

BRAND IDENTITY

Quick Guide

corus.

Logos / Primary Logo

Primary logo or secondary logo? When do I use them? The primary logo is used for all consumer facing applications. The green "O" represents the entertainment side of Corus.

PRIMARY LOGO



PRIMARY LOGO ON BLACK



Logos / Secondary Logo

QUICKGUIDE 2

Use the secondary logo for all internal facing applications.

SECONDARY LOGO



SECONDARY LOGO ON BLACK



Logos / 1 Colour

QUICKGUIDE 3

This should only be used when your application requires it. For example; stamps, die-cuts, embossing.

BLACK & WHITE LOGO

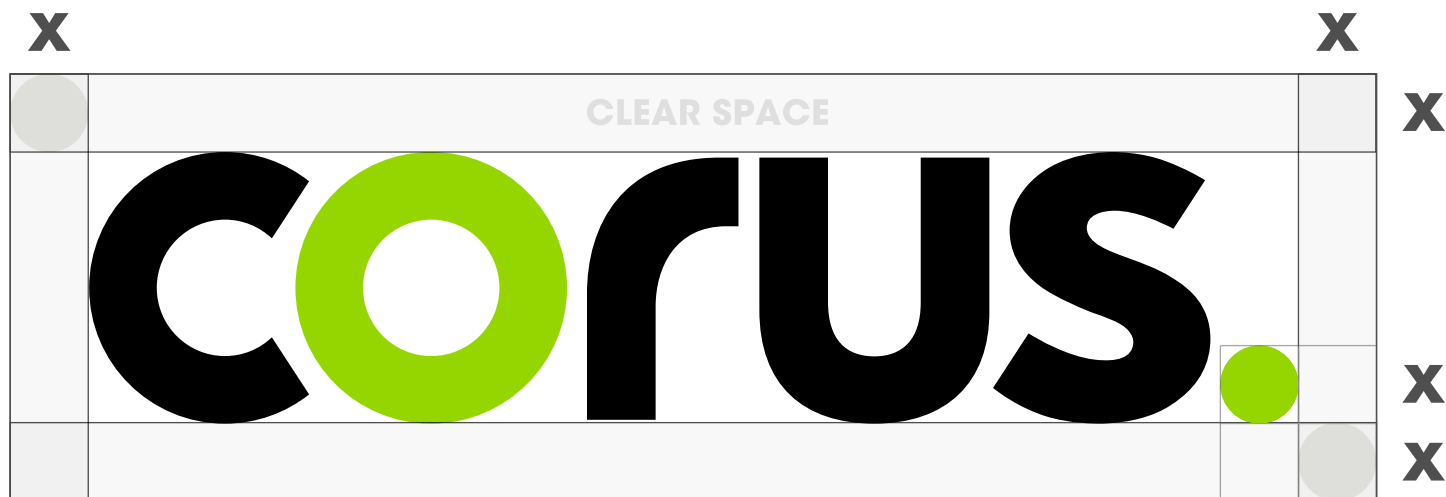
The logo consists of the word "corus." in a bold, lowercase, sans-serif typeface. The letters are black, and the period is also black.

KNOCK OUT LOGO



Logos / Safety Zone

It's important that the Corus logo doesn't feel congested or confined by other elements. When combining the Corus logo with other logos and properties, always respect the established clear space around the Corus logo.



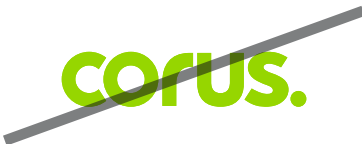
The height and width of the clear space is equal to the height and width of the period in the Corus logo (x).

Logos / Don'ts

To uphold the integrity of the Corus logo, here are some items to avoid.



Never fill the logo with non-Corus colours or gradients. The logo should only exist in green, black, and white.



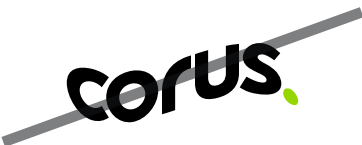
Never use Corus green for the entire Corus logo.



Never alter the relationship of the type and Corus dot.



The Corus logo should never appear without the Corus dot.



Never distort the Corus logo in any way.



Never apply filters, effects, or drop shadows to the Corus logo.



Never flip the Corus logo.



