Instructions on the use of the OACIQ's logo

Logo

OACIQ logo

The acronym OACIQ stands for: Organisme d'autoréglementation du courtage immobilier du Québec. This logo is used mainly when the logo accompanied by the signature (see below) is not sufficiently legible.

OACIQ logo + Company name

The use of the OACIQ logo along with the company name is r ecommended for OACIQ administrative documents and forms

---

OACIQ logo + Signature

The use of the OACIQ logo along with the signature is to be preferred because it is an important means that enables various audiences to understand the role of the OACIQ. This logo is mainly used for all activities with public visibility.
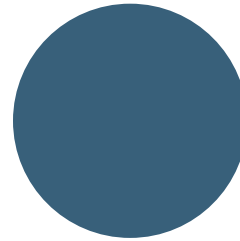
Logo

Main logo colours

The main colours ensure recognition of the OACIQ. They are frequently used in the universe of the Organization's graphic platform.

PMS : 5405
CMYK : 68-35-17-40
RGB : 73-110-143
WEB : 496E8F

PMS :158
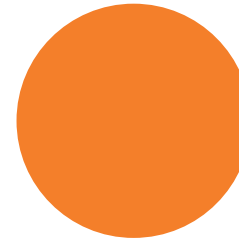CMYK : 0-62-95-0
RGB : 240-118-27
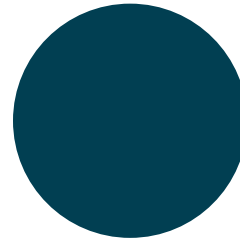WEB : F0761B

Additional colours

These colours are used as accent colours and effectively contribute to the harmony of all OACIQ communications. They are complementary to the blue and orange of the main colour palette.
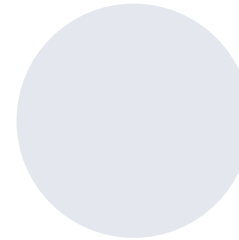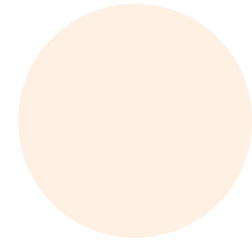
PMS : 2168
CMYK : 91-44-30-57
RGB : 35-74-93
WEB : 234A5D

PMS : 5405 (10 %)
CMYK : 9-5-5-0
RGB : 234-238-242
WEB : EAEEF2

PMS :158 (10 %)
CMYK : 1-6-8-0
RGB : 252-242-235
WEB :FCF2EB

Logo

Security zone

The logo must be surrounded by minimal space at all times. This is to increase its visual impact and ensure that it is clearly recognized in all contexts. Use the width of the door to define the minimum clearance above, below and on each side. No other visual element should encroach on the security zone: no text, image, shape or texture. This rule must apply in all circumstances, regardless of the medium, format or version used.

Logo

Logo colour variations accepted

When applied to a dark background, the logo can be used in white or by keeping the orange "i". To ensure a beautiful harmony of colour, the suggested background colours are preferred as shown on the right. On a light background, the logo colours should remain intact, except when the logo is used in black and white.

PMS : 2168
CMYK : 63-19-0-69
RGB : 35-74-93
WEB : 234A5D

PMS : 5405
CMYK : 58-17-0-46
RGB : 73-110-143
WEB : 496E8F

PMS :BLACK
CMYK : 0-0-0-100
RGB : 29-29-27
WEB : 1D1D1B

Logo

Minimum sizes

When used with the company name or signature (page 2), the logo must comply with the sizes shown on the right.

100 px

200 px

OACIQ

THE OACIQ IS THE AUTHORITY OF
REAL ESTATE BROKERAGE IN QUEBEC

PRINT

0,75"

1,5"

OACIQ

THE OACIQ IS THE AUTHORITY OF
REAL ESTATE BROKERAGE IN QUEBEC