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Welcome to our official Technica Mining brand guide!

As we continue to grow Technica Mining's brand outside our Provincial and National borders, it is important that we do so with the identical passion for excellence that we display in all of our projects; we strive for every last detail of perfection and alignment, as we know it is essential for our clients' success.

While we align with our clients' needs on a daily basis, we too must align in how we present ourselves to the world. One Team, One Voice.

To this point, the following pages in our brand guide will furnish you with our template to ensure that we are singular in our expression. It will provide the minimum standards that we must use at all times, yet the flexibility to fuel your creativity within the well-defined boundaries to ensure that we stay true to our Technica Mining brand.

Looking forward to have you be our Brand Ambassador!

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**MARIO**



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**OUR LOGO & USAGE**

## OUR LOGO

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Our logo should primarily be used in the horizontal orientation. When absolutely necessary it may be used stacked.

The logo mark can be used on it's own, but never use just the Technica Mining wordmark on its own without the mark.

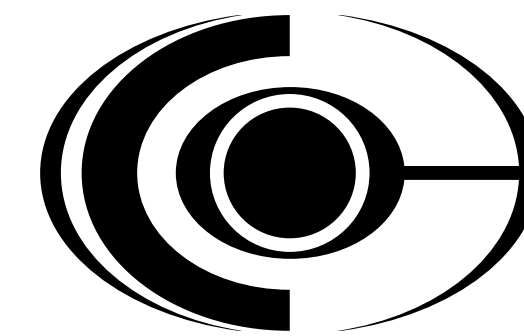
MAIN LOGO



STACKED LOGO



LOGO MARK



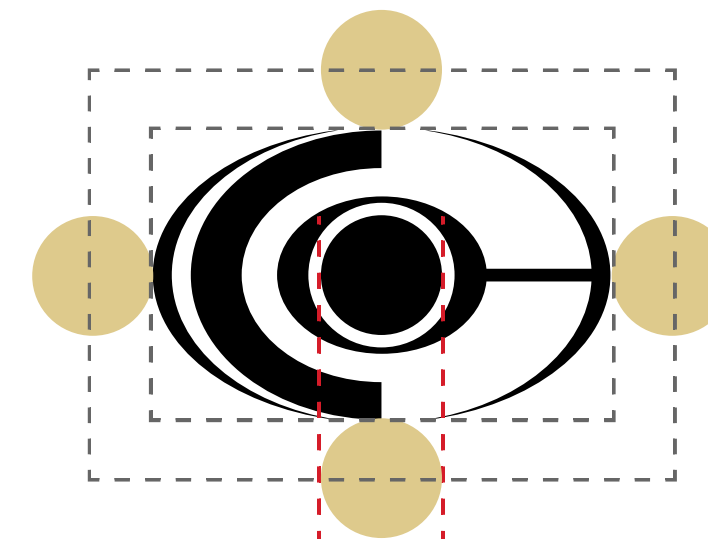
## SAFE SPACING

The empty space around the logo should be at least the size of the circle inside the Technica Mark.

When the mark is used on its own the safe space is halved. Never have the logo touching another element.



LOGO CLEAR SPACE



LOGO CLEAR SPACE

# LOGO SCALE

In order to keep our logo looking its best keep it at least the sizes stated here or larger.

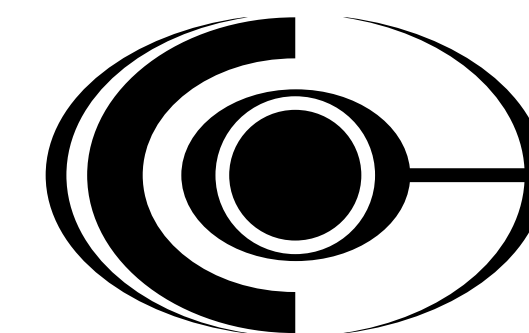
Smallest Print Width **42mm**  
Smallest Screen Width **180px**



Smallest Print Width **30mm**  
Smallest Screen Width **130px**



Smallest Print Width **10mm**  
Smallest Screen Width **42px**



## MISUSE

The Technica Mining Logo can only be use in black or white.

Don't alter, skew, rotate, or modify the logo.

Don't use multiple colours, gradients, or special effects on the logo.

Don't add or move copy on the logo.

Don't use previous versions of the logo.

Follow the clear space guidance.



