

Brand Guidelines.

Version 1.0



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INTRODUCTION

Using our brand guidelines

Need content assets or help integrating our brand guidelines? Contact our marketing team at info@researchnb.ca

Brand guidelines are like our brand rule book. They are the ‘what to do’ and ‘what not to do’ with our brand visuals, so that you consistently showcase our brand to the world in the correct way.

They help ensure that our business is consistent when applied to various marketing collateral – whether print, digital or large-format scale.

By following these guidelines you can actively promote ResearchNB in the most effective way, allowing for a consistently recognizable brand that stands out from competitors and remains memorable in our audiences’ mind.

INTRODUCTION

About the brand

ResearchNB is the 'top level' of a dynamic powerhouse that will promote New Brunswick as a Canadian research hub – and support our growing roster of leading researchers.

As a government-funded organization in an officially bilingual province, maintaining collateral in both English and French is a must. Refer to our organization's policies for more information.

PURPOSE

We want New Brunswickers to thrive because of the research that's happening here.

From attracting researchers and clinical talent to creating opportunities for New Brunswick's research ecosystem - we want to facilitate the complex critical connections research needs to be successful from the ground up. The purpose-driven research we promote changes lives, strengthens health care systems, and leads to innovative practices and products.

VALUES

New Brunswickers first, always

Win-win collaborations

Smart, modern experiences for partners and researchers

Credible, rigorously reviewed research

Simplification of complex concepts for better understanding

Industry-leading practices, including leading-edge healthcare systems

INTRODUCTION

Tagline

The tagline can be used with OR without the preheader 'A thriving research & Innovation Ecosystem.'

Since our brand is new, some elements of our branding are fluid including this tagline. As our message develops, we will select a strapline that better reflects our organization's vision and mission.

A THRIVING RESEARCH & INNOVATION ECOSYSTEM

The future of research in NB.

INTRODUCTION

Key messages

Our key messages play a crucial role in shaping the communication and perception of our brand. They serve as concise, impactful statements that encapsulate the essence, values, and unique selling points of ResearchNB.

For more information on our tone and brand approach, refer to our Brand Strategy.

Research & innovation for a thriving New Brunswick.

- We fund intentional research projects and promote industry-leading practices that keep us at the forefront of modern research and healthcare.
- We act as the catalyst to create win-win collaborations and attract new partners.
- We put New Brunswickers first, always - leveraging our unique attributes to create new research and investment opportunities.

LOGOS & BRAND MARKS

Primary logo

Our logo is a vital component of our brand. Treat it right.

The logo conveys the complexity of research together with the dynamic ecosystem necessary for its success. Similar to how New Brunswickers will thrive because of the research happening here, this hub is modern and bright - representing the future of our province, whose healthcare systems and innovation practices are industry-leading. NB is secure within the brand, illustrating the commitment to New Brunswick first.

The primary logo of ResearchNB is used in most cases. Sub marks are used in place of the primary logo only when it does not fit with the collateral.

Best Used For
Large displays
Brochures
Signage



LOGOS & BRANDMARKS

Logo variations

To be used in place of the logo where an icon can be recognized. This could include social media or merch.

Brand Element & Favicon
Used as a visual element to enhance visual design.

Secondary Logo
The Secondary logo can be used alone for the following scenarios:

- Social media
- Swag and merchandise
- Internal documents

!! Please do not create other versions including single-language or stacked logos. Only the logos shown in these brand guidelines are approved for use !!

