BRAND IMAGE AND GRAPHIC STANDARDS GUIDE

This guide describes the graphic standards to be respected when using the PROCURE visual identity. These standards were created to facilitate the quality control of PROCURE's brand image by its various users.

Any use of the PROCURE logo must be approved by PROCURE team members before distribution or printing. Logos will be shared upon request and approval for use.

For more information, contact us at communications@procure.ca or at (514) 341-3000.

OFFICIAL LOGO

Download the official PROCURE logo here.

Black and blue logo (main)	White logo (secondary)

Please use the following files for:

- Conventional printing: CMYK
- PMS color printing: 2C
- Digital publication: RGB

.AI files will only be provided for printing purposes pre-approved by the PROCURE team.

Standards for using the PROCURE logo

1. The logo is bilingual and must be used in both official languages (French and English).
2. For any integration, the black and blue logo is preferred at all times.
3. The black and blue logo is used only on a white or very pale background.
4. The white logo is used on any other background (black, dark, colored).
5. Only use the logo on a background that allows good legibility of the logo.
6. No color adjustments can be made to the logo.
7. Always respect the protection zone around the logo.
8. Never add effects or shading to the logo.

Authorized uses

COLORIMETRY

Official PROCURE colors.

PMS 285 C	PMS Black 6C
Web 1f70b8 RGB 31.112.184 CMYK 86.54.0.0	Web 000000 RGB 0.0.0 CMYK 40.0.0.100