**Technica Mining**

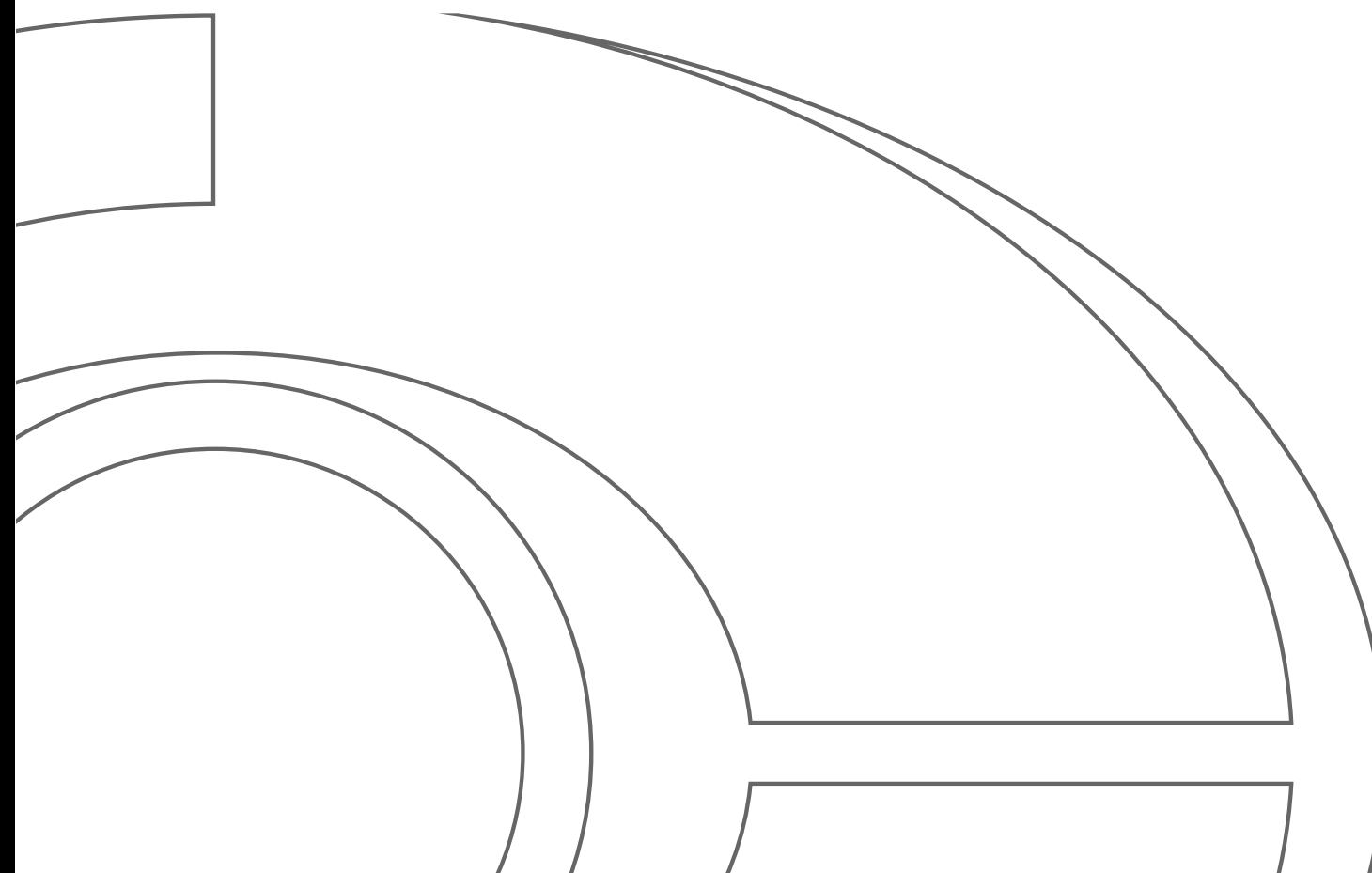