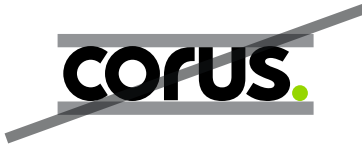
Never cover or obstruct the Corus logo with another element.



Never pinch or stretch the Corus logo.



Never outline the Corus logo.



Never put elements inside of the logo clear space area.



Never skew the Corus logo.

Logos / Backgrounds

To uphold the integrity and legibility of the Corus logo, here are some guidelines on choose the right logo for your background or the correct background for the logo.

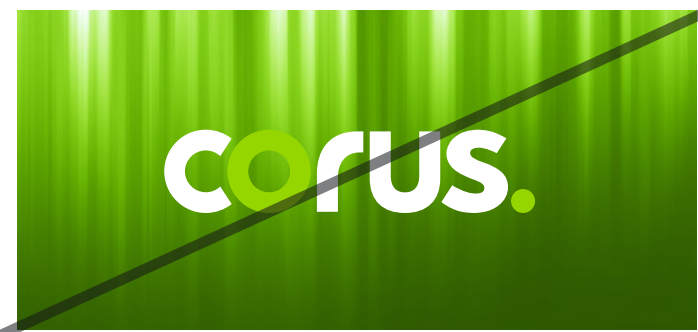
CORUS GREEN BACKGROUND

Avoid using the Corus logo on a straight green background. Use the Corus logo on black or white wherever possible.



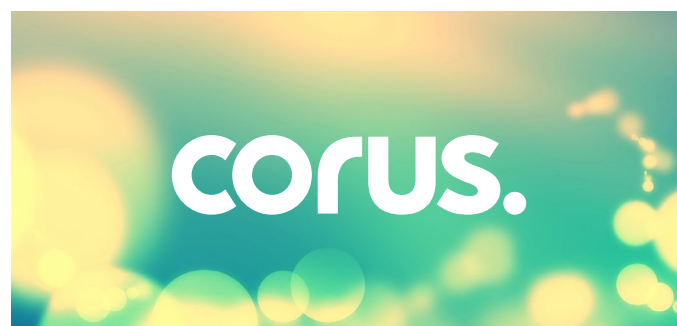
OTHER GREEN BACKGROUNDS

On other green backgrounds that may interfere with the green elements of the Corus logo, opt for using the black or white knockout logo instead.



BUSY BACKGROUNDS

If you are placing the logo over a colourful background, such as photography or video footage, opt for the logo that provides highest contrast and legibility.



BEST BACKGROUNDS

The best backgrounds for displaying the Corus logo is solid black or white, as they align most with our brand.



Logos / Extensions

In addition to the primary and secondary logo, there are logo extensions for various Corus initiatives. Choose the appropriate logo for your situation.



CORUS CENTRAL LOGO



CORUS CENTRAL LOGO (French)



CORUS MEDIA LOGO



CORUS AWARDS LOGO



CORUS STAR LOGO



CORUS CARES LOGO



CORUS WATERSIDE CHATS LOGO



CORUS FEEDS KIDS LOGO



CORUS VALUES LOGO



CORUS U LOGO



CORUS STUDIOS LOGO



CORUS INTERNATIONAL LOGO

Logos / File Formats

The Corus logos are available in several file formats. Please consider where the logo will be used and if it will require resizing or printing, and choose the ones most appropriate for your situation.

.ai

Adobe Illustrator vector format

Use this type of file when the logo will require resizing, especially for high resolution printing at large sizes. Alternatively, use the **.eps** format if you do not have access to Adobe Illustrator or equivalent software.

.eps

Generic PostScript file format

Use this type of file when the logo may require resizing. This file format can be opened or converted in most graphical editing software, and used in digital or print.

.png

Raster format with transparency

Use a .png file when a transparent background behind the logo is required. There are high-res .pngs for print and low-res .pngs for digital use.

.psd

Adobe Photoshop raster format

Use this type of file in digital or print applications where the logo will not require upsizing. It is a high-res layered file that can be modified within Adobe Photoshop.

.jpg

Flattened, raster file format

Use jpgs in applications that require flattened images. There are .jpg files in both high-res and one in low-res. Use the high-res logo on printed documents, and the low-res for digital applications such as social media, web items, memos and email signatures.



