Fort McKay Group of Companies
Corporate Strategy creative guidelines

Typography

Primary

Arial - Regular & **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
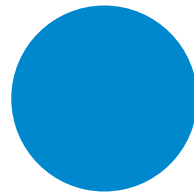
Secondary

Calibri - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
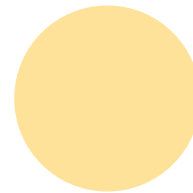
Colours

Explanation:
The secondary colour is complimentary to the primary colour, and should be used sparingly. The colour was chosen to create a sense of cheerful and creative energy for corporate documents.
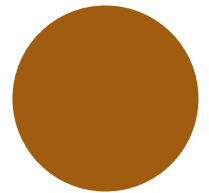
Primary

Colour Codes
C100 M13 Y1 K3
Pantone : Process Blue C
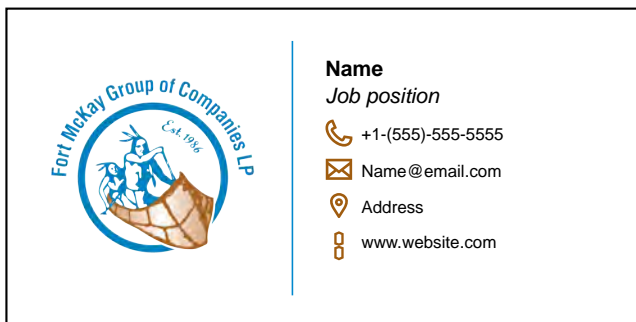RGB : R000 G136 B206
Web : #0088CE

Secondary

Colour Codes
C0 M10 Y47 K0
Pantone : 2001 C
RGB : R255 G226 B153
Web : #FFE299

Secondary

Colour Codes
C6 M53 Y100 K31
Pantone : 7512
RGB : R160 G92 B15
Web : #A05C0F

Email Signatures

Name
Job position

📞 +1-(555)-555-5555
✉ Name@email.com
📍 Address
🔗 www.website.com

Explanation:
The secondary colour is to be used on the icons to add separation from the logo and divider. The employee name is to be written in bold while all other text should be italicized.

Email Promotion

Explanation:
The background has been texturized to look like water to give the feeling of being on a lake or river which directly relates to the theme of both the logo and the river waterfall illustration.

The alternate is shown without the water texture and with the waterfall illustration in white to give an alternate option in selecting the promo design, while also removing the water texture implemented in the above design.

Template standards

Powerpoint:
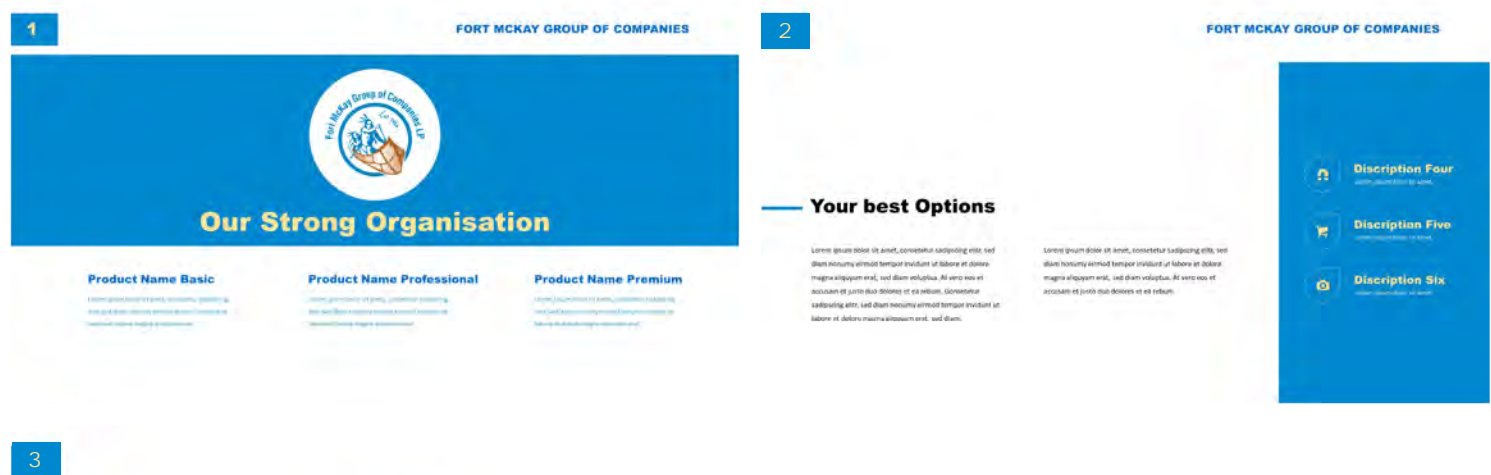
Explanation:
The PowerPoint presentation was created in tandem with the brand guidelines and utilizes the newly introduced secondary colour to draw attention to certain areas on the slide. Text may either be in black or the brand's blue in order to create contrast in hierarchy.

Headings + Baseline Grid

18pt

Heading - 27pt 33pt leading

Heading 2 - 18pt 28pt leading (Arial Italic)

Heading 3 - 13pt 15pt leading (Arial Regular)

Context & text- 8pt 11pt leading (Arial Regular)

Explanation:
The baseline grid is a series of invisible vertical units that can be used to create consistent vertical spacing with your typography and page elements. It is an invisible way of giving order to disorder. The baseline grid is to be used on websites in order to ensure proper spacing is employed across all elements.

Illustrations

Explanation:
The river/waterfall design was implemented into the email signature as a means of adding to the overall theme of the brand and logo. The illustration may be used in the Power-Point presentation if necessary, as well as in the email signature. The illustration is to be used in color codes; #000000, #ffffff, or with reduced transparency if necessary but never in alternate colours. This is to ensure that the details in the illustration are not lost and that it is always visible to the viewer.

The secondary illustration (leaves) was added to this document to add visual interest to the footer element but may also be used in other areas such as the PowerPoint presentation in order to add visual interest while still staying thematic to the brand.