



First Nations  
**FINANCIAL  
MANAGEMENT  
BOARD**

**CONSEIL  
DE GESTION  
FINANCIÈRE** des  
Premières Nations

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# **SECTION 01:**

# **LOGO**

ENGLISH LOGO - VERTICAL



First Nations  
**FINANCIAL  
MANAGEMENT  
BOARD**

## CLEAR SPACE & MINIMUM SIZE

A minimum clearance space from any other graphics, text and/or design elements has been set in order to ensure legibility and integrity of the logo.



The letter “F” will be used as the measurement unit for the logo margins.



1" (96 pixels)

## ENGLISH LOGO VERSIONS - VERTICAL

Logos are provided in three variations to accommodate various usage needs.  
Whenever possible, the logos should be printed in full-colour versions.



Colour



Black



Reverse - White

## FRENCH LOGO VERSIONS - VERTICAL

The French logo has the same composition as the English. Same rules regarding the clear space and minimum size apply.



Colour



Black



Reverse - White

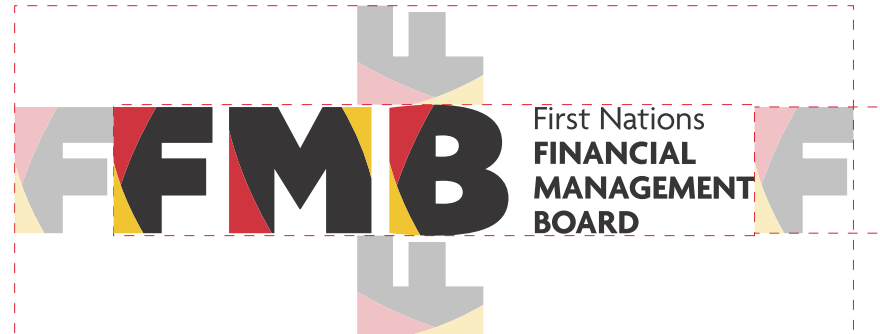
## ENGLISH LOGO - HORIZONTAL





## CLEAR SPACE & MINIMUM SIZE

A minimum clearance space from any other graphics, text and/or design elements has been set in order to ensure legibility and the integrity of the logo.



The letter “F” will be used as the measurement unit for the logo margins.



2.5" (240 pixels)

## ENGLISH LOGO VERSIONS - HORIZONTAL



Colour



Black



Reverse - White

## FRENCH LOGO VERSIONS - HORIZONTAL

The French logo has the same composition as the English. Same rules regarding the clear space and minimum size apply.



Colour



Black



Reverse - White

## BILINGUAL LOGO

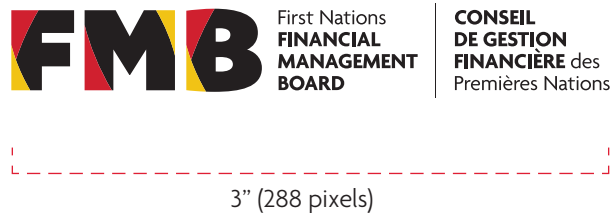


## CLEAR SPACE & MINIMUM SIZE

A minimum clearance space from any other graphics, text and/or design elements has been set in order to ensure legibility and the integrity of the logo.



The letter "F" will be used as the measurement unit for the logo margins.



## BILINGUAL LOGO OPTIONS



Colour



Black



Reverse - White

## LOGO VIOLATIONS

Below are some (but not limited to) examples of incorrect logo usage.



Do not stretch or expand the logo.



Do not change the original colours of the logo.



Do not change the lockup or composition of the logo.



Do not rotate or skew the logo.



Do not change the font used in the logo.



Do not add any special effects to the logo.

## LOGO USAGE

Be mindful when picking which version of the logo to use. Ensure that the version of the logo fits well with the collateral it is going on. For example, for an object like a pen, the horizontal would be more suitable because the surface is wider.



The horizontal version is used in this example ad design because the height of the space on the bottom is very small.



The vertical version is used in this example due to the narrow format.



# **SECTION 02:**

# **TYPOGRAPHY**

## PRIMARY TYPEFACE: AGENDA

The brand typeface is Agenda, a fresh humanist sans serif typeface known for its distinctive and carefully crafted detailed letterforms. Agenda comes in a wide range of weights and styles, allowing flexibility in design and composition.