Vector files do not pixelate when enlarged.



Raster files may pixelate when enlarged.

Logos / Which Green? RGB

Which green should you use? In general, use the CMYK, PMS or RGB green for applications that require printing, and the RGB Screen Only green for items that will never be seen on paper.



RGB GREEN

For general applications seen both on screen and off screen. This includes documents meant for presenting on screens or projectors, but may also require print-outs. Also useful for email, memos, newsletters and other documents that are sent digitally but may be printed. When unsure if your document will be printed, this is a safe option.

For applications that will be professionally printed, please refer to the next two pages. For applications that will only be seen on a digital interface and never be printed, please refer to page 12.

USE FOR: POWERPOINTS / EMAIL SIGNATURE / FORMS / PROJECT BRIEFS / REPORTS / INTERNAL MEMOS

Logos / Which Green? CMYK

Which green should you use? In general, use the CMYK, PMS or RGB green for applications that require printing, and the RGB Screen Only green for items that will never be seen on paper.



CMYK GREEN

Use this logo for anything that requires printing. This includes prepress files for professional printing to offline forms and documents printed from office printers. Use for any print creative that does not call for spot colour printing.

For documents that will be seen digitally and printed, use the RGB logo from the previous page (9). For spot colour printing, use the logo on the next page (11).

USE FOR: MAGAZINE ADS / TRANSIT ADS / NEWSPAPER ADS / FLYERS / BULLETINS / MAILERS / EVENT POSTERS

Logos / Which Green? PMS

Which green should you use? In general, use the CMYK, PMS or RGB green for applications that require printing, and the RGB Screen Only green for items that will never be seen on paper.



PMS GREEN

Use this logo when spot printing or where absolute colour match is required. Use on corporate collateral such as business cards and letterheads, annual reports and official documents,

PMS colour codes should also be used for colour matching applications such as wall paint, apparel, premiums, signage, vinyl and other representations of the Corus brand.

USE FOR: CORPORATE COLLATERAL / ADS WHERE SPOT PRINTING IS REQUIRED / PREMIUMS / ANNUAL REPORTS

Logos / Which Green? SCREEN-ONLY

Which green should you use? In general, use the CMYK, PMS or RGB green for applications that require printing, and the RGB Screen Only green for items that will never be seen on paper. For indepth colour usage, refer to page 9 - 10.



SCREEN ONLY GREEN

Use this logo for all digital applications that do not require printing. This includes creative destined for video screens and web applications.

In instances where you are uncertain if your application may require printing, please use the RGB logo on page 9.

USE FOR: VIDEO REELS / PROMOTIONAL SPOTS / CORUS WEBSITE / WEB AND MOBILE BANNERS / DIGITAL ADS

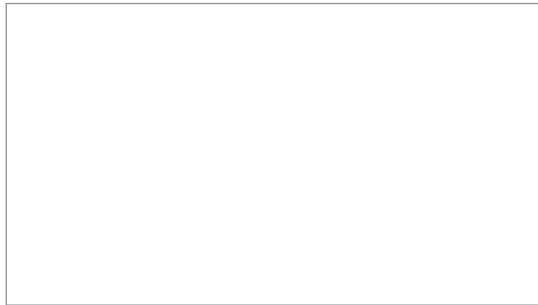
Colour / For Printing

QUICKGUIDE 13

Our colours give us our personality. We are bright, bold, and confident. To most accurately represent our brand, use the CMYK colours below for printed materials. For spot printing, use the PANTONE codes.



