*

### Raleway Font

*Raleway is available  
in the Ontario Builds  
[template folder](#)*

## Federal Funding: Sign Components — French Designated Areas

Please use only official sign templates provided by Ontario Builds


**New Windsor-Essex Hospital**

Part of our \$50 billion plan to build hospitals

**Nouvel hôpital Windsor-Essex**

Notre plan de 50 milliards de dollars pour construire des hôpitaux

Building Ontario | Bâtir l'Ontario

**Ontario** 

Project name  
*Set in Raleway SemiBold*

Funding line  
*Set in Raleway ExtraBold*

The baselines for the taglines and project name are evenly spaced vertically. If necessary, longer project names may easily add an extra line without much redesign.

Logo and taglines aligned on baseline

### Raleway Font

Raleway is available in the Ontario Builds [template folder](#).

## Federal Funding: Partnership Signage

### Federal Funding

Projects that receive federal funding in addition to provincial funding must use the federal sign sizes. These templates are located in the "Sizes for Infrastructure Canada Signs" folder.

### English Areas



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### French Designated Areas (FDA)



### French Signage

Please check this [list of French Designated Areas](#) to see if your project requires a bilingual sign.

## Federal Funding: Partnership Sign Components — English

Please use only official sign templates provided by Ontario Builds

Building Ontario

**New Windsor-Essex  
Hospital**

Part of our \$50 billion plan to build hospitals

TORONTO MISSISSAUGA Ontario

Tagline  
*Set in Raleway SemiBold*

Name of the project  
*Set in Raleway ExtraBold*

Funding line  
*Set in Raleway SemiBold*

Logos aligned to baseline of Ontario wordmark

Monotone partner logos align to the left margin and flow in towards the center

Right text margin



**Raleway Font**  
*Raleway is available in the Ontario Builds [template folder](#).*

## Federal Funding: Partnership Sign Components — French Designated Areas

Please use only official sign templates provided by Ontario Builds

Building Ontario

Bâtir l'Ontario

**New Windsor-  
Essex Hospital**

**Nouvel hôpital  
Windsor-Essex**

Part of our \$50 billion plan  
to build hospitals

Notre plan de 50 milliards de  
dollars pour construire des hôpitaux

TORONTO

MISSISSAUGA

Ontario

Tagline  
*Set in Raleway SemiBold*

Project name  
*Set in Raleway ExtraBold*

Funding line  
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The baselines for the taglines and project name are evenly spaced vertically. If necessary, longer project names may easily add an extra line without much redesign.

Logos aligned to baseline of Ontario wordmark

Monotone partner logos align to the left margin and flow in towards the center



### Raleway Font

*Raleway is available in the Ontario Builds [template folder](#).*