THIN	AaBbCcDdEeFfGgHhIiJjKkLl 1234567890.,!/?/()[]*
LIGHT	AaBbCcDdEeFfGgHhIiJjKkLl 1234567890.,!/?/()[]*
REGULAR	AaBbCcDdEeFfGgHhIiJjKkLl 1234567890.,!/?/()[]*
ITALIC	<i>AaBbCcDdEeFfGgHhIiJjKkLl</i> <i>1234567890.,!/?/()[]*</i>
SEMIBOLD	<b>AaBbCcDdEeFfGgHhIiJjKkLl</b> <b>1234567890.,!/?/()[]*</b>
SEMIBOLD ITALIC	<b><i>AaBbCcDdEeFfGgHhIiJjKkLl</i></b> <b><i>1234567890.,!/?/()[]*</i></b>
BOLD	<b>AaBbCcDdEeFfGgHhIiJjKkLl</b> <b>1234567890.,!/?/()[]*</b>
BOLD ITALIC	<b><i>AaBbCcDdEeFfGgHhIiJjKkLl</i></b> <b><i>1234567890.,!/?/()[]*</i></b>

## SECONDARY & WEB FONT: ARIAL

In cases where the primary font is not available, Arial should be used.

REGULAR	AaBbCcDdEeFfGgHhIiJjKkLl 1234567890.,!/?/()[]*
ITALIC	<i>AaBbCcDdEeFfGgHhIiJjKkLl</i> <i>1234567890.,!/?/()[]*</i>
BOLD	<b>AaBbCcDdEeFfGgHhIiJjKkLl</b> <b>1234567890.,!/?/()[]*</b>
BOLD ITALIC	<b><i>AaBbCcDdEeFfGgHhIiJjKkLl</i></b> <b><i>1234567890.,!/?/()[]*</i></b>

# **SECTION 03:**

# **COLOUR PALETTE**

## COLOURS

FMB's colours are red, black, yellow and white. The colour palette can be used across all printed and electronic (web/email) communications – available in PMS (Pantone/spot colour), CMYK (four-colour process printing) and HEX (websafe colour) reference numbers. RGB can be used for Word and PowerPoint applications. Please follow this legend to ensure the best use of colour in any medium.

- **Pantone Coated (PMS C):** Print materials on coated stock.
- **CMYK:** Print materials on 4 colour process.
- **RGB:** Computer and monitor display.
- **HEX#:** CSS colour code.



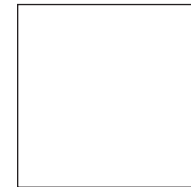
**YELLOW**  
**PMS 7406C**  
**CMYK:** 6, 22, 100, 0  
**RGB:** 245, 196, 0  
**HEX#:** F5C400



**BLACK 100%**  
**CMYK:** 0, 0, 0, 100  
**RGB:** 0, 0, 0  
**HEX#:** 000000



**RED**  
**PMS 186C**  
**CMYK:** 12, 100, 91, 3  
**RGB:** 207, 10, 44  
**HEX#:** CF0A2C



**WHITE**  
**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**HEX#:** FFFFFFFF

# **SECTION 04:**

# **STATIONERY**

## DOUBLE-SIDED BUSINESS CARD



## LETTERHEAD



Dear Mr. Lorem Ipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pretium viverra suspendisse potenti nullam ac tortor vitae purus. Sed faucibus turpis in eu mi. Vestibulum morbi blandit cursus risus. Tincidunt praesent semper feugiat nibh. Aliquam ut porttitor leo a diam sollicitudin. Ut tortor pretium viverra suspendisse. Congue nisi vitae suscipit tellus mauris a diam maecenas sed. Sed viverra tellus in hac. Mauris cursus mattis molestie a iaculis. Diam sollicitudin tempor id eu nisl nunc. Neque sodales ut etiam sit amet nisl. Vestibulum morbi blandit cursus risus at ultrices mi. Nibh mauris cursus mattis molestie a iaculis at erat. Amet justo donec enim diam vulputate ut.

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Best regards,

Ms. Lorem Ipsum

Head Office:  
100 Park Royal, Suite 300  
West Vancouver, BC  
V7T 1A2

125 Garry Street, Suite 850  
Winnipeg, MB  
R3C 3P2

170 Laurier Ave W, Suite 608  
Ottawa, ON  
K1P 5V5

1410 rue Stanley, Suite 1015  
Montreal, QC  
H3A 1P8



FOLDER



## EMAIL SIGNATURE

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