

Our Identity

Visual guidelines 1.0

The new branding embodies innovation and boldness, while honouring Boréal's history, roots and resilience.

As a hub for education, culture, and community, Boréal looks to the future with confidence and a renewed commitment to its diverse clientele and the French-speaking communities it serves.

Boréal is more than a logical choice, it's a choice that could change everything!



Using the logo

To maintain the brand's consistency, it is crucial that the logo is never modified. Only the official logo is authorized.

The approved versions of the logo can be found here:

Employees: [Intranet Boréal](#)

General public: collegeboreal.ca/en/about-us/media-communications

If you have any questions, or if you require assistance or a version that is not listed, please email us at marketing@collegeboreal.ca.



Primary logo



Secondary logo



Unifying symbol



Black and white logos



Usage

Important Reminders

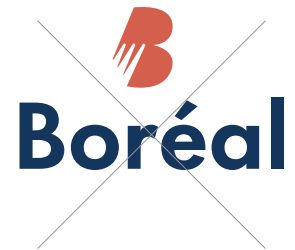
The logo has been carefully designed for legibility and visual balance and must not be altered.



Do not move the logo's symbol.



Do not add any text to the logo.



Do not change any colours in the logo or symbol.



Do not place the logo on an image that lacks contrast.



Do not use the gradient logo on a background having a similar or gradient colour.



Do not modify the size of the symbol or text.



Do not add visual elements to the logo.



Still not sure?

You have a special request or more questions?
Please reach out to us at: marketing@collegeboreal.ca

Colours

Diversity and Energy

Inspired by the northern lights, our brand colours reflect the diversity of our members, clients and communities.

PMS 101-15

79 C
84 M
8 Y
38 blk

#3d2e61

PMS 81-16

11 C
100 M
2 Y
28 blk

#a30861

PMS 58-7

1 C
91 M
60 Y
13 blk

#ce3043

PMS 53-6

2 C
73 M
67 Y
11 blk

#d55b46

PMS 34-6

0 C
55 M
71 Y
1 blk

#f28a4f

PMS 108-16

97 C
55 M
3 Y
58 blk

#003560

PMS 101-15

79 C
84 M
8 Y
38 blk

#3d2e61

PMS 106-7

82 C
47 M
0 Y
0 blk

#3e67cE

PMS 127-15

89 C
2 M
56 Y
10 blk

#00947f

PMS 151-8

67 C
0 M
98 Y
7 blk

#50a936

Typography

Our official font is **Futura Now Headline**. It is a modern, yet simple typography that ensures readability. If you are working without access to Futura Now, please use Century Gothic.

Boréal
Depuis 1995

Futura Now Headline Light

Un choix qui
change tout.

**Étudier ici, c'est
découvrir tout un
monde.**

Futura Now Headline Regular

Un choix qui
change tout.

Apprendre, ça
c'est notre accent.

Futura Now Headline Medium

Un choix qui
change tout.



If you require any additional information relating to typography usage, please contact us.

marketing@collegeboreal.ca

Futura Now Headline Bold

**Un choix qui
change tout.**