



BRAND GUIDELINES

VERSION 1.0 • MAY 2025



LOGO



LOGO

The logo is the most important element of our brand. It is a unique and communicative symbol of the company, Eh! The maple leaf element in the logo reinforces our Canadian identity and community, as well as our product offering, while the bold, large letters reflect our unwavering reliability.





LOGO COLOR

Our logo can be used in Canadian red, white, and black colors (more about these colors later).

Use the elements of your message to determine the logo color for maximum contrast and clarity.

If your background is light, you should use Canadian red. If the background is dark, use the white or Canadian red logo.
On photographs, you can use Canadian red, but ensure it remains clear and legible.

Never use the logo in any of the secondary colors.

- ① Canadian red on a white background.
- ② Canadian red logo for dark backgrounds.
- ③ White for red backgrounds.
- ④ Canadian red logo for use on photographs.

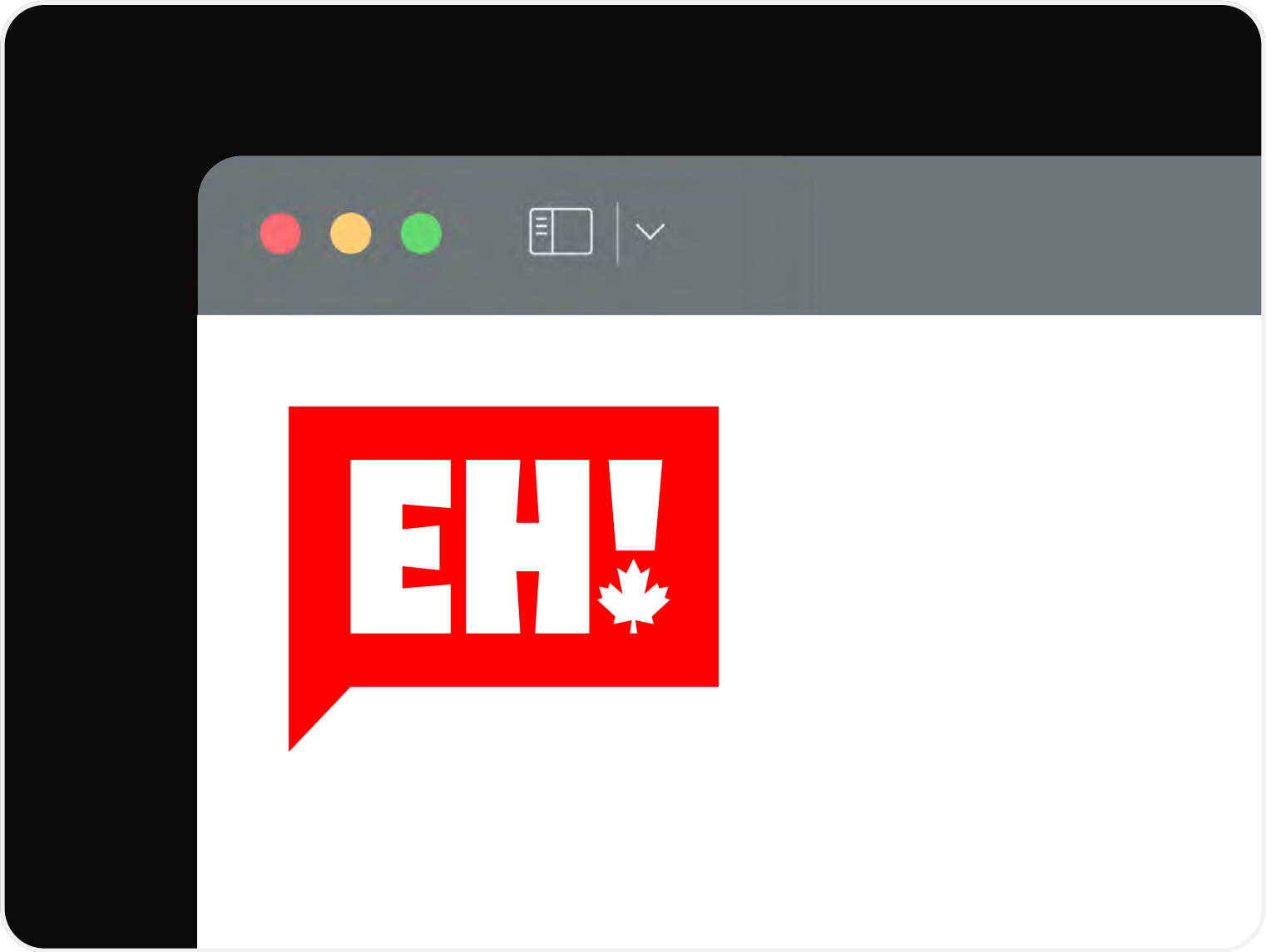
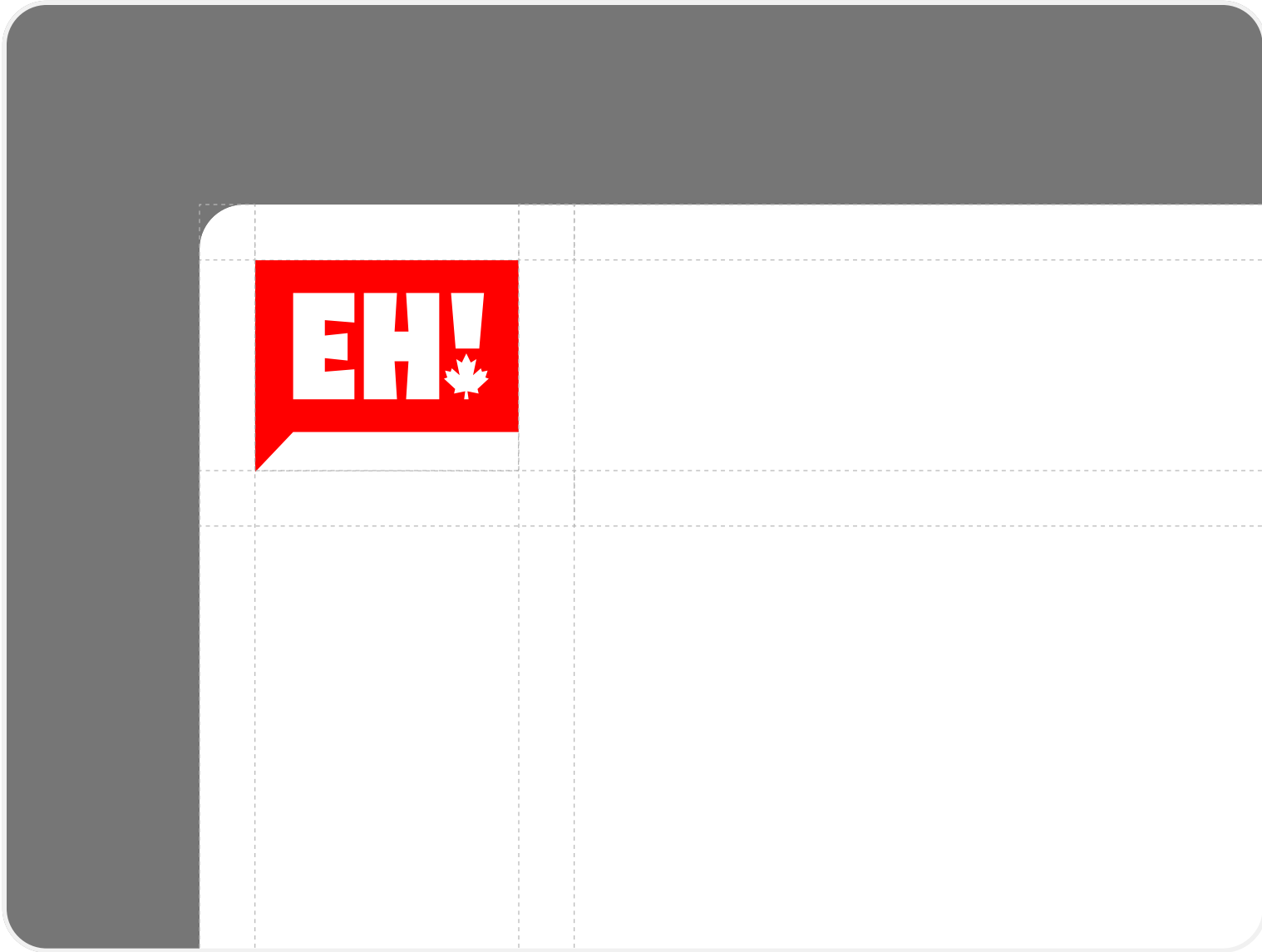




CLEARSPACE

Minimum Size
For clarity across digital and print applications, our logo should never be reproduced at any size below the guidance provided.

Clear Space
To look its best, our logo needs space to stand out. We have defined parameters to ensure no other elements encroach on this clear space.





Logo

Color

Typography

LOGO USAGE

The Eh! logo can be used as a prominent main element in communication, or as a secondary element to support text or images.

Keep in mind the size and contrast to ensure its primary or secondary functionality. We don't want the logo and neighboring elements to look identical.

- ① Logo as a primary element
- ② Logo as a secondary element





Logo
Color
Typography

CO-BRANDING

Sometimes, we may need to pair our logo with another business or partner.