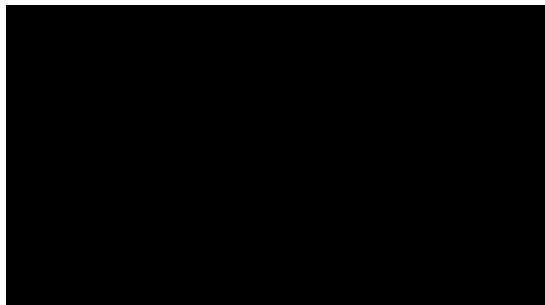
PANTONE BLACK
PMS 7547 C / U



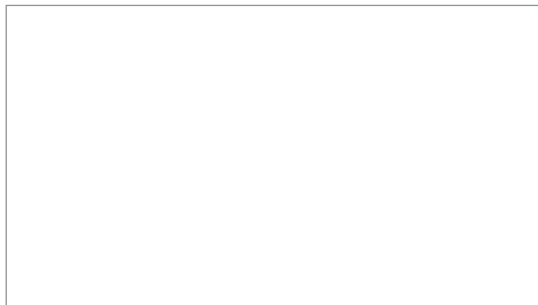
WHITE
CMYK: 0 / 0 / 0 / 0



PANTONE GREEN
PMS 375 C / U



CMYK BLACK
CMYK: 99 / 74 / 31 / 84



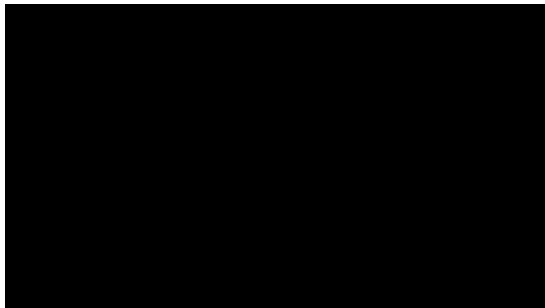
WHITE
CMYK: 0 / 0 / 0 / 0



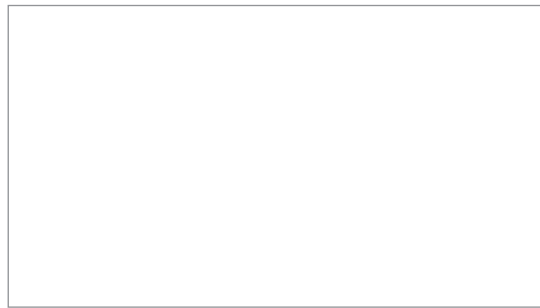
CMYK GREEN
CMYK: 46 / 0 / 90 / 0

Colour / For Screens

For documents that may be seen both on screen and printed (for example, memos, powerpoint presentations and usage guides such as this document) use the RGB colours. Use the RGB Screen Only colours only when absolutely sure that the application will not be printed (example, videos and web).



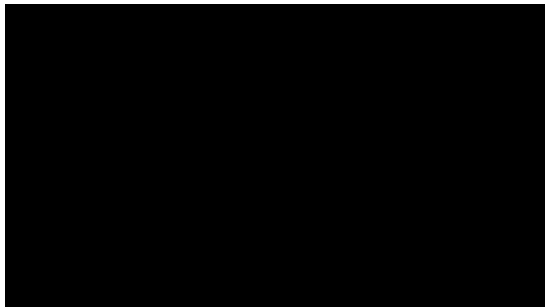
RGB BLACK
RGB: 20 / 22 / 25
HEX #141619



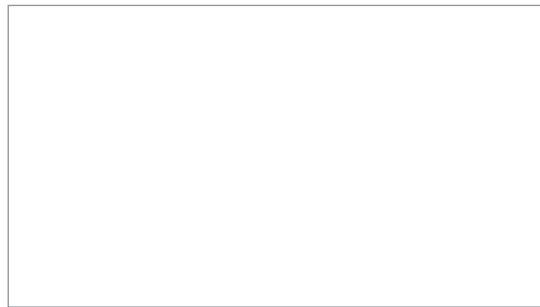
WHITE
RGB: 255 / 255 / 255
HEX #FFFFFF



RGB GREEN
RGB: 151 / 215 / 0
HEX #97D700



RGB SCREEN ONLY BLACK
RGB: 20 / 22 / 25
HEX #141619



WHITE
RGB: 255 / 255 / 255
HEX #FFFFFF



RGB SCREEN ONLY GREEN
RGB: 54 / 209 / 35
HEX #36D123

Fonts / Font Families

QUICKGUIDE 15

Here is an overview of how we use the fonts. So much of the identity design is about finding the balance and combining the signature elements in the right ways

Effra

This is our workhorse font. Effra is a clean, simple font, but best for body copy. Effra is a robust type family that takes care of everything that Avant Garde can't handle. Effra can be used in ALL CAPS for smaller titles but should otherwise remain in Sentence case.

ITC Avant Garde Gothic Bold

This is our personality and headline font. While remaining bold and fun, we use it mainly for titling and headlines. This font is a nice contrast to the Effra family. Play around with it and get to know the places and applications it feels good in.