BRAND ELEMENT & FAVICON



SECONDARY LOGO , ICON



LOGOS & BRANDMARKS

Business unit hierarchy

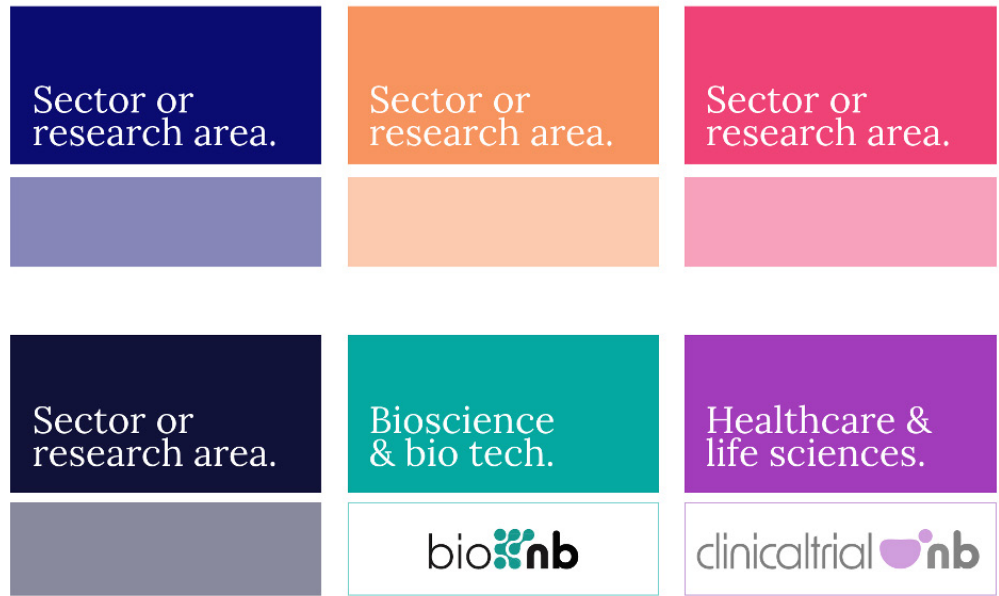
The main ResearchNB brand serves as the foundation and guiding force for all other business units or sub-brands, creating a cohesive ecosystem that leverages the strength and reputation of the parent brand.

As a parent brand, it provides a unifying framework, values, and visual identity that aligns with the overall brand strategy. While each business unit or sub-brand may have its own unique positioning and offerings, they all share a common thread that ties them back to the main brand. This relationship ensures consistency in brand messaging, customer experience, and brand perception, fostering trust and loyalty among consumers. By maintaining a strong connection between the main brand and its business units, we create a sense of synergy and amplify the impact of our brand in the market.

PRIMARY BRAND



BUSINESS UNITS



BRAND STYLE

Colour palette

Colour is an integral part of brand identity, consistent use of the colour palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a vibrant, modern feeling to our audience.

PRIMARY COLOURS



CMYK 100/98/24/10
HEX #2C2B72



CMYK 0/97/28/0
HEX #FF1071



CMYK 0/59/76/0
HEX #FF8548



CMYK 77/7/45/0
HEX #FF8548



CMYK 48/84/0/0
HEX #A23CBA

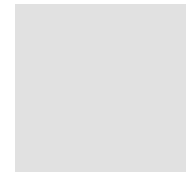
NEUTRALS



CMYK 98/94/43/55
HEX #111239



CMYK 66/58/45/22
HEX #5a5b67



CMYK 10/8/8/0
HEX #e1e1e1



CMYK 0/0/0/0
HEX #FFFFFF

GRADIENTS



CMYK 100/98/24/10
75/17/3
HEX #2C2B72
#00a4d8



CMYK 0/97/28/0
0/59/76/0
HEX #FF1071
#FF8548



CMYK 77/7/45/0
77/7/45/0
HEX #001A3E
#FF8548

BRAND STYLING

Text hierarchy

The font hierarchy shown is a suggestion to understand the application of our fonts in most cases.

Left, right, centered alignments are preferred. Justified just feels too stuffy.

!! Important !!

When applicable, use the bold headline on the left edge of the page. See next page for examples.

HEIRACHY EXAMPLE

PREHEADER EXAMPLE HERE

This is a big bold headline.

Ficid untiam delese sit et quo.

Curabitur leo metus, suscipit in posuere sit amet, tincidunt sit amet ante. Nulla pretium, lorem et posuere dapibus, ligula erat congue odio, et luctus arcu lorem in nulla. Nam condimentum ligula dolor, eu bibendum massa tincidunt et.

Ficid untiam delese sit et quo.

Maximusdae estoresciur assitas volluptatis veliquiate optatio ribustrum as ipsam, adio. Nulla pretium, lorem et posuere dapibus, ligula erat.

BRAND STYLING

Fonts

The font hierarchy shown is a suggestion to understand the application of our fonts in most cases.

Left, right, centered alignments are preferred. Justified just feels too stuffy.

!! Important !!

When applicable, use the bold headline **FULL LEFT**

Aa

Headlines
Poppins Bold
Tracking -60pt

Nn

Sub
Headlines
Lora Medium
#5A5B67

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7
8 9 0 ! @ # \$ % ^ & * () _ +

Body
Copy
Lora Regular
#5A5B67

BRAND LOOK

Visual aesthetic

Think “Dynamic Powerhouse”. The term “dynamic powerhouse” suggests a sense of energy, strength, and effectiveness. It implies an entity that is constantly adapting to changing circumstances, is resilient in the face of challenges, and possesses a high level of competence and productivity.

A dynamic powerhouse is an organization or a system that is highly efficient and capable of achieving its goals. It connotes a sense of innovation, creativity, and leadership, as well as a strong focus on achieving excellence in its endeavors. Overall, the term “dynamic powerhouse” suggests a force to be reckoned with - something that is highly effective and capable of achieving great things.

We capture this visually with bold text and use of colour.

Research projects with impact headline.

PARTNER FUNDED

Call for cardiovascular research proposals featured program.

Consectetur adipiscing elit. Ut accumsan quam in diam porta, quis hendrerit urna eleifend. Cras eget velit non leo malesuada ullamcorper. Phasellus facilisis et dui id maximus. Proin sit amet egestas lorem. Aenean vitae vestibulum nibh. Sed at vestibulum enim, a gravida ligula.

[Read More Button >](#)



BRAND STYLING

Photos

It is essential to select images that not only represent diversity but also authentically reflect the essence of 'New Brunswickers'.

Opt for real people and authentic photos whenever appropriate to convey an accurate representation of our brand.

Consider utilizing our gradient swatches as overlays on selected images to enhance visual impact and create a cohesive visual effect that aligns with our brand.

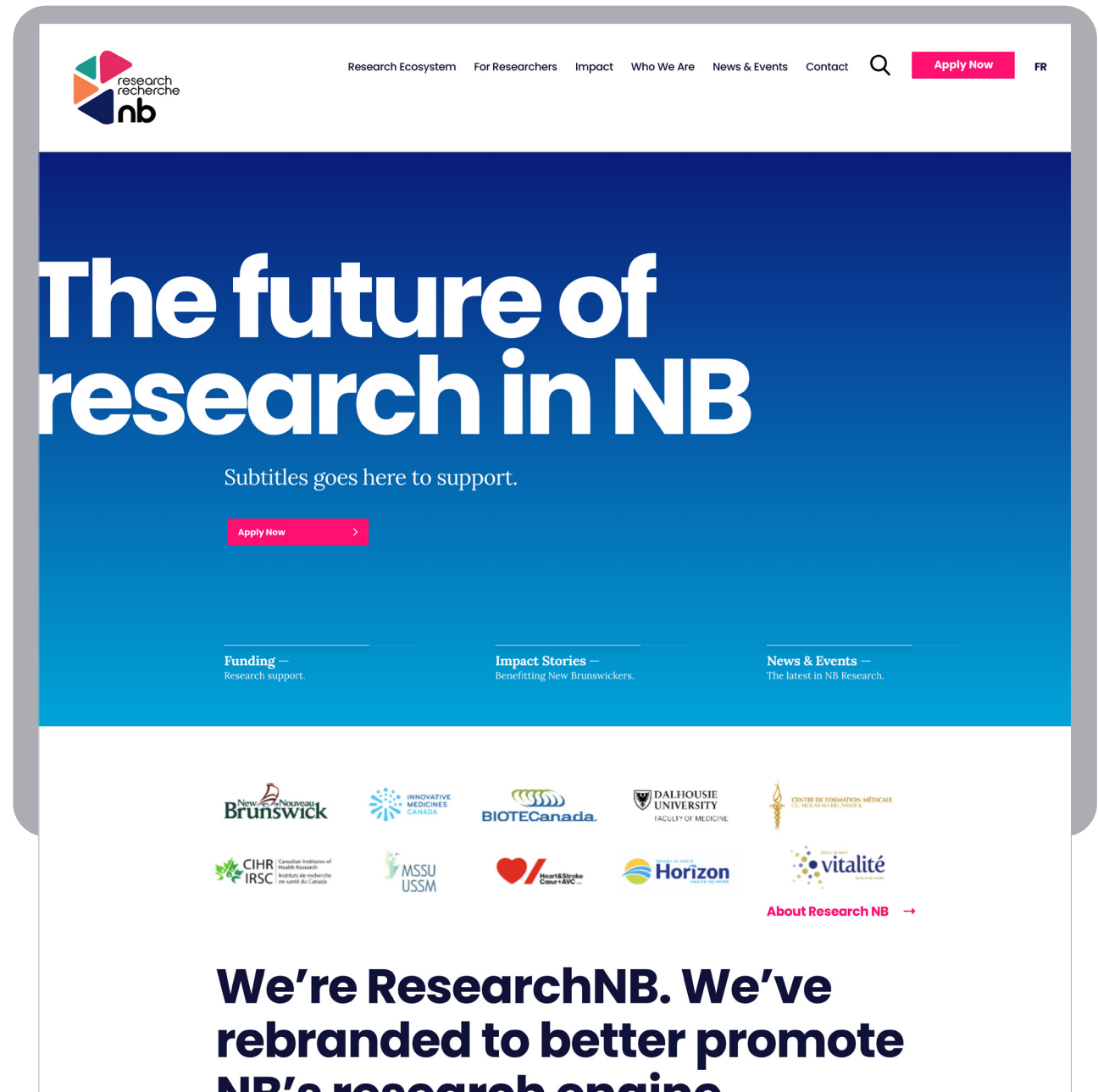


BRAND STYLING

Website

Graphics should be used strategically to enhance the visual appeal and user experience of our website. They should align with our brand and support the overall messaging and objectives of the content they accompany.

Maintain consistency in the style of website graphics to create a cohesive visual experience. This includes adhering to our brand's colour palette, typography guidelines, and visual elements. Ensure that the graphics harmonize with the overall look and feel of the website.



BRAND STYLING

Website

Place graphics purposefully, considering the content hierarchy and user flow. Align them with surrounding text or elements to create a visually balanced and intuitive layout. Avoid cluttering the page with excessive or unrelated graphics.

Additionally, for clear visual distinction and to draw attention, designate Call to Action buttons and links with our magenta. This consistent use of Call to Action elements helps guide users' attention and promotes a cohesive brand experience

Research is transforming health care.



Research happening here has a direct impact on the lives of our citizens.

From groundbreaking discoveries to a better healthcare system, research and innovation benefit New Brunswickers. Our province's researchers have made significant strides in areas like cancer treatment and senior care, unveiling innovative approaches to improving the quality of life for our residents.

By investing in research, we are shaping a future where cutting-edge healthcare solutions are readily accessible, providing hope and fostering well-being for our communities.

[Read More >](#)

MORE IMPACT STORIES

[NB recruits top US researcher from rehabilitation hospital](#)



[Université de Moncton health researchers are helping truck drivers take the wheel for their own health.](#)



BRAND STATIONARY

Card & letterhead

Strive for clean, uncluttered layouts.

Emphasize minimalism, ensuring that key brand elements such as logos, typography, and colour palette take center stage. By keeping the design simple and refined, we create a streamlined and professional impression that aligns with our brand identity.





researchnb.ca