We separate our logo and a partner's logo by a distance of 0.28x. 'x' is defined by the width of our logo. Our partner's logo should never exceed the height of our symbol, except for small overhanging elements.

For example, due to the Canada logo's irregular size, we need to optically align it with their wordmark rather than the flag's edge.



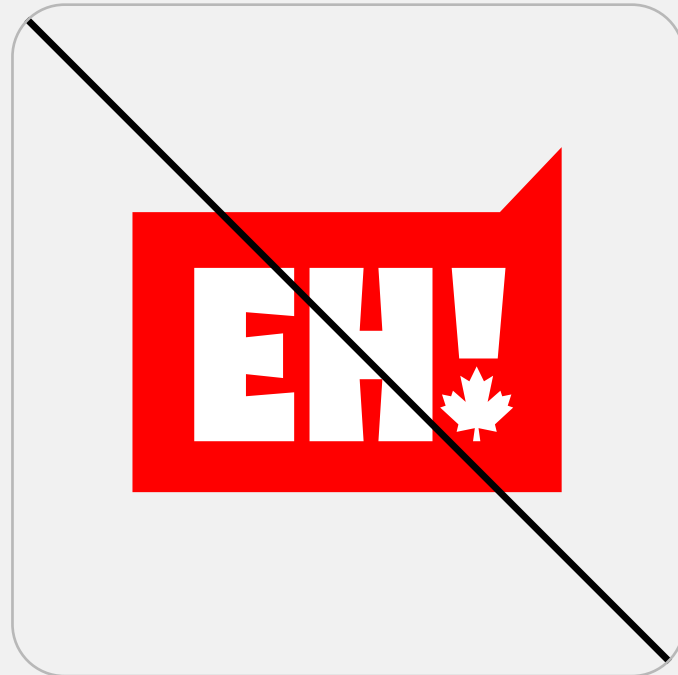


Logo
Color
Typography

LOGO GUIDELINES - DONT'S



Do not rotate logotype



Do not deconstruct logotype



Do not stretch logotype



Do not fill in logotype



Do not color logotype



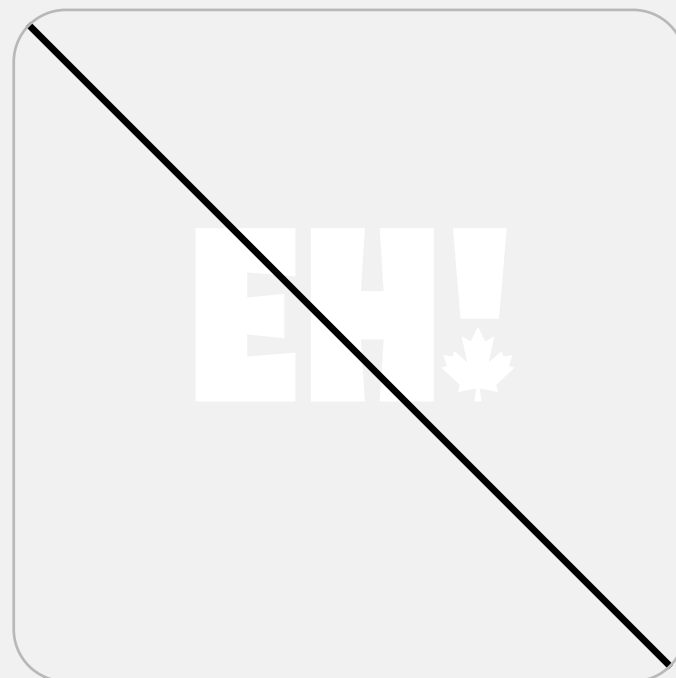
Do not use wrong colors



Do not use gradients



Do not outline logo/glyph or wordmark



Do not use part of the logo



COLOR



PRIMARY COLORS

Our primary color palette consists of several neutral warm grays, a deep, beautiful black, and the vibrant color of our hero – Canadian red. These colors are used in various forms across all Eh! communications.

