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For more information regarding logo usage, please contact the Information and Referral Centre of Greater Montréal’s Director of Communications at communications@info-reference.qc.ca.

Graphic Designer: Passerelle bleue
Translator: Maria Rgas
The following graphic standards guide defines the rules for the use of the 211 trademark throughout the Greater Montréal territory in order to ensure coherence and consistency to the brand image. It is therefore essential for anyone, including external collaborators, needing to broadcast the image, to do so meticulously.

For more information regarding logo usage, please contact the Information and Referral Centre of Greater Montréal's Director of Communications at communications@info-reference.qc.ca.
The 211 logo is made up of two graphic elements: the red oval and the 211 name. These two elements are an integral part of the logo and must never be separated, redesigned or modified. The proportions of the components must not change.

In addition, 211 is a Registered Trademark and as such, the © symbol must accompany the logo at all times.
The colours of the logo are unchangeable. The logo must always be reproduced in its official colours. The black and white version is for monochrome reproductions and the inverted version is for making the logo legible over dark backgrounds.

For printed reproductions, four colour printing (CMYK) must be used. The Pantone® colour system is for specific uses.

For screen usage (Power Point, videos, internet, social media), the formula is RGB and HTML.

Official colours
The official colours of the logo are:

- **PANTONE®**
  - PMS 485
  - Black

- **CYMK**
  - C0•M95•Y100•K0
  - K100

- **RGB**
  - R218•G24•B28
  - R0•G0•B0

- **HTML**
  - #da181c
  - #000000
In order to highlight the colours, as well as, the impact of the trademark, it is highly recommended to apply the logo over a white background. When applying a coloured or black and white logo over a coloured background (picture or backdrop), it is recommended to use a very light background which will ensure sufficient contrast with the logo.

If the logo is used over a dark background, there must be sufficient contrast between the red of the logo and the black of the 211.
Official typography:
The font to be used in 211 documents and communications is Arial MT. It must never be compressed or stretched.

Alternative typography:
If needed and for professional layouts, the Helvetica family of fonts may be used for reading materials.

**Arial Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0
```

**Arial Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0
```
In order to have full visibility of the logo, a protection area must surround it. It is defined as follows: a space matching the height of the 2 from 211 is placed on all four sides of the logo.

It is imperative to keep this zone clear at all times, in every application. The exclusion zone must be preserved proportionately to all dimensions.
PERSONALIZATION WITH TAGLINE

**Official tagline:**
According to the outlined standards, integrating the logo with the official «when you don’t know where to turn» tagline is acceptable.

**Promotional tagline:**
Socio-community organizations, providers and institutions wishing to promote 211, may apply the standard logo with the «to find socio-community resources» tagline underneath.

The number 2 of the logo is the guide for the exclusion zone around the oval.

Tagline font: Arial regular, centered in relation to the oval
MUNICIPAL PERSONALIZATION

According to the outlined standards, personalizing the logo with the Grand Montréal (Greater Montréal) name is also acceptable. The number 2 of the logo is the guide for the exclusion zone around the oval.

Personalizing with the Grand Montréal name, Arial Bold, horizontally centered in relation to the oval.

Personalizing with the Grand Montréal name, Arial Bold, vertically centered in relation to the oval.
The logo must be clearly visible for quick referral to 211. Here are the minimum dimensions required depending on different applications. The 211 logo must have a predominant position in relation to sponsors and future partners. These must be placed at the bottom of the page.

Size of the logo

The logo must be clearly visible for quick referral to 211. Here are the minimum dimensions required depending on different applications. The 211 logo must have a predominant position in relation to sponsors and future partners. These must be placed at the bottom of the page.
The following examples illustrate incorrect uses of the logo. We remind you that the logo must always be reproduced from a digital file and under no circumstances be modified.

<table>
<thead>
<tr>
<th>Example</th>
<th>Prohibited use</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must never be used in colours other than those recommended</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must never be distorted</td>
</tr>
<tr>
<td><img src="image" alt="INFO 211" /></td>
<td>Writing must never be added inside the logo</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The font of the logo must never change</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The 211 must never be used without the oval; these two elements are inseparable</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must not contain a border</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must never be used over a patterned background hindering its legibility</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must never be used over a picture background hindering its legibility</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The logo must never be accentuated with shadows or halos</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The background colour must have a good contrast with the logo, whether it be coloured or inverted</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>The proportions between the 211 and the oval must never be modified</td>
</tr>
<tr>
<td><img src="image" alt="211" /></td>
<td>There should not be writing or graphic elements interfering with the exclusion zone of the logo</td>
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor
With the 211 logo, there is the possibility of using category pictograms as a patterned background. This pattern may be used as a graphic accent or as background. The background pattern may also be inverted by associating both to the official colours.
The 211 logo can be adapted to different templates. Whether they are printed or digital, the same graphic standards apply. Here are some examples of web banners.

**Templates: Web Banners**

When you don’t know where to turn

To help
Seniors
Families
New arrivals
Youth

To find socio-community resources

To help
New arrivals • Seniors
Families • Youth

By telephone
2-1-1
7 days per week, including holidays.
8:00am to 6:00pm

Web Site
211qc.ca

Multilingual help
(200 languages)
The 211 logo can be adapted to different templates. Whether they are printed or digital, the same graphic standards apply. Here are some examples of self-supporting posters.

When you don’t know where to turn

By telephone
2-1-1
7 days per week, including holidays.
8:00am to 6:00pm

Web Site
211qc.ca

Multilingual help
(200 languages)

To help people find
local socio-community resources

MANAGED BY:
INFORMATION AND REFERRAL CENTRE OF GREATER MONTREAL
Centraide

211qc.ca
MANAGED BY: