



# Visual Identity Standards

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# About Oliver’s Funeral Home

## Overview

Oliver’s was established by Mr. J.B. Oliver in the early 1900’s. The community of Grande Prairie and surrounding districts have grown to be a vibrant trade center. Amid the massive changes to our economy and population, Oliver’s has remained an independently owned and operated funeral service company.

We are a full service funeral home providing from the most elaborate funeral service to the simplest graveside ceremony, unique memorial services to the most basic direct cremation.

Our firm’s creed is to continually merit the trust and friendship which we enjoy in the community. We promise to carry out our work with dignity, quality and care...everything your family deserves.

## Services

Our company offers the following services:

- Traditional Services
- Memorial Services
- Personalized Services
- No Funeral (Immediate Disposal)
- Cremation
- Monuments
- Advanced Planning

# About This Guide

## What Is This Guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

## What is a Visual Identity?

A visual identity, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The visual identity covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A visual identity, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

## The Importance of Consistency

For a visual identity to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away—diluting the message, confusing the public, and potentially damaging our reputation.

## How to Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact us for assistance with and access to these templates.

## Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

## Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company. **Any deviations from the rules presented in this guide must be authorized in writing.**

## Questions or Problems?

We strongly encourage you to contact us if you have any questions about this guide or need further help with your project. Our contact information is located on the back cover of this document.

## Official Logo Versions

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way.

These are the primary versions of our logo which are to be used on the majority of our marketing materials. Use the full colour edition on light backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

OLIVER'S  
Funeral Home

Full Colour

OLIVER'S  
Funeral Home

Inverted Colour

OLIVER'S  
Funeral Home

Grayscale

OLIVER'S  
Funeral Home

Black

OLIVER'S  
Funeral Home

White

## Logo Fitting, Spacing, and Sizing

When placing the into a document, there should always be a minimum space around the logo that is free of competing graphics or text. The space should be equal to the spacing of the letter "O".



OLIVER'S  
Funeral Home

0.25"  
1.27 cm

The logo should never be displayed smaller than 0.25" high in print, and no smaller than 132 x 36 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.



## Proper Logo Usage

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.



### A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

Whenever possible, avoid using the colour black. Please use the **Dark Gray Secondary Colour** instead. If it is not possible to avoid a black background, please use the white logo.

## Logo File Formats

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	●	●					
Professional Printing & Signage	●	●	●				
Working with Professional Designer	●	●	●				
Print Advertising		●	●				
Merchandise		●					
Social Media				●	●		
Microsoft Word					●		●
Microsoft PowerPoint					●		
Microsoft Publisher		●			●		●
Working with Professional Website Designer	●	●			●		
DIY Website Design				●	●		
Web Animation & Multimedia		●			●	●	
Video Production		●			●		
3D Modelling & Drafting	●	●			●		

● Ideal Format      ● Alternative / Sometimes Required

# Colours

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

## Primary Colours



Oliver's Blue

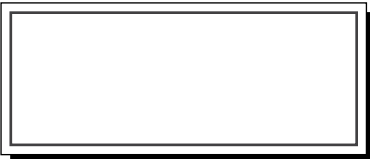
CMYK: 90-75-0-38  
RGB: 31-54-116  
HEX: #58A8EC  
PANTONE: 534 C



Oliver's Gray

CMYK: 0-0-0-65  
RGB: 119-120-123  
HEX: #77787B  
PANTONE: Cool Gray 9 C

## Secondary Colours



White

CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF



Light Gray

CMYK: 0-0-0-75  
RGB: 99-100-102  
HEX: #636466  
PANTONE: Cool Gray 10 C



Dark Gray

CMYK: 0-0-0-90  
RGB: 90-87-88  
HEX: #414042  
PANTONE: 446 C

# Written Style Conventions

To aide in consistency, a uniform style for writing should be used in publications. The following style conventions show how common items should be formatted.

## Company Name

The name of the company should always be written as shown the first time it is used in a document. On subsequent uses, the shortened form "Oliver's" is acceptable.