Canadian red

#FF0000
RGB: 255, 0, 0
CMYK: 0, 100, 100, 0

Pantone: 485 C

Clear White

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Beautiful Black

#FF0000
RGB: 11, 11, 11
CMYK: 0, 0, 0, 96

Pantone: Black 6 C

Light Grey

#F2F2F2
RGB: 242, 242, 242
CMYK: 0, 0, 0, 5

Pantone: Cool Gray 2 C

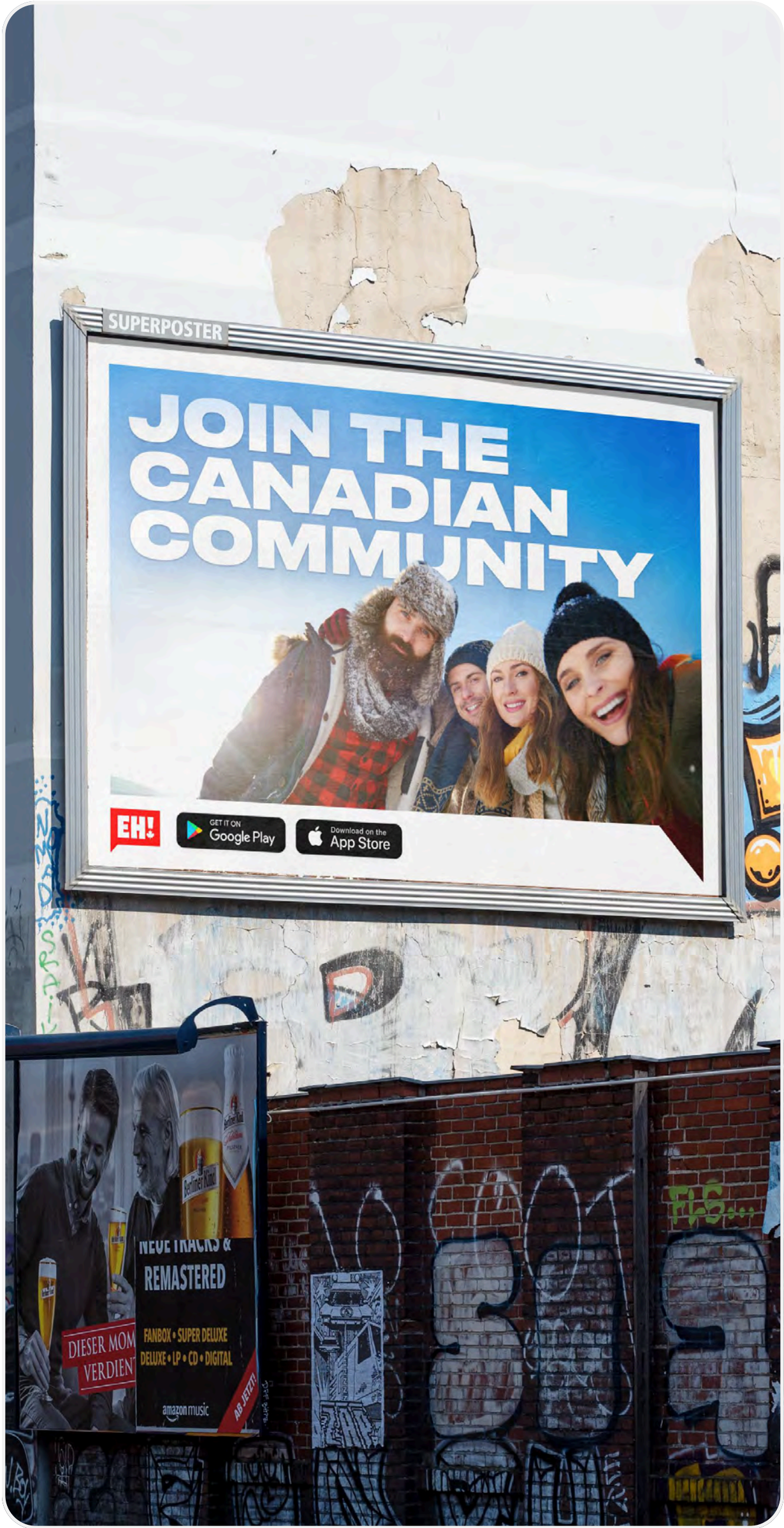
Dark Grey

#777777
RGB: 119, 119, 119
CMYK: 0, 0, 0, 53

Pantone: 877 C



Logo
Color
Typography





TYPOGRAPHY



PRIMARY TYPE

We have one font that we use for all our headlines: Druk. With its many subtle details, moderate contrast, and somewhat unusual anatomy, this font can be a bold and proud hero or a humble supporting actor in all types of design.

Druk Font Family

ABC
ABC

Druk - Heavy

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Druk Text Wide - Heavy

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*



SECONDARY TYPE

Our secondary typeface is Inter. It is used across all body copy when we need to be clearer and more digestible, as opposed to expressive. We primarily use Inter Display Regular, but will occasionally highlight key words or phrases in Inter Semi Bold.

Inter Display

AaBbCc

Inter Display - Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Inter Display - Semi Bold

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&***



TYPE HIERARCHY

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Druk Heavy

CHOOSE CANADA

Subline: Inter Display

**Be your most flag-flying, maple leaf buying, local-adventuring self.
It's time to choose Canada!**

Body copy: Inter Display

Learn about the original inhabitants of Canada, the origin of our country's name, the Fathers of Confederation and the events and milestones that shaped our country's creation.

Annotation: Inter Display

The creation of Canada

Button: Inter Display

Create an account