



WINDSOR REGIONAL  
**Employment Network**  
Windsor-Essex · Chatham-Kent · Sarnia-Lambton

# Brand Book

An important guide to the visual brand of  
Windsor Regional Employment Network (WREN)



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# Primary Logo Variations

The layers of the WREN logo represent our three regions, Windsor-Essex, Chatham-Kent, and Sarnia-Lambton, all encapsulated within a circle to symbolize inclusivity. The colours—aqua, green, and blue—reflect the landscapes of southwestern Ontario.

## Horizontal with region tag:

The horizontal version with region tagline is the primary logo and should be used in most instances where space permits.

ENGLISH



FRENCH



## Horizontal without region tag:

The horizontal version without region tagline is appropriate variation when the logo is being used at a small size and legibility of the region tagline is questionable. Every effort should be made to ensure the region names are mentioned within view of the logo.

ENGLISH



FRENCH



# Secondary Logo Variations

## Stacked with region tag:

The stacked version with region tagline is the secondary logo and can be used when horizontal space is limited.

ENGLISH



FRENCH



## Stacked without region tag:

The stacked version without region tagline is appropriate variation when the logo is being used at a small size and legibility of the region tagline is questionable. Every effort should be made to ensure the region names are mentioned within view of the logo.

ENGLISH



FRENCH



# Reversed Logo Variations

Reversed logo variations can be placed over a photograph or used on darker coloured backgrounds.



# Monochrome Logo Variations

Solid black or white variations should be reserved for non-conventional printing products such as laser engravings, embroidery or textile printing, as well low-contrast reproduction such as faxing or photocopying.

Additionally, black or white variations can be used for partnership marketing where monochromatic versions are often preferred to avoid busy looking logo farms.



# Restrictions

The following examples illustrate what NOT to do when using the WREN logo. These examples apply to all versions of the logo.

## Incorrect usage of the logo:

- Do not adjust the colours of the logo.
- Do not apply drop shadows, gradients or other effects.
- Do not rotate or resize any part of the logo.
- Do not change the arrangement of the logo.
- Do not use the logo on a background colour that creates low contrast between it and the logo.
- Do not apply the logo on a busy photo that impairs legibility.



# Reproduction Standards

## Minimum Sizing

The minimum size depends on the application. In general, the logo should be used only where there is adequate space to ensure legibility.

### Horizontal with region tag (Primary):

ENGLISH



2.25 inches | 216 pixels

FRENCH



2.25 inches | 216 pixels

### Horizontal without region tag:

ENGLISH



2 inches | 192 pixels

FRENCH



1.6 inches | 154 pixels



# Minimum Sizing Cont'd

## Stacked with region tag (Secondary):

ENGLISH



WINDSOR REGIONAL  
**Employment  
Network**

Windsor-Essex · Chatham-Kent · Sarnia-Lambton

1.75 inches | 168 pixels

FRENCH



**Réseau d'emploi**

RÉGIONAL DE WINDSOR

Windsor-Essex · Chatham-Kent · Sarnia-Lambton

2.2 inches | 211 pixels

## Stacked without region tag:

ENGLISH



WINDSOR REGIONAL  
**Employment  
Network**

1 inch | 96 pixels

FRENCH



**Réseau d'emploi**  
RÉGIONAL DE WINDSOR

1.2 inches | 115 pixels

## Clear Space

Our logo should always have space to breathe. Think of it this way—it's easier to recognize someone you know when there's no one around them compared to finding them in a crowd. The illustration below shows the minimum breathing room that must be kept clear around the logo. This simple system is scalable and is based upon measurements of the icon, so whether you're placing the logo on a website or trade show banner, you can ensure that it has the space it needs and deserves.



# Colour Palette

The Windsor Regional Employment Network colour palette is restricted to the colours below. This gives the brand a consistent look and feel that enables the brand to be distinguished instantly.

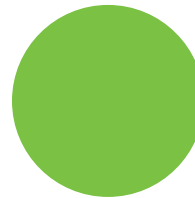
WREN Blue is our primary colour and we ask for it to be used in all our materials.

## Primary Colour

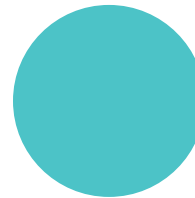


WREN Blue | #0E56A7 | C96 M74 Y0 K0 | R14 G86 B167

## Secondary Colours

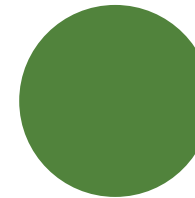


WREN Green  
#7AC144  
C57 M0 Y99 K0  
R122 G193 B68

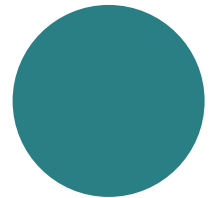


WREN Aqua  
#4CC3C7  
C63 M0 Y25 K0  
R76 G195 B199

## AODA Compliant Values



AODA Green  
#51822B  
C72 M28 Y100 K13  
R81 G131 B43



AODA Aqua  
#2A7F84  
C82 M34 Y45 K8  
R41 G127 B132

# Typography

## Montserrat

Montserrat is our primary typeface, which means it should be used whenever possible—particularly for headings and large text.

Montserrat is a free Open Font License (OFL) font and can be used in print, digital or any other commercial medium.

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Semi Bold

Montserrat Bold

Montserrat Extra Bold

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

?!@#\$%^&\*(),,;:



## Usage

Whenever possible, follow these guidelines to display the best possible hierarchy and legibility.

### Headlines

Headlines should be at least 2 pt. sizes larger than the subtitle pt. size and no smaller than 12 pt. size for legibility.

### Body Copy

Set in regular or light and no smaller than 9 pt. size. Semibold or Bold is recommended for body copy when you need to emphasize a word or sentence.

#### Headline

Montserrat  
Bold, 30 pt.

**Employment services  
for job seekers,  
employers and  
community partners**

#### Subtitle

Montserrat  
Bold, 20 pt.

**Employment services for job seekers,  
employers and community partners**

#### Body Copy

Montserrat  
Bold, 12 pt.

Employment services for job seekers, employers  
and community partners



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**Employment Network**  
Windsor-Essex · Chatham-Kent · Sarnia-Lambton

Questions about the Windsor Regional Employment Network  
brand? Email [\*\*info@wrenetwork.ca\*\*](mailto:info@wrenetwork.ca)