Oliver's Funeral Home  
Oliver's

## Dates

Whenever possible dates should be written in the format shown.

January 30, 2015 or  
2015-1-30 (Y-M-D)

## Times

Times should always be written in the format shown.

9:00 a.m.  
3:00 p.m.

## Phone Numbers

Phone numbers should always be written in the format shown. Numbers should be separated by periods only. Do not use parentheses around the area code or add spaces to the numbers.

780.532.9722  
780.532.9722 x1208

## Addresses

Addresses should always be shown in the format shown.

10005 107 Avenue,  
Grande Prairie, AB  
T8V 1L8

# Typography

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

## Professional Font (Avenir)

### Headings - Avenir Medium

Use **Avenir Medium** for the headings in your document. All titles and headings should be set in the **Dark Blue Primary Colour**, as displayed in this document, and all headings should be left-aligned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,? !#\$%&()[]

### Body Text - Avenir Light

Use **Avenir Light** for body and paragraph text. All body / paragraph text should be set in the **Gray Secondary Colour**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,?!@#\$%&()[]

### Email Text - Arial Regular

The primary use for **Arial** is in composing of emails.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,?!@#\$%&()[]

## Alternative Font (Arial)

### Headings - Arial Bold

Using **Arial Bold** for the headings in your document is acceptable if you do not have Avenir, or if your document needs to be shared with other organizations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,? !#\$%&()[]

### Body Text - Arial Regular

Use **Arial Regular** for body and paragraph text. All body/paragraph text should be set in the **Gray Secondary Colour**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,?!@#\$%&()[]

### Email Text - Arial Regular

The primary use for **Arial** is in composing of emails.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,?!@#\$%&()[]

# Text Formatting

Text should be formatted to match this page and this guide. Please take note of the space below headers, as well as the strict left-alignment. The layout style in this guide provides an in-situ example of how to properly format documents.

## One Column Grid Style

# Header 1 (26pt. Avenir Medium)

## Sub-Header 2 (14pt. Avenir Medium)

### Sub-Header 3 (12pt. Avenir Medium)

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

## Two Column Grid Style

# Header 1

## Sub-Header 2

### Sub-Header 3

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

## Imagery

### Image Quality

**Never use amateur photography in our marketing materials.** All images used in our marketing materials must be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

### Technical Quality

Use the correct resolution of photo for the medium they will be printed in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

### Custom Photography

**Whenever possible, invest in professional photography.** An investment at the outset can generate a library of images that can be re-used year-round in our marketing materials.

**Do not use stock images to represent a "real" part of our business.** Pictures of our people, our home, or our community are things that people can easily recognize. Use real pictures to represent these real parts of our business.

### Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines:

- **AVOID** over-used and cliché images (lilies, crosses, bibles, tombstones, graveyards, people grieving, etc.)
- **NEVER** use stock images to represent any "real" part of our business (people, office, or community.)
- **USE** stock photography for abstract parts of a design (e.g. a texture or background pattern used in the overall design of a piece)
- **USE** stock photography to represent concepts and ideas that aren't unique to the business (e.g. people enjoying life)
- **USE** stock photography when getting custom photos doesn't make sense.

## Image Samples

Images used should have bright lighting and convey respect, memories, and human connection. Images with gloomy themes or dark colours overall should be avoided. The following images are perfectly suited to this purpose.





# Business Cards

When reproducing stationery, please only use the template files that have been created in order to ensure a consistent look.

## Business Card

Business cards must match the design shown below. All cards should be professionally printed on quality stock.



# Letterhead and Forms

Use the provided letterhead/form template files and professional printing to ensure accurate reproduction. When printing in-house, use the “no bleed” template. A Word template is provided with the correct margins and font styles. Ensure you install the correct fonts prior to using the Word template.



Letterhead Template

Form Template



# Email Signatures

## Email Signatures

Employees with company email addresses must use the email signatures detailed below. The signature is composed of your name, designations, job title, and contact details. When using an HTML-capable email client, use the HTML Signature. For clients that do not support HTML, such as mobile phones, use the plain text signature.

### Plain Text Signature

Oliver's Funeral Home  
FirstName LastName  
Job Title

Phone: 780.532.2929  
Cell: 780.876.2322  
Fax: 780.532.6230

10005 107 Avenue  
Grande Prairie, AB  
T8V 1L8

www.oliversfuneralhome.com

This communication is intended for the use of the recipient to which it is addressed, and may contain confidential, personal, and or privilege information. Please contact us immediately if you are not the intended recipient of this communication, and do not copy, distribute, or take action relying on it. Any communication received in error, or subsequent reply, should be deleted or destroyed.

## Email Body Style Guide

Do...

- Use 11pt Arial for your email body.
- Use **Bold** and *Italic* only for emphasis.
- Check your spelling and grammar.
- Use the approved email signature format.
- Use a white background for your email.

### HTML Signature

  
FirstName LastName  
Position Title

Office: 780.532.2929  
Cell: 780.876.2322  
Fax: 780.532.6230

10005 107 Avenue  
Grande Prairie, AB  
T8V 1L8

[www.oliversfuneralhome.com](http://www.oliversfuneralhome.com)

This communication is intended for the use of the recipient to which it is addressed, and may contain confidential, personal, and or privilege information. Please contact us immediately if you are not the intended recipient of this communication, and do not copy, distribute, or take action relying on it. Any communication received in error, or subsequent reply, should be deleted or destroyed.

Do Not...

- Make all of your body text **Bold** or *Italic*.
- Use a different font than Arial in your body.
- WRITE IN ALL CAPS.
- Alter the design of the signature in any way.
- Create or use an unapproved signature.
- Use a background colour in your email.

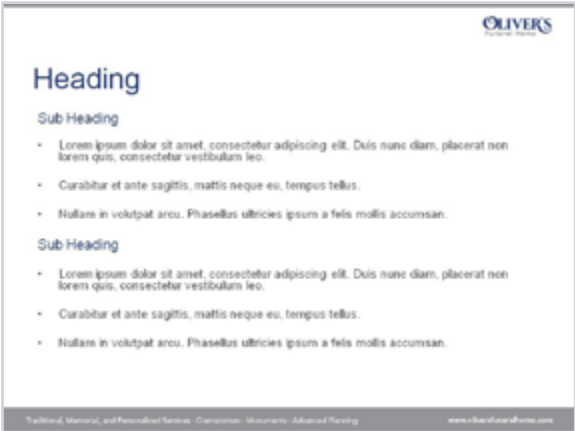
# PowerPoint Templates

When creating presentations, please use the provided PowerPoint templates to ensure accuracy and brand consistency. Please ensure that you have the proper fonts installed on your computer and choose images that are suggested in this guide.

## Title Slide



## Content Slide



## Content Slide with Photo



## Contact Slide



## Horizontal and Vertical Layouts

The following layout templates represent the approved layout styles of horizontal and vertical advertisements, including billboards, magazine ads, online ads, etc. These styles should only be deviated from in the context of larger campaigns with specific communications goals.



## Billboards

Billboards should include only a few important elements (e.g. logo, headline, website) to quickly communicate a message. These styles should only be deviated from in the context of larger campaigns with specific communications goals.







**For brand-related inquiries,  
authorizations & approvals, contact:**

Oliver's Funeral Home

Phone: 780.532.2929  
Fax: 780.532.6230  
Email: [info@oliversfuneralhome.com](mailto:info@oliversfuneralhome.com)  
Web: [www.oliversfuneralhome.com](http://www.oliversfuneralhome.com)

10005 107 Avenue  
Grande Prairie, AB  
T8V 1L8

**For support related to the guide or the  
accompanying templates, contact:**

nine10 Incorporated

Phone: 780.539.1755  
Fax: 780.539.1755  
Email: [sales@nine10.ca](mailto:sales@nine10.ca)  
Web: [www.nine10.ca](http://www.nine10.ca)

Suite 305, 10014-99 Street  
Grande Prairie, AB  
T8V 3N4