



Ponts
JACQUES CARTIER +
CHAMPLAIN
Bridges
Canada

GRAPHIC STANDARD GUIDE

SPRING 2018

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CORPORATE APPLICATIONS

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STRUCTURE APPLICATIONS

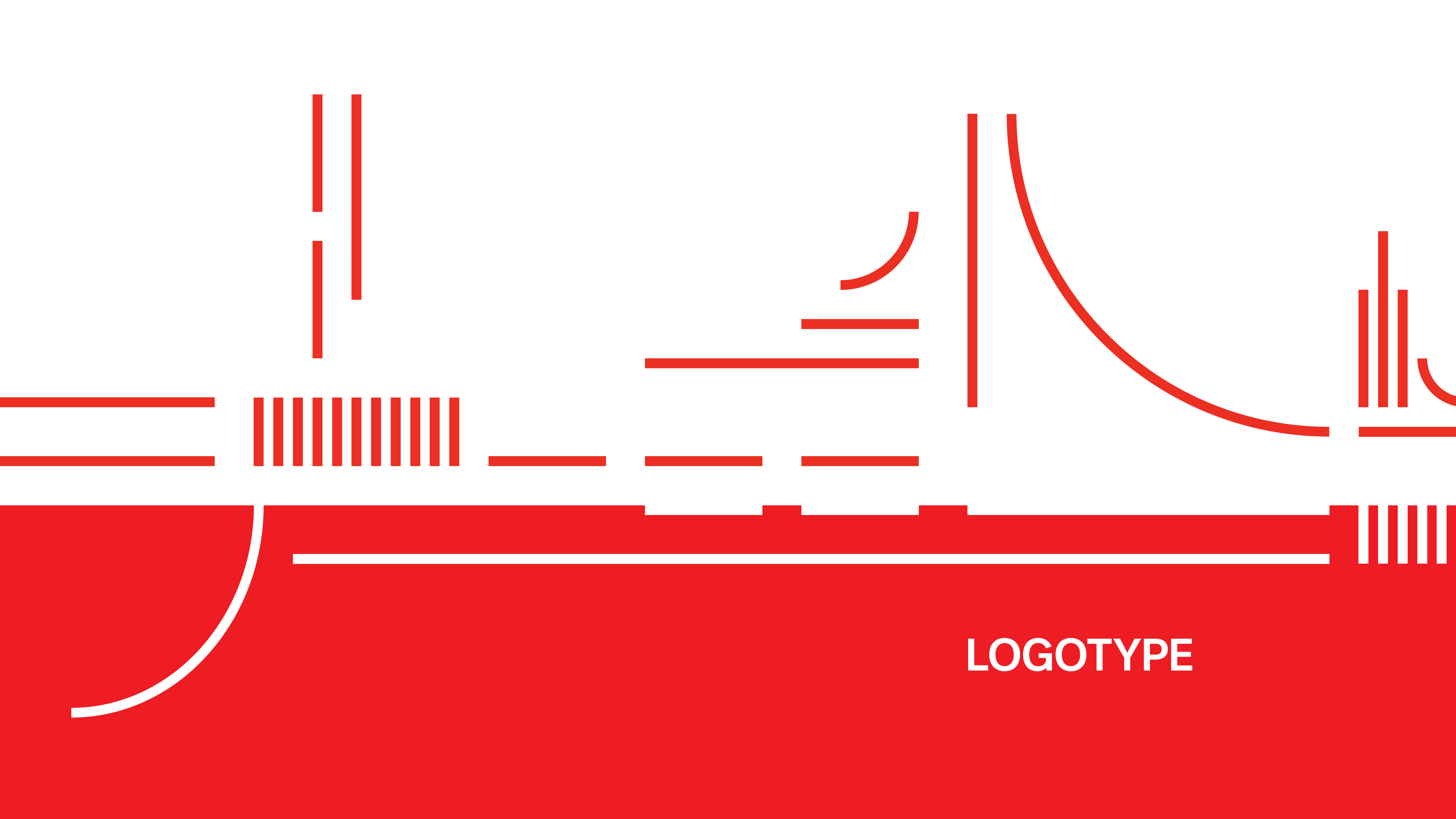
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URBAN AND SOCIAL CONTRIBUTORS APPLICATIONS