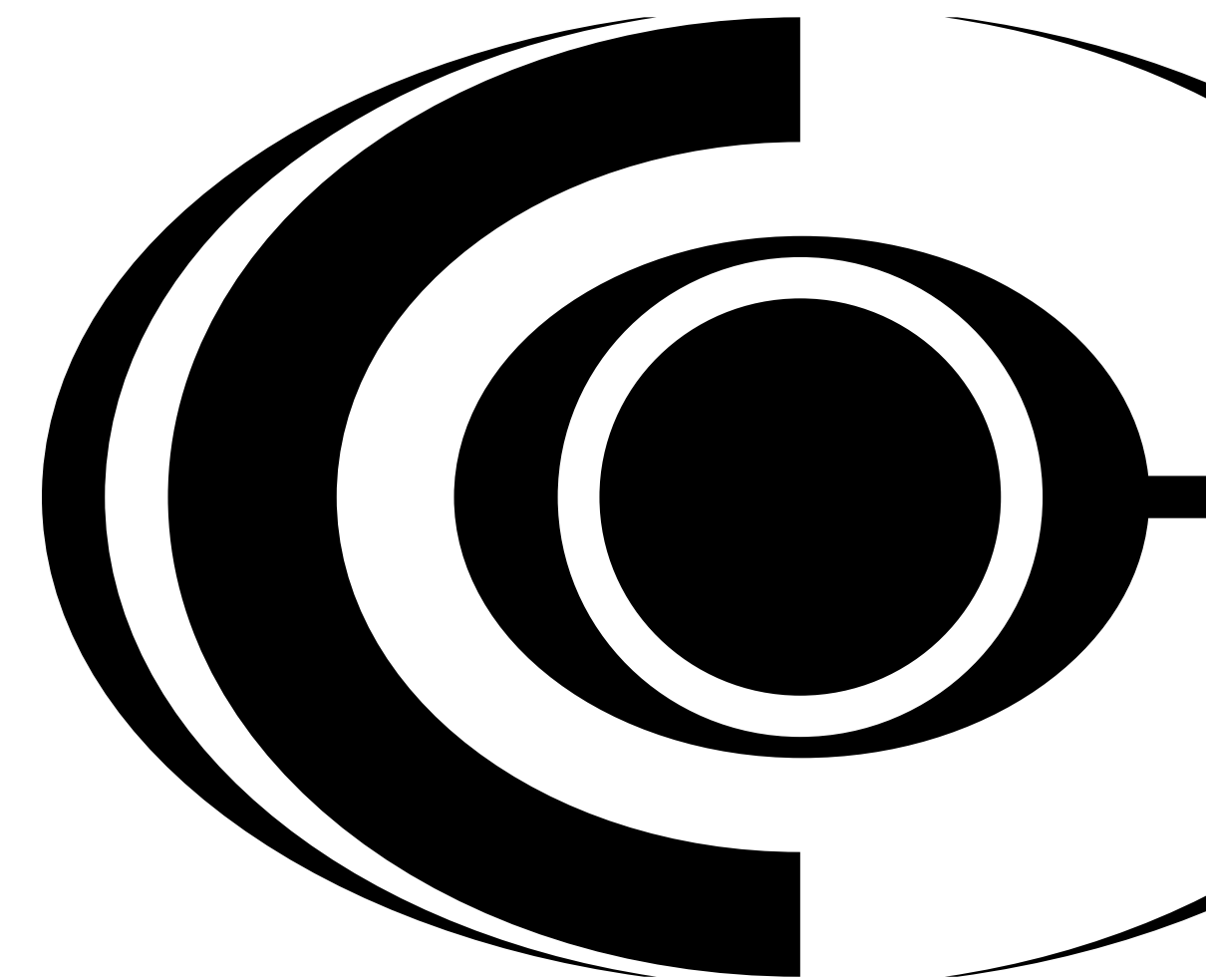
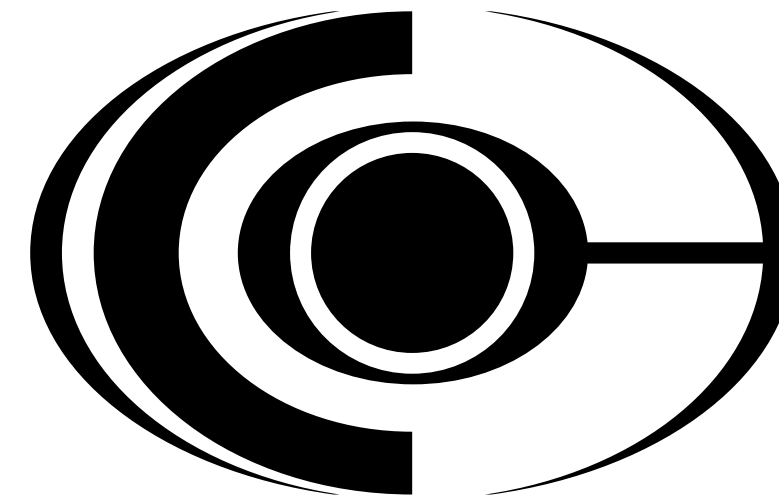




## LOGO MARK USAGE

The logo mark can be used on it's own with a nice amount of whitespace surrounding it, as well as in a more stylistic fashion.

It may bleed off the page or screen as a graphical element; it can also be used as fully solid or as an outlined stroke.



## BACKGROUNDS

The Technica Mining logo should only be placed on top of backgrounds where the logo is easily read. The image to the right gives you examples. The logos placed within the red box are incorrect and the ones to the right in the green box are acceptable.

If the logo can't be read on top of an image place it inside a rectangle that bleeds off the image.



INCORRECT USE



CORRECT USE



# TYPOGRAPHY

## TYPOGRAPHY

Our primary font is Avenir Next. It should be used in most applications.

The weights we use are Bold and Medium.

Headings are set in uppercase in Bold weight.

Body text is set in Medium.

Our backup font is Nunito Sans. It can be used when Avenir Next is not available. The weights we use are Semi-Bold and Black. The font is free for download at <https://fonts.google.com/specimen/Nunito+Sans>

UPPERCASE HEADINGS

**AVENIR NEXT BOLD**  
**NUNITO SANS BLACK** FALLBACK FONT

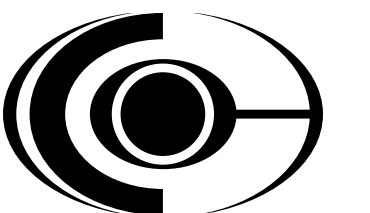
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

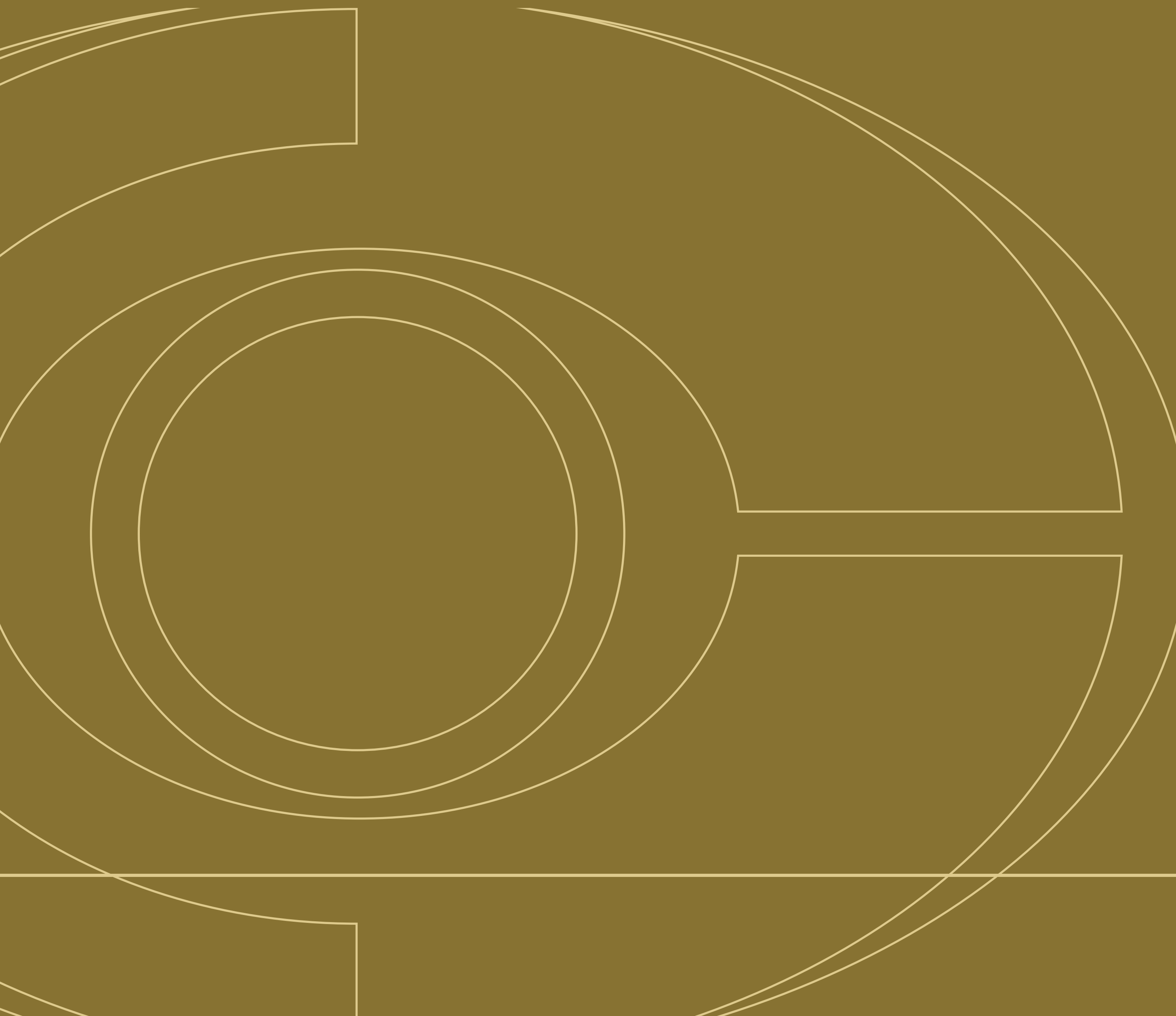
BODY COPY

**AVENIR NEXT MEDIUM**  
**NUNITO SANS SEMIBOLD** FALLBACK FONT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The quick brown fox jumps over the lazy dog. Jived fox nymph grabs quick waltz. Glib jocks quiz nymph to vex dwarf. Sphinx of black quartz, judge my vow. How vexingly quick daft zebras jump! The five boxing wizards jump quickly. Jackdaws love my big sphinx of quartz. Pack my box with five dozen liquor jugs.





# COLOURS

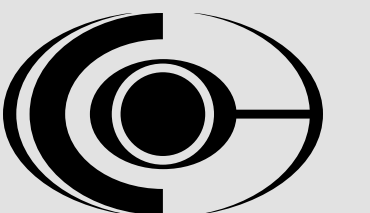
## COLOURS

The majority of the time Pitch Black and Pure White is all you will need to create a bold design. Technica Gold can be used as a background colour but not Light Gold.

Technica Gold can be used as type only on Pure White or light backgrounds. Light Gold is to be used on top o Pitch Black or darker backgrounds.

<p>Pitch Black</p> <p>C 0 M 0 Y 0 K 100</p> <p>#000000</p> <p>R 0 G 0 B 0</p>	<p>Technica Gold</p> <p>C 43 M 46 Y 95 K 19</p> <p>#877232</p> <p>R 135 G 114 B 50</p>	<p>Platinum</p> <p>C 19 M 15 Y 16 K 0</p> <p>#CCCCCC</p> <p>R 204 G 204 B 204</p>	<p>Pure White</p> <p>C 0 M 0 Y 0 K 0</p> <p>#FFFFFF</p> <p>R 255 G 255 B 255</p>
		<p>Light Gold</p> <p>C 14 M 17 Y 52 K 0</p> <p>#DECA8C</p> <p>R 222 G 202 B 140</p>	

OUR COLOUR SWATCHES





## PHOTOGRAPHY

Our photography evokes a mood through its natural grit and imperfections. Hard sharp images and strong contrast should be used.





## TEXT & TEXTURE EFFECTS

When appropriate you can mask your foreground subject matter out of the large heading typography to make a unique and bold effect.



CONNECT  
WITH US

## TEXT EFFECTS

Using textures with text masking is another effect you may choose to use.





## TEXTURE EFFECTS

Using textures can create additional effects. Fading subtly into white can be used for an added background effect. Or full colour macro shots of rock and texture to bleed off the page.





# ELEMENTS

## GRAPHIC ELEMENTS

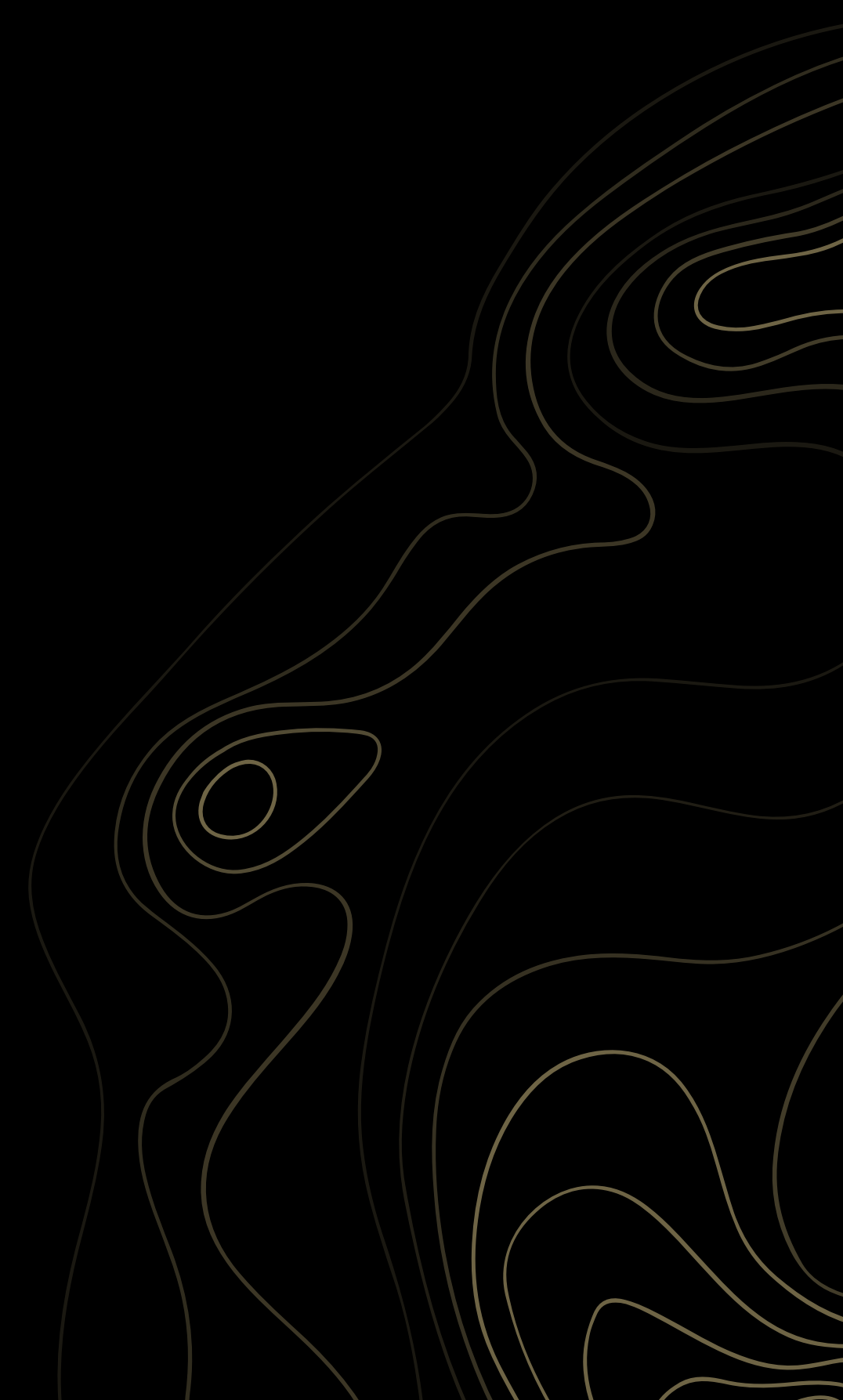
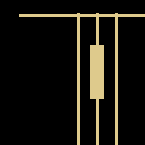
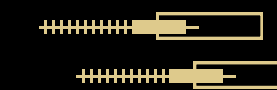
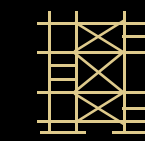
Thin 1-2px weight stroke lines can be use as graphic elements together with typography to create a immersive experience. The vertical lines represent descending into the mines.

Topographical line work can also be used as subtle background additions.

Arrows and directional assistance are to remain thin stroked as well.

Iconography will follow suit and be created using 1px line work.

TECHNICA PROJECTS



## PRINT MATERIALS

When working with the Technica Brand in the print medium, keep things simple and minimal. Using primarily black and white, with touches of Technica Gold or Light Gold as accents. Thin gold line work can add graphic touches. The key takeaway is making sure you are leaving adequate space between elements for legibility and strength.

The examples are not final products but are for educational purposes.



Merchandise Example



705.692.2204

225 Fielding Road, Lively, Ontario, P3Y 1L8

### LOREM IPSUM

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Arcu ipsum feugiat ante tempus ultrices pretium cursus cursus. Amet egestas eget quis amet leo pulvinar mauris. Semper pellentesque vitae ac at quis cursus mi. Quam urna praesent ultrices aliquam congue. Et non volutpat dolor elementum dictum. Interdum integer neque nec commodo convallis facilisis ullamcorper. Amet bibendum enim fusce urna tortor convallis faucibus metus tellus. Nam feugiat scelerisque bibendum ultricies urna. Tortor dui feugiat sit iaculis sit lectus. Facilisi hac commodo dui in id lorem cras. Adipiscing facilisis placerat non non aliquam porta ac sit. Enim et viverra lectus sagittis amet risus varius elementum.

### LOREM IPSUM

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Letterhead Example



FIRST LASTNAME

Job Position

T: 705.692.2204

C: 705.692.2204

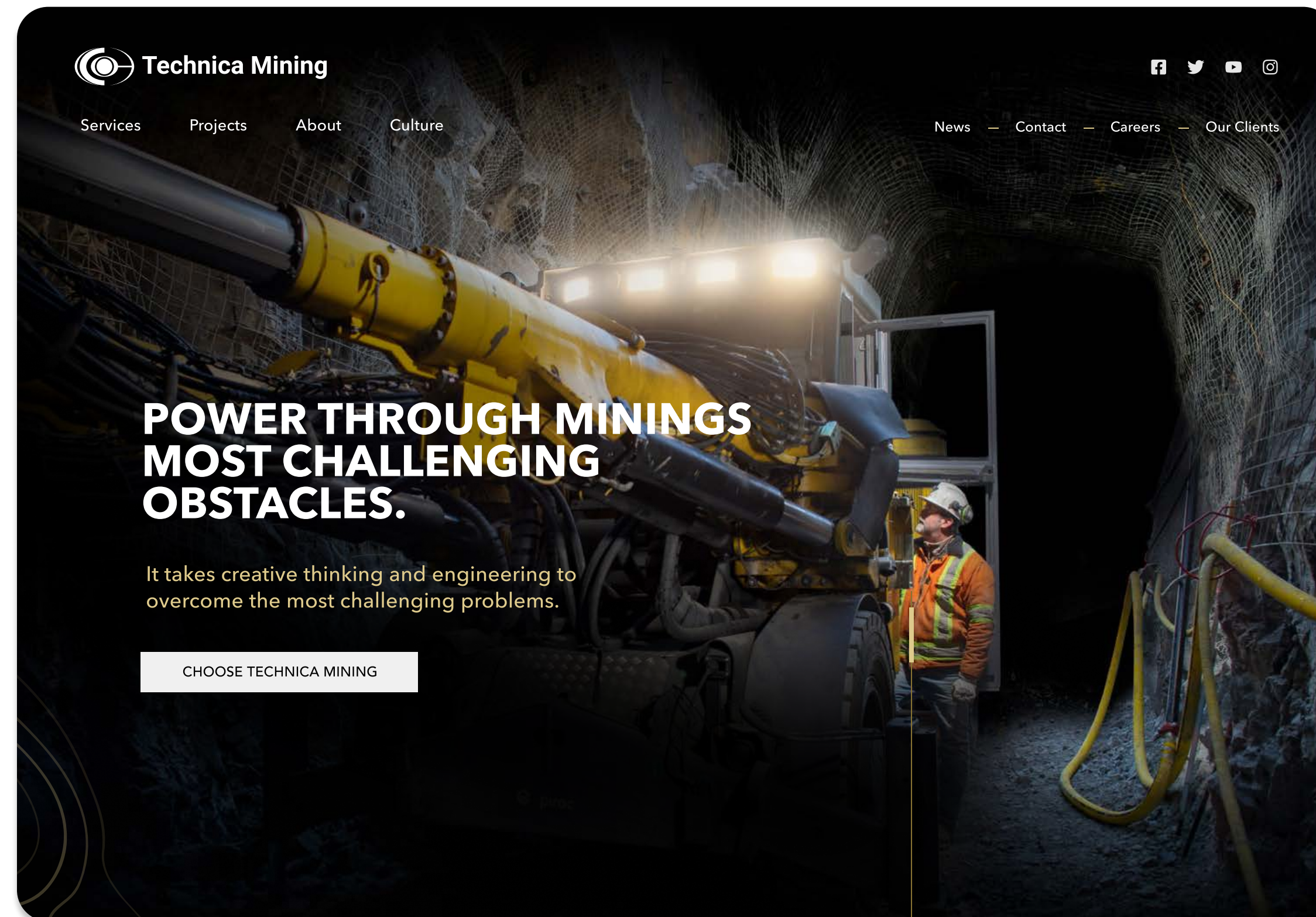
technicamining.com

225 Fielding Road, Lively,  
Ontario, P3Y 1L8

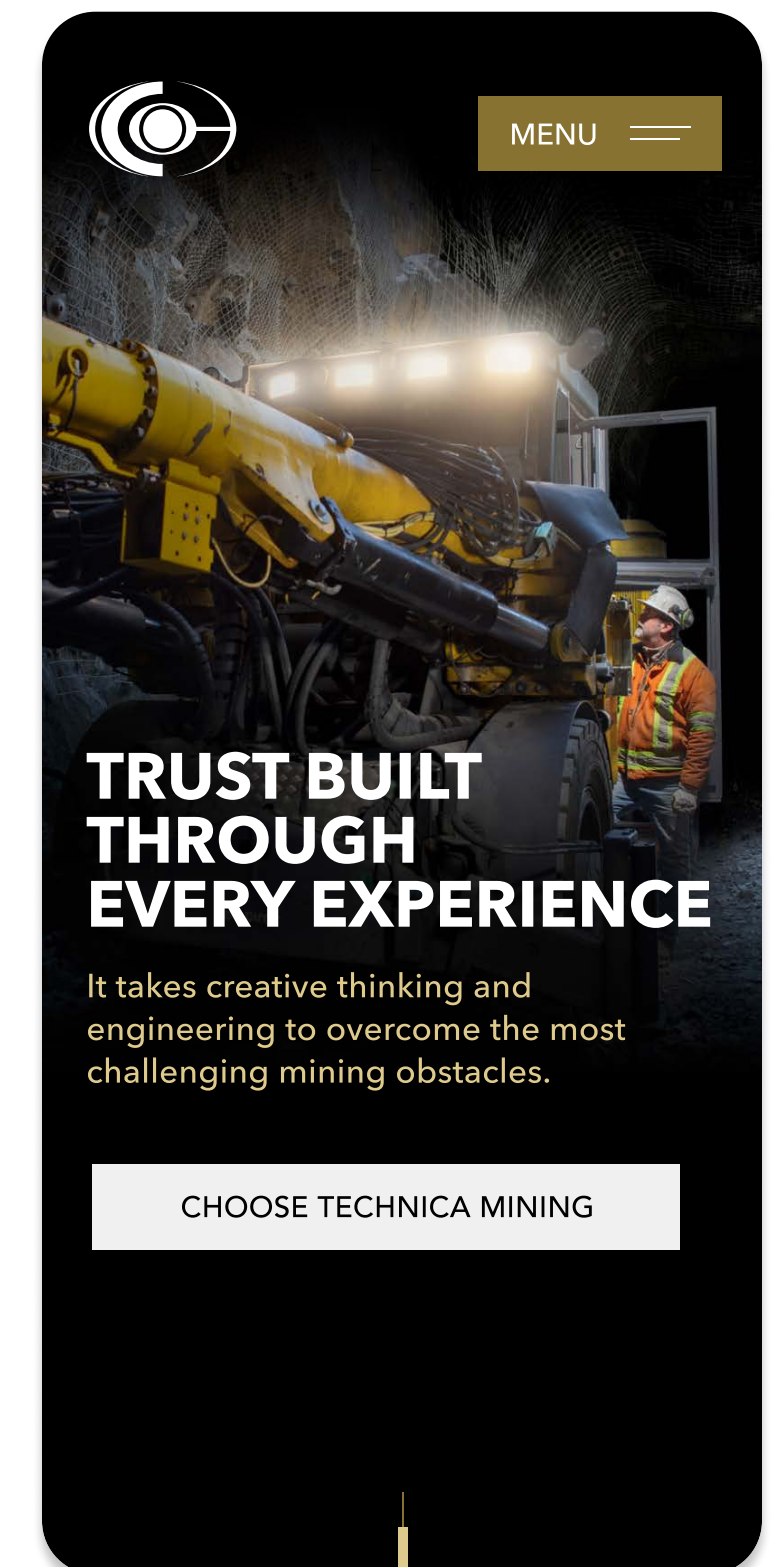
Business Card Example

## WEB PRESENCE

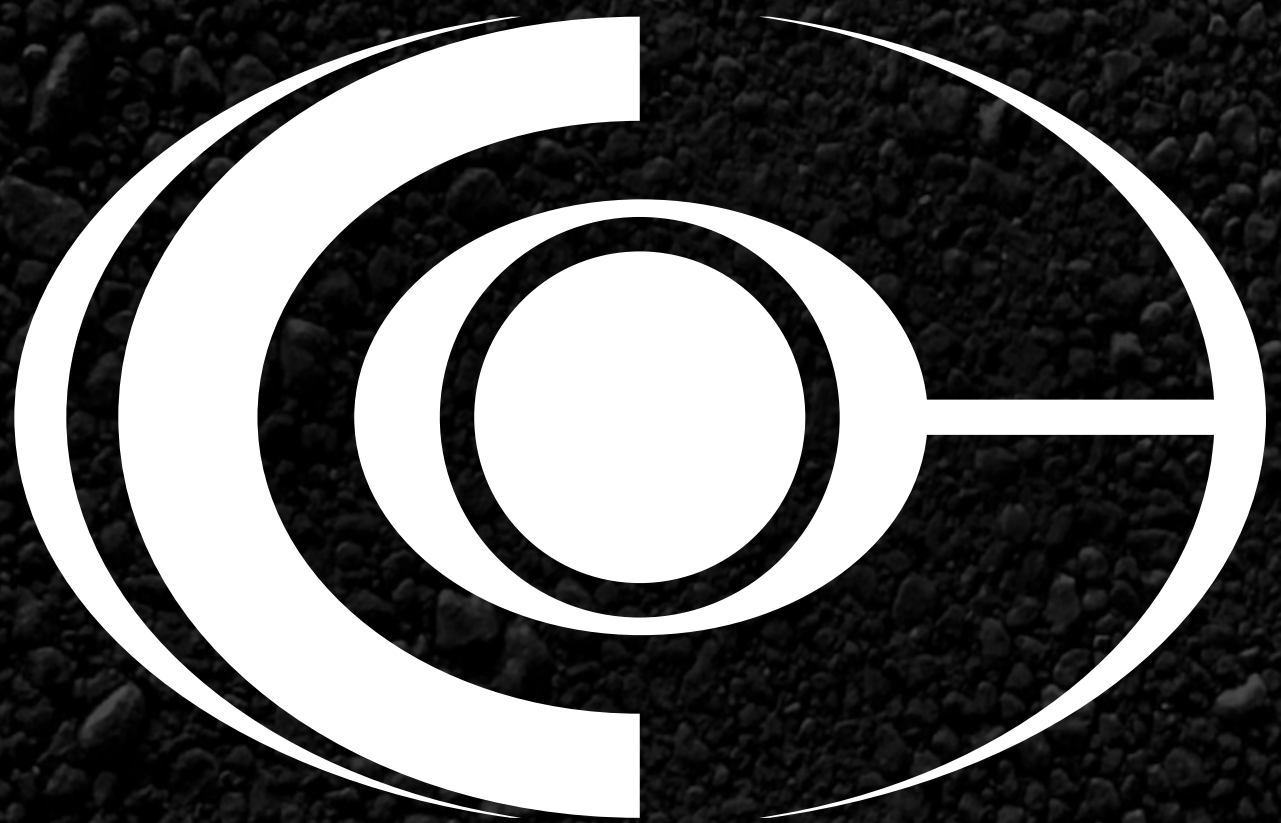
Our website can be found at [technicamining.com](http://technicamining.com). All our brand elements found in this guide can be seen in action on the website. From typography use, to photography.



Desktop Website



Mobile Website



Last Updated April 2023

TECHNICA MINING BRAND GUIDELINES