There's plenty of opportunity in pairing it with messaging, photography and graphics to create designs that are fun and engaging. Always use Avant Garde in Title Case.

Fonts / General Usage

The Corus fonts are available for purchase at: www.myfonts.com

ITC AVANT GARDE GOTHIC STD - BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USED FOR:

Headlines
Spirit Language
Titles
Pull Quotes

EFFRA - LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USED FOR:

Secondary Titles
Captions
Pull Quotes

EFFRA - REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USED FOR:

Body Copy

Fonts / ITC Avant Garde Gothic Bold

QUICKGUIDE 17

The Corus fonts are available for purchase at: www.myfonts.com

ITC Avant Garde Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() . , : - /

Fonts / Effra

QUICKGUIDE 18

The Corus fonts are available for purchase at: www.myfonts.com

Effra

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*() .,: - /

Corus - Production Slates

QUICKGUIDE 19



Corus Owned/Distributed Content, Canadian Premiere - Nelvana

Credit 1: Nelvana

Credit 2: Corus

Corus Commissioned Content, Canadian Premiere

Credit 1: Independent Producer

Credit 2: Corus

Global TV/ET

Credit 1: Global or ET Canada

Credit 2: Corus



Corus Owned/Distributed Content, Canadian Premiere - Corus Studios

Credit 1: Independent Producer

Credit 2: Corus Studios

Corus - Stationery

QUICKGUIDE 20



For questions or inquiries, please contact reno.lee@corusent.com.

Corus - Business Cards

QUICKGUIDE 21



Corus Trade Marketing Examples

QUICKGUIDE 22

invitation
16.06.16

CORUS.

C-SUITE CONFERENCE

**Winning the path to purchase
featuring:**



Tony Chapman
Host/Moderator



Paul Smith
Keynote Speaker &
Best Selling Author

Latest additions:

Chris Bacon, EVP American Research Foundation
Insights on their recent groundbreaking ROI Study.

Case Studies
On content's role in successful path to purchase navigation from Wal-Mart and Johnson & Johnson.

Thought leadership from key companies including:
Hyundai, Cara Foods, PepsiCo., John Street.

Keynotes
Proprietary research
Case studies
Lunch & cocktails

Thursday, June 16th
Noon to 5pm
Corus Quay
25 Dockside Drive
Toronto

**svp here by
June 9th**

 **Click here for a message from Tony Chapman**

Co-sponsored by
ac
ra
Driving
Marketing
Success

CORUS.

Join us for the
2016
upfront
press
event
June 9th | 9:40AM

Please **RSVP** by June 1, 2016
upfront2016@corusent.com

Login details will be provided upon confirmation of attendance
This invite is non transferable

Corus - Trade Marketing / Banff World Fest

QUICKGUIDE 23

FLOOR BRANDED DECALS (INFO BOOTH)



IN ROOM SESSIONS (KEYNOTE SLIDE)