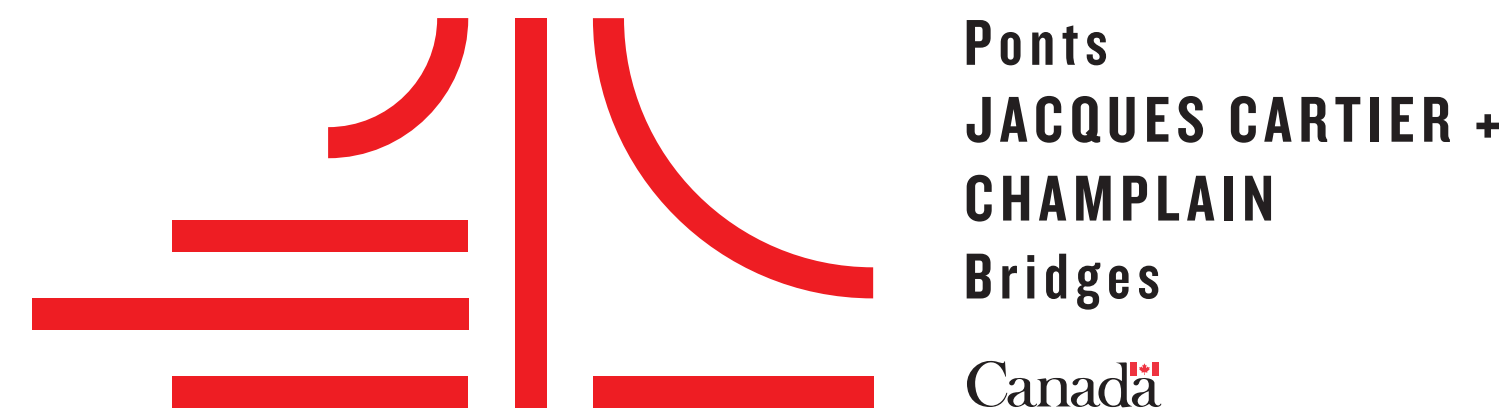
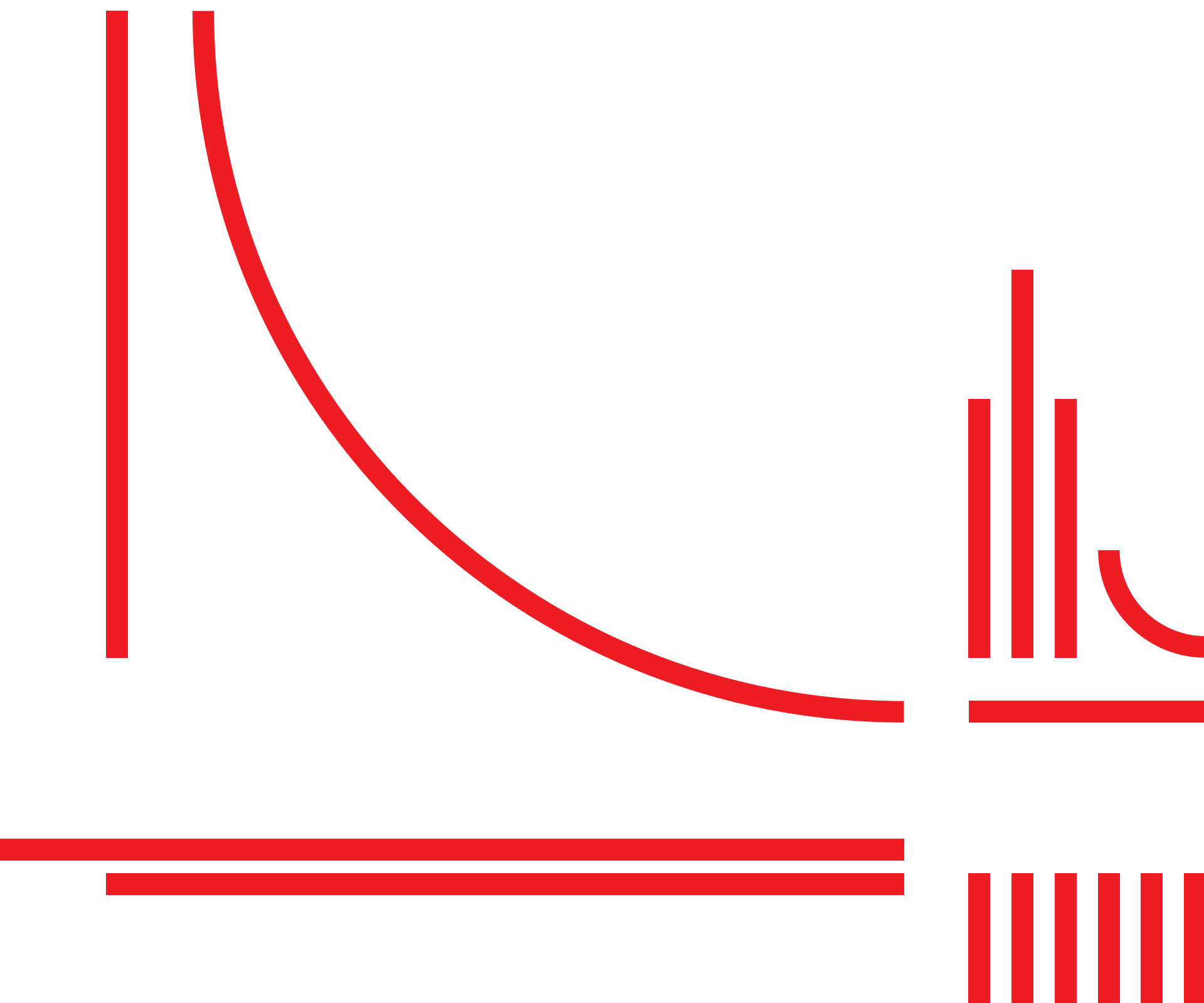
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ENVIRONMENT AND INNOVATION APPLICATIONS

