Graphic Standards Guide
OACIQ seal

OACIQ seal

Presentation

The OACIQ seal allows licence holders to link their professional identity and affiliation to their regulating organization. It also provides a distinctive branding that highlights the compliance of their practice, thereby reinforcing the bond of trust with the public.

The OACIQ seal may be used by all licensees who hold a valid licence and are authorized to practice real estate brokerage. Its use is discretionary and is not subject to any particular obligation. However, it is recommended that its use be favoured over that of the OACIQ logo in order to emphasize the affiliation statement. It can be used in a variety of ways, provided that the graphic rules presented in this guide are respected.

The seal comes in the following versions:

1. Without frame
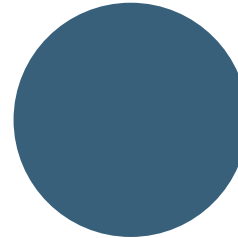**2. With frame**

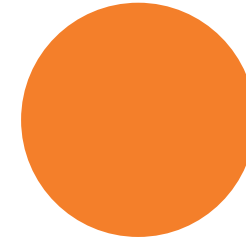1.

2.

OACIQ seal

Main colours of the seal

The main colours used in the seal tie in with the OACIQ brand. The correct colours must be used in every instance and in the proper combinations according to the medium used:
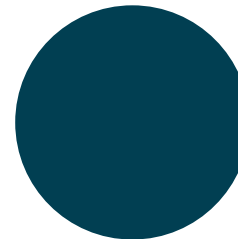
PMS and CMYK = print

RGB and HEX = digital

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

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

PMS : 2168
CMYK : 91-44-30-57
RGB : 35-74-93
HEX : #234A5D

OACIQ seal

Use on light-coloured background

When used on a white or light-coloured background, the OACIQ seal may be used as follows:

1. Without frame
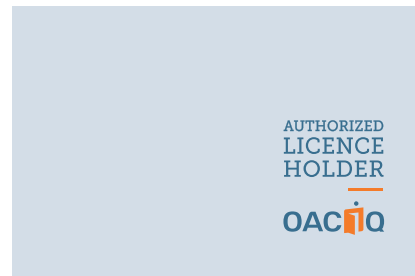This option provides for a more discreet look when inserted in an existing layout.

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HOLDER

OAC1Q

2. With frame
This option makes the seal more visible if required.

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Proper use

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Improper use

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Use on dark-coloured background

When the seal is to be used on a dark background, only the frameless version should be used, in reverse video (all white). There are no restrictions regarding the background colour choices since the seal may be used on existing platforms that already have an established graphic or brand image. The red colour used in the example opposite is for demonstration purposes only.

For any question concerning the use of the seal, please contact the Communications Department at:

communications@oaciq.com

👍

Proper use

👎

Improper use

OACIQ seal

Minimum clearance

The OACIQ seal must be surrounded by a minimum amount of space at all times to increase its visual impact and ensure that it is clearly recognized in any setting. Use the dividing line contained in the seal to measure the minimum clearance to leave above, below and on either side. No other visual elements may encroach on this space, whether text, images, shapes or textures. This rule applies in every circumstance, regardless of the medium, format or version of the seal used.

Use this line to set the minimum clearance around the seal. This will ensure that the space is always proportionate, regardless of the size of seal used.

OACIQ seal

Minimum sizes

1. Print

The minimum size when the seal is inserted into an existing layout for printing is 0.325 inches wide. Anything smaller will not print clearly enough, to the point of being illegible.

2. Digital

The minimum size when the seal is inserted into an existing web layout is 75 pixels wide. Anything smaller could make the seal illegible.

Wherever possible, the digital image of the OACIQ seal should include the following hyperlink:

https://www.oaciq.com

1.

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OAC**1**Q

⟵ 0,325" ⟶

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OAC**1**Q

⟵ 0,5" ⟶

2.

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HOLDER

OAC**1**Q

⟵ 75 pixels ⟶

AUTHORIZED
LICENCE
HOLDER

OAC**1**Q

⟵ 75 pixels ⟶

OACIQ seal

Examples of print applications

Business card
(The use of French in the demo is for viewing purposes only)
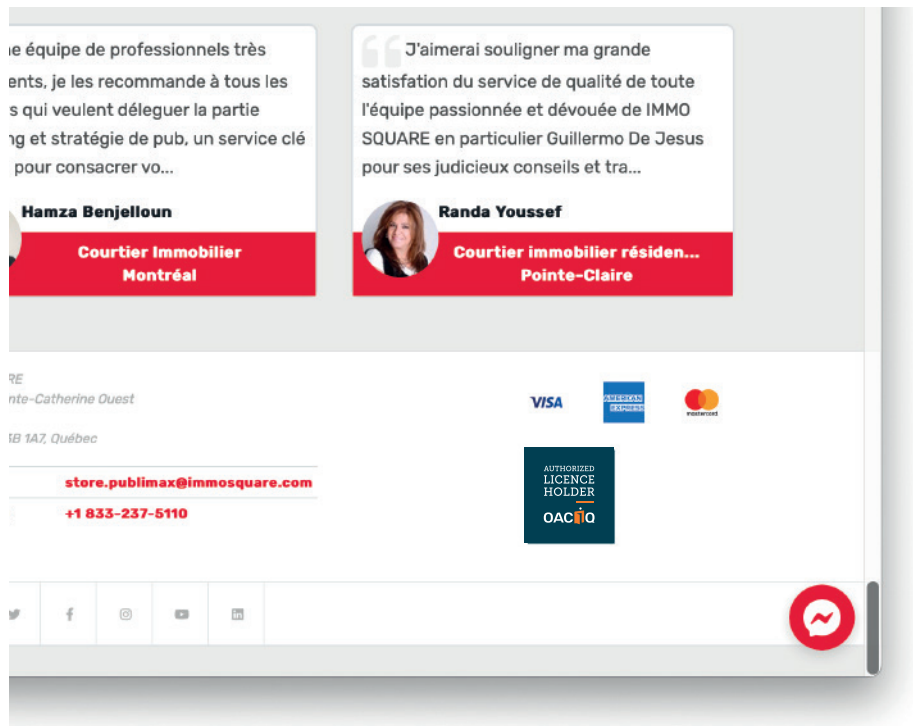

Sign
(The use of French in the demo is for viewing purposes only)

OACIQ seal

Example of digital application

Footer on a web page
(The use of French in the demo is for viewing purposes only)