

Our Logo



The NL Workforce Innovation Centre strives to help identify, test, evaluate, and promote new approaches and better ways to help the people of this province become productive members of our workforce. We take an innovative approach to workforce development models.

These guidelines set the standards for reproduction of the NL Workforce Innovation Centre logo. Any reproduction of the official wordmark must conform to these guidelines unless otherwise approved by the NL Workforce Innovation Centre.

The relative positioning and scaling of all logo elements must adhere to the standard formats provided.

Positive Applications



Primary version



Greyscale version

Reverse Applications



Secondary version
Two colours - blue and white



Secondary version
One colour - white

Guidelines

Iconographic Element

The “i” portion of the logo may be used separately as a design element in blue, grey, or the reverse.



Colours

Pantone 801	CMYK: 100 - 10 - 0 - 0 RGB: 0 - 160 - 224
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Pantone 432	CMYK: 10 - 0 - 0 - 90 RGB: 55 - 61 - 66
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NOTE: To ensure best colour representation, use CMYK and RGB values as listed. Do not convert Pantones.

Minimum Size

For best reproduction, the width of the logo should not be smaller than 1 inch.



Safety Zone

The height of the letter “N” at the end of “innovation” has been used to measure the safety zone around the logo. No objects should appear within this zone.



Supporting Typography

There are two typeface options when creating material for NL Workforce Innovation Centre.

Muli (and Muli Bold) is used on business cards and website.

Calibri (and Calibri Bold) is used when writing emails and when working in all Microsoft Office applications.

Calibri Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()-=+

Muli Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()-=+

Calibri Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()-=+

Muli Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()-=+