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LOGOTYPE



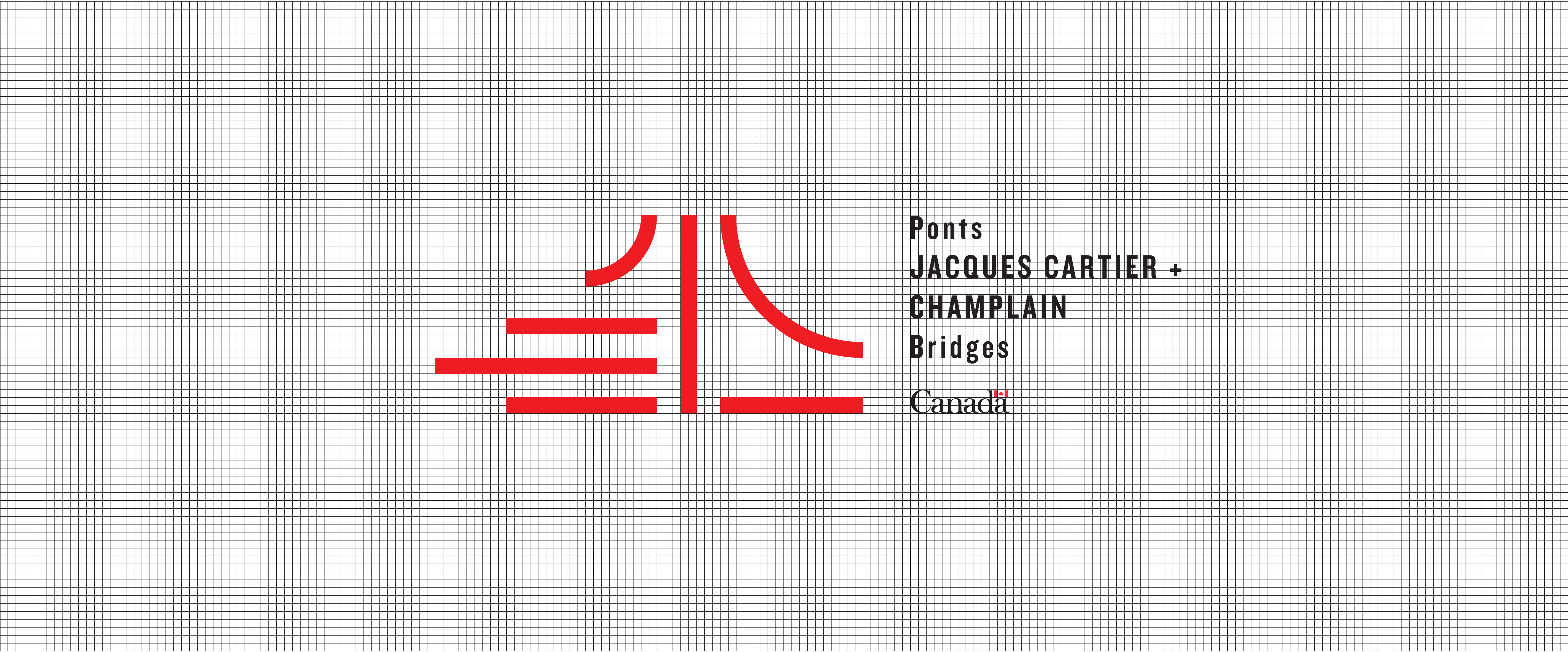
MARCH 2016 :

NEW LOGO TO MODERNIZE THE IMAGE OF THE CORPORATION

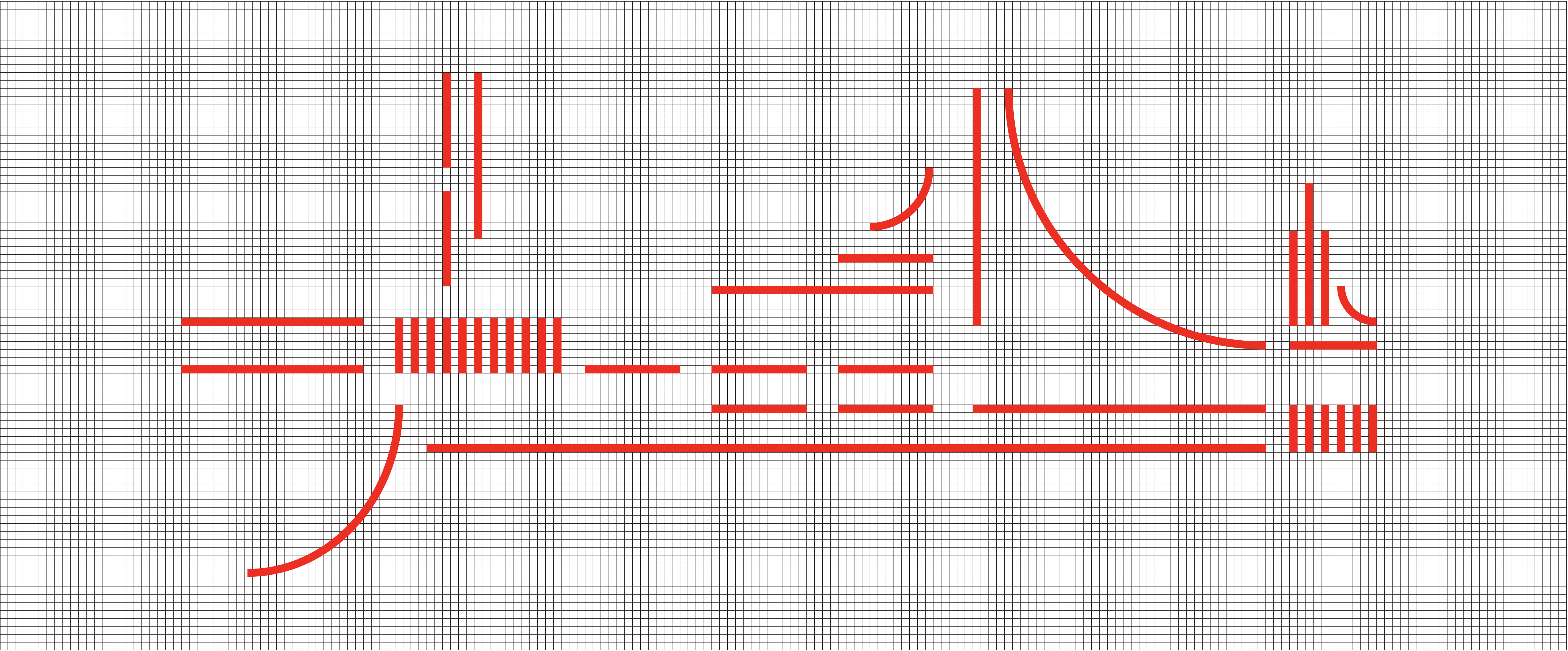
This new logo represents the graphic evolution of the old logo that evoked a suspended bridge. This new signature renews the suspended bridge by adding different graphic representations on mobility, infrastructures and traffic lanes.