**coffee and
wifi?**
we've got you covered.



IN ROOM SIGNAGE - LOUNGE



PRE-AWARD
COCKTAIL SIGN



EVENT GUIDE AD

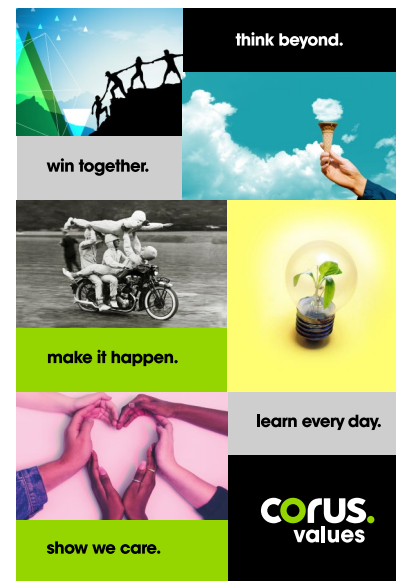
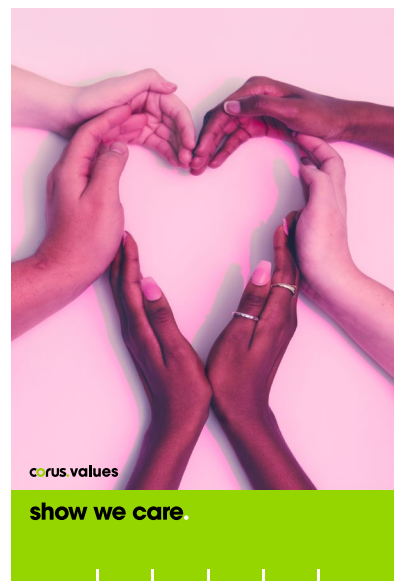
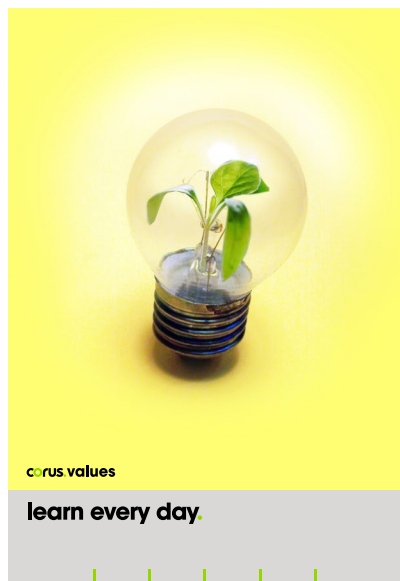
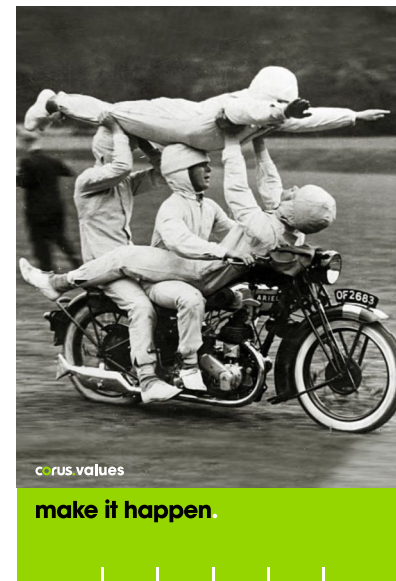
**Have an idea
you want to
shout from the
mountain top?**

Corus is a proud Grand Patron of the 2016 Banff World Media Festival
(and don't forget to visit us at the Corus WiFi Lounge)



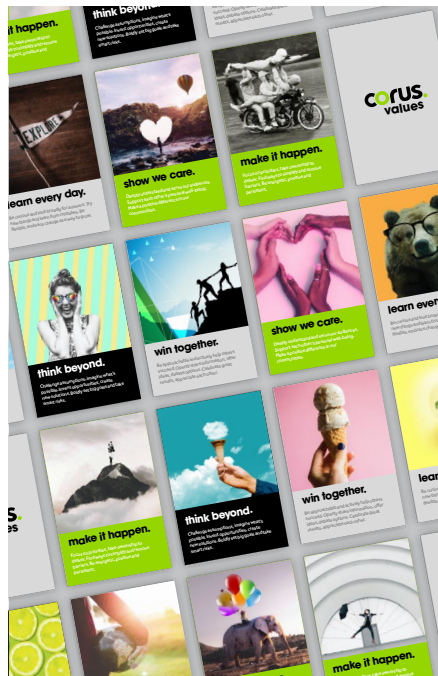
Corus Values - Modular

QUICKGUIDE 24



Corus Values - Modular cont.

QUICKGUIDE 25



MODULAR - MULTIPLE DESIGN

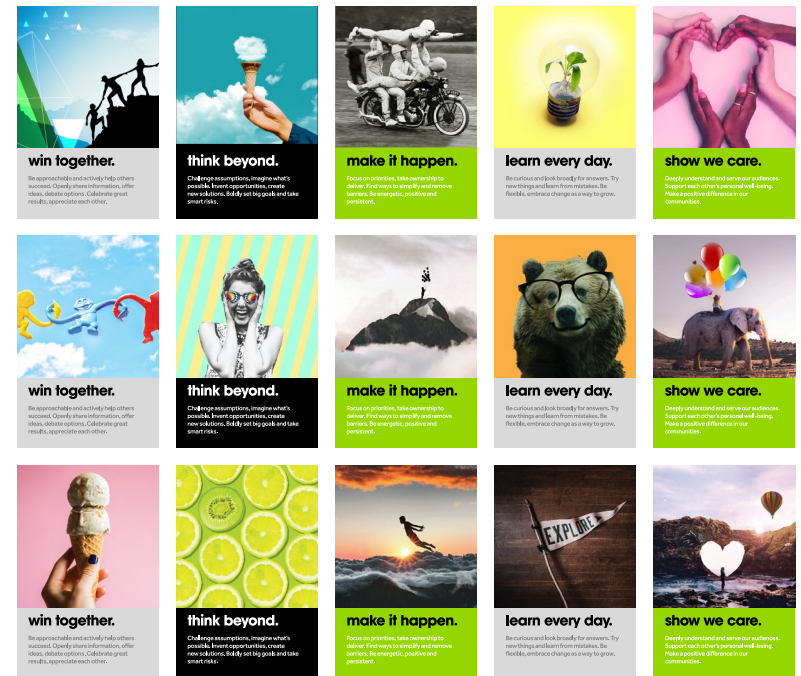
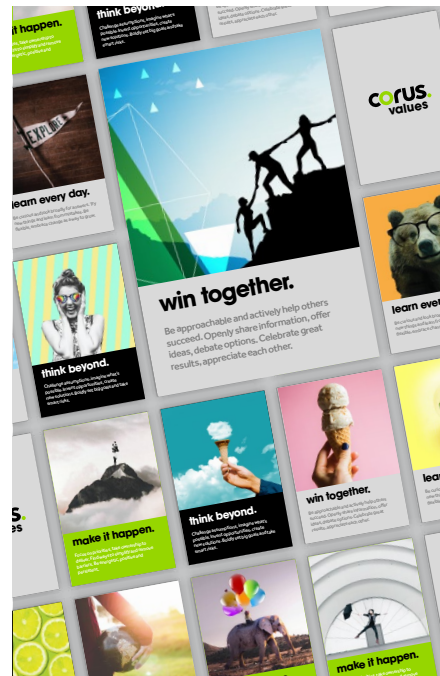


IMAGE BASED CARDS

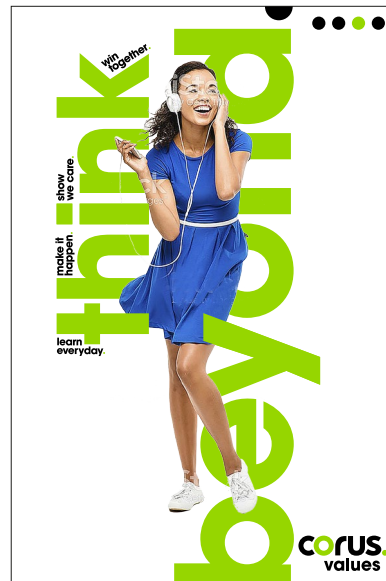
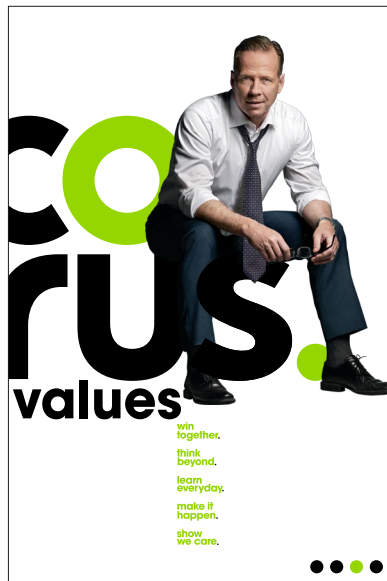
Corus Values - Typographic

QUICKGUIDE 26



Corus Values - Corus Spirit

QUICKGUIDE 27



Corus Merchandise Concepts - Hoodie

QUICKGUIDE 28



Corus Merchandise Concepts - T-shirt

QUICKGUIDE 29



Corus Merchandise Concepts - Baseball Cap & Tote Bags

QUICKGUIDE 30



Corus Merchandise Concepts - Notebook and Mugs

QUICKGUIDE 31



Corus Merchandise Concepts - Water Bottles

QUICKGUIDE 32



Environmental

QUICKGUIDE 33



Environmental

QUICKGUIDE 34



For questions or inquiries, please contact reno.lee@corusent.com.

QUESTIONS OR INQUIRIES

Please direct any questions or inquiries about the contents of this quick guide to

reno.lee@corusent.com