This image remake is part of a reflection on distinctive elements that mark the identity of the corporation; rigor, major works, solidity, fluidity, transparency, great challenges, etc. The new graphic signature echoes all these attributes while actualizing the brand and enhancing the corporation's reputation.

GRID



SCHEME GRID



LOGO



LOGO



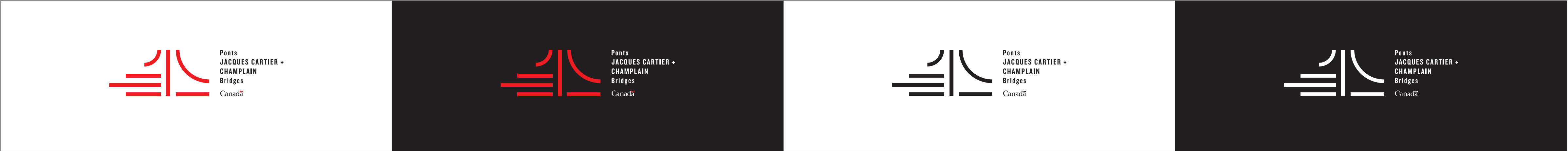
LOGO



LOGO



LOGO



Pantone
EPS
PDF

CMYK
EPS
PDF
DWG
JPG Large
JPG Regular
JPG Small

RGB
EPS
PDF
SVG
PNG Large
PNG Regular
PNG Small

Pantone
EPS
PDF

CMYK
EPS
PDF
DWG
PNG Large
PNG Regular
PNG Small

RGB
EPS
PDF
SVG
PNG Large
PNG Regular
PNG Small

Pantone
EPS
PDF

CMYK
EPS
PDF
DWG
PNG Large
PNG Regular
PNG Small

RGB
EPS
PDF
SVG
PNG Large
PNG Regular
PNG Small

Pantone
EPS
PDF

CMYK
EPS
PDF
DWG
PNG Large
PNG Regular
PNG Small

RGB
EPS
PDF
SVG
PNG Large
PNG Regular
PNG Small

COLORS

PRIMARY



Opaque White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

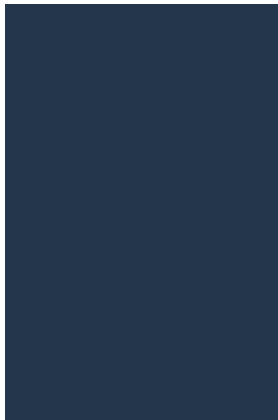


Pantone 1795 C
C0 M100 Y100 K0
R237 G28 B36
HEX #ED1C24



Pantone Pro. Black C
C0 M0 Y0 K100
R0 G0 B0
HEX # 000000

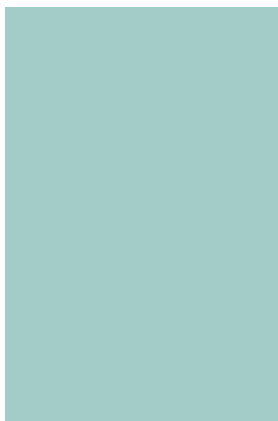
SECONDARY



Pantone 3025 C
C87 M72 Y47 K42
R38 G56 B76
HEX #26374B



Pantone 261 C
C60 M79 Y29 K42
R83 G51 B85
HEX #523255



Pantone 324 C
C36 M7 Y21 K0
R163 G203 B201
HEX #A3CBC8

COLOUR IMPLEMENTATIONS



CORPORATE

- Annual report
- Recruitment
- Annual assembly
- Financial report



STRUCTURES

- Jacques-Cartier Bridge
- Melocheville Tunnel
- Majors works
- Engineering report



**SOCIAL AND URBAN
CONTRIBUTORS**

- Illumination
- Montreal Marathon
- Asset enhancement
- Veduta
- Community investment



ENVIRONMENT AND INNOVATION

- Bonaventure Solution
- Ecological Maintenance Techniques (Bett juice)
- Innovation Centre

TYPOGRAPHY

Titling typography

Knockout Liteweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Content typography

Real Head Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Web typography

Real Head Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

System typography

Arial

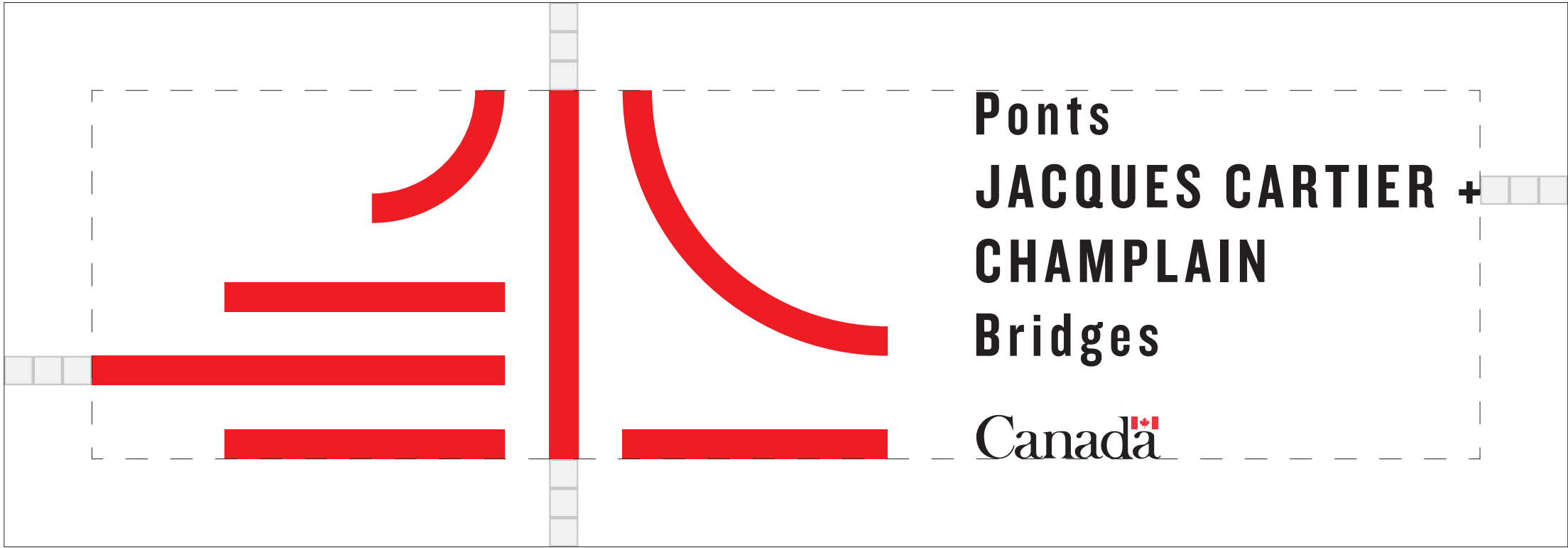
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PROTECTION AND FORMATS

Protection zone



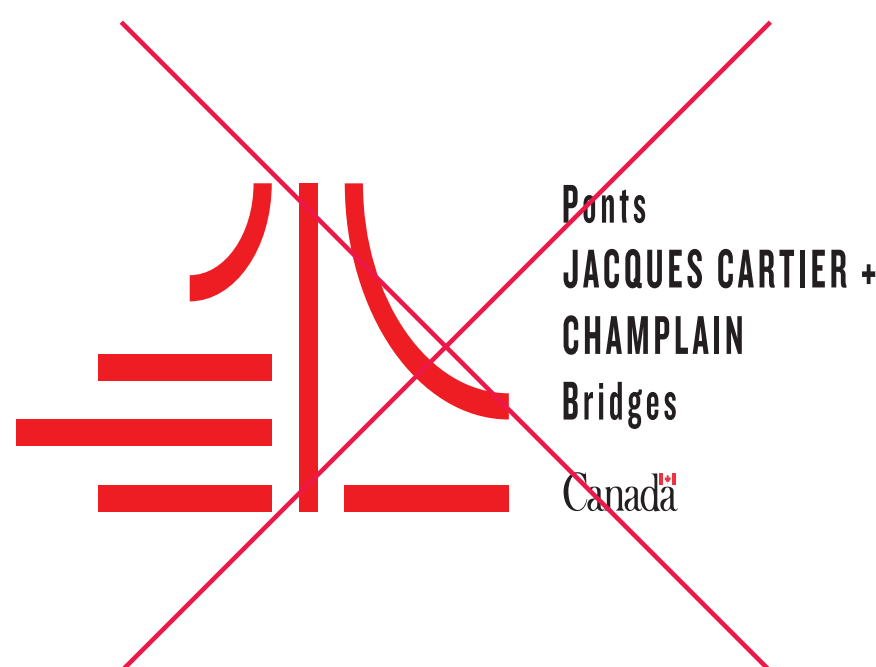
Minimal format



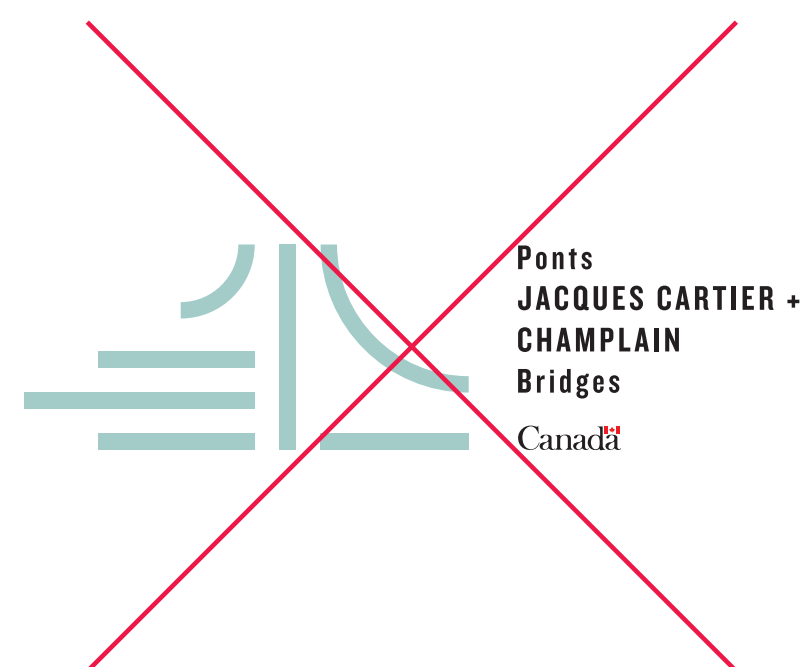
INCORRECT USES



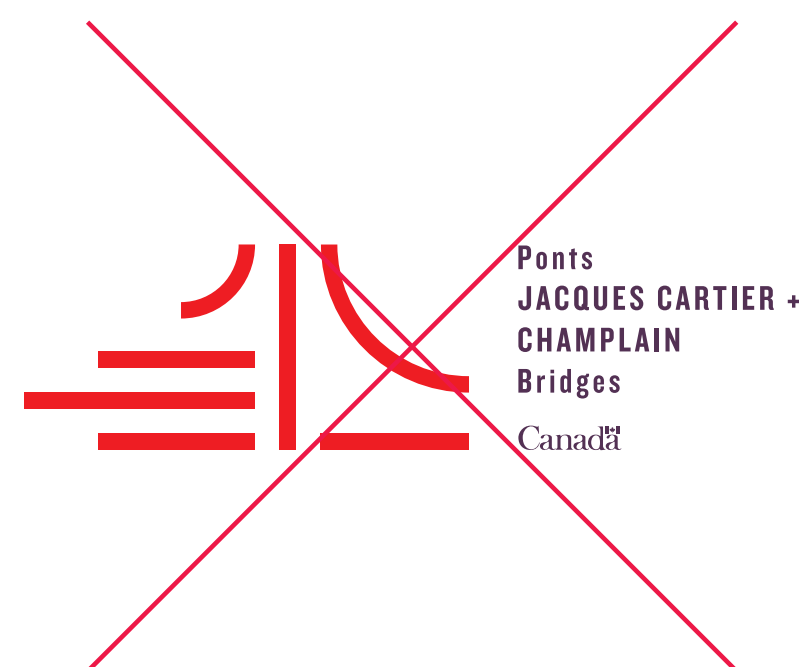
Rotation



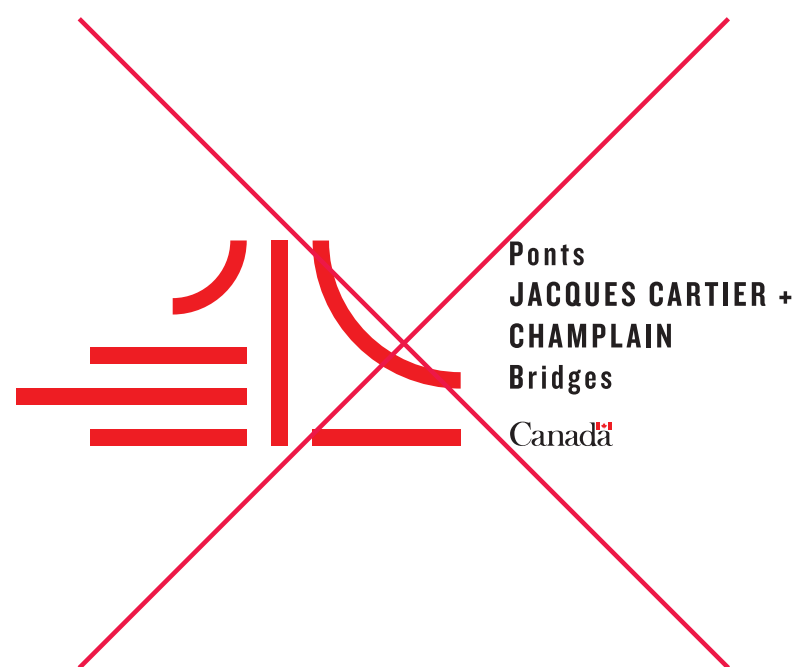
Deformation of the logo



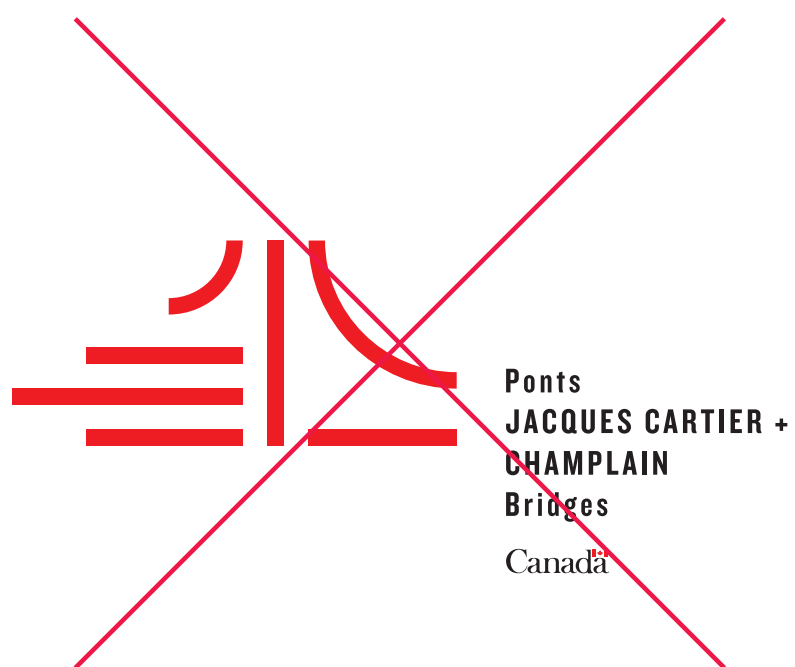
Wrong color of the symbol



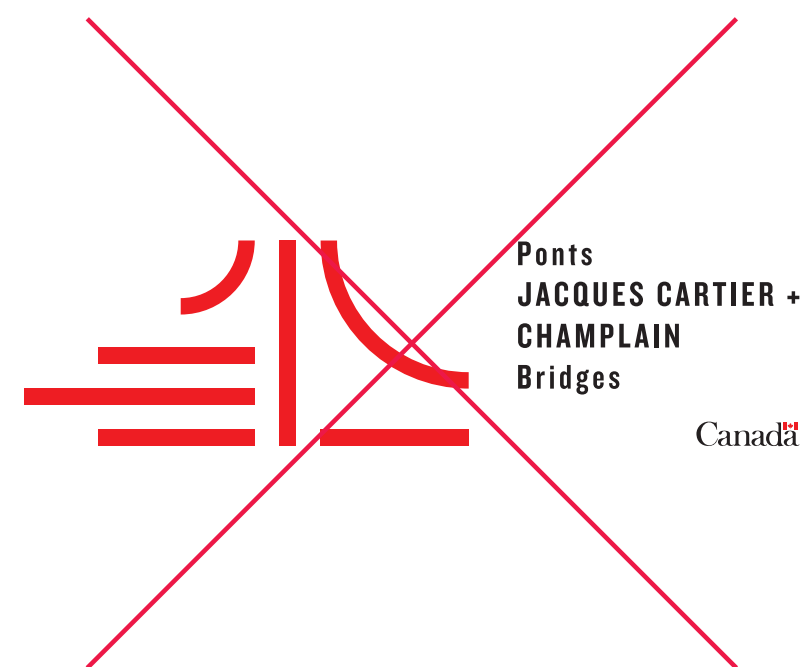
Wrong colour of the font



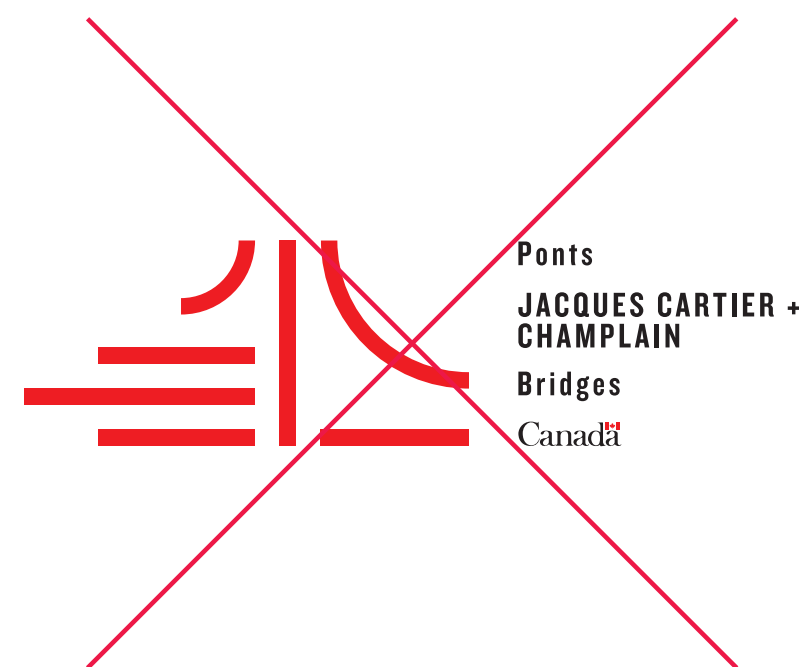
Non-official font



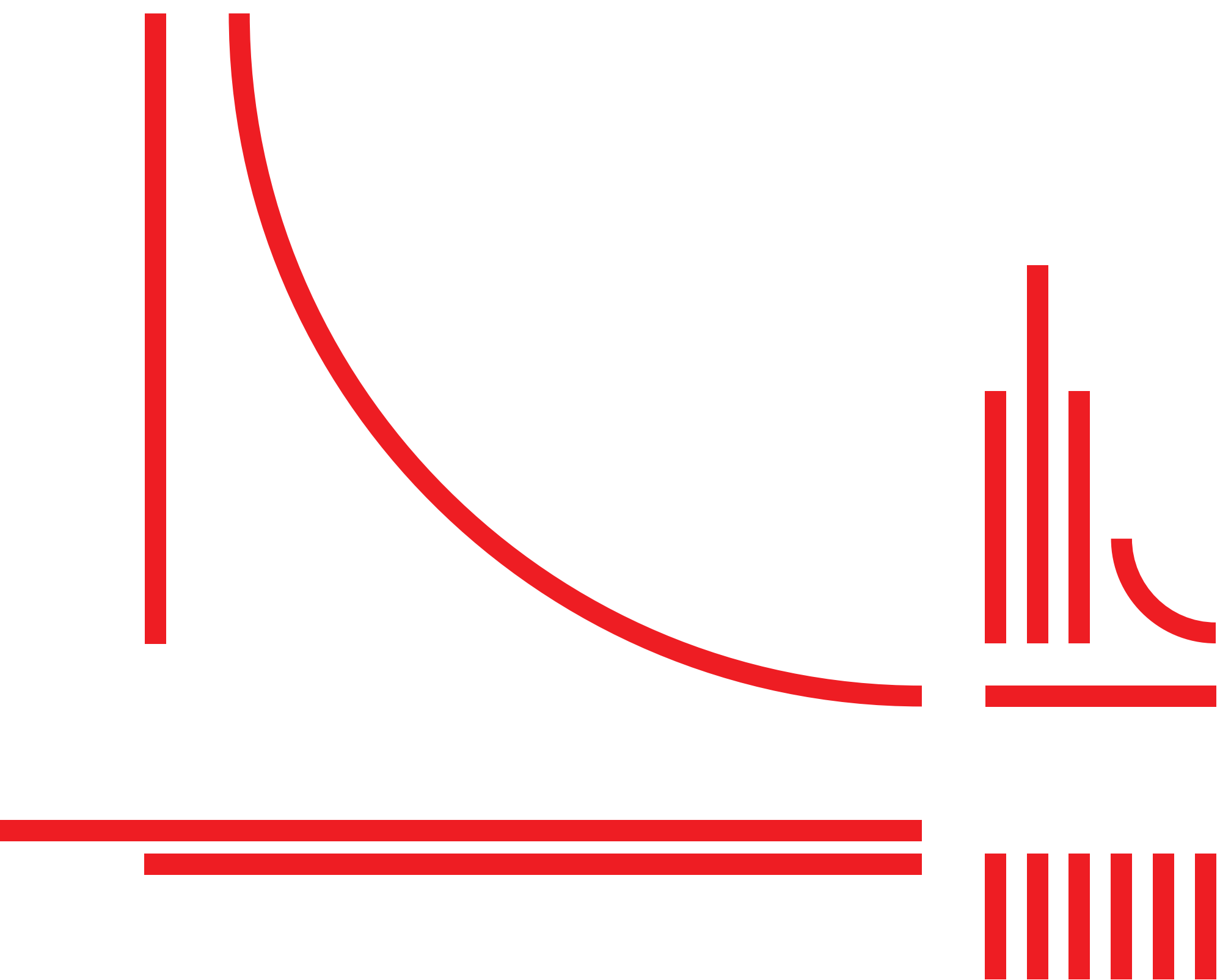
Incorrect vertical alignment



Incorrect horizontal alignment



Irregular interspace



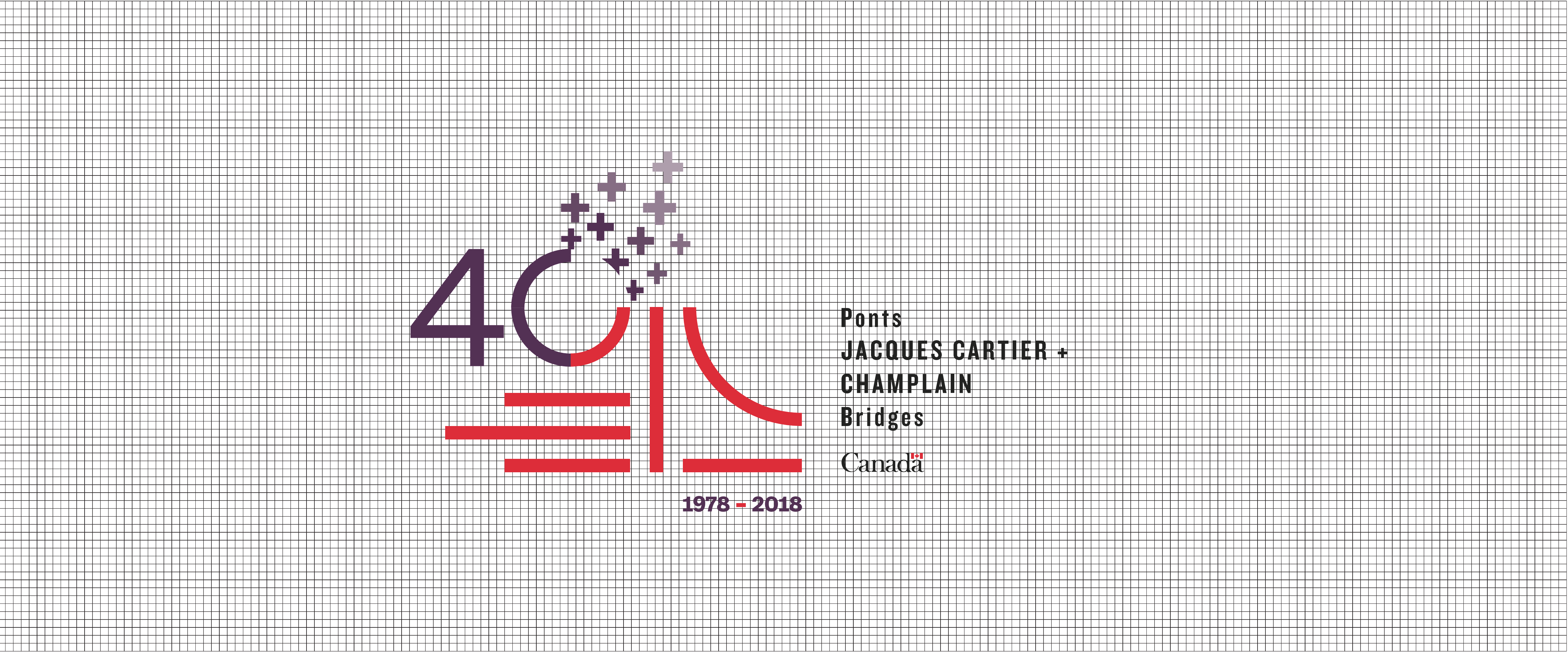
Ponts
**JACQUES CARTIER +
CHAMPLAIN**
Bridges
Canada

2018-2019: NOVEMBER 3, 2018 TO NOVEMBER 2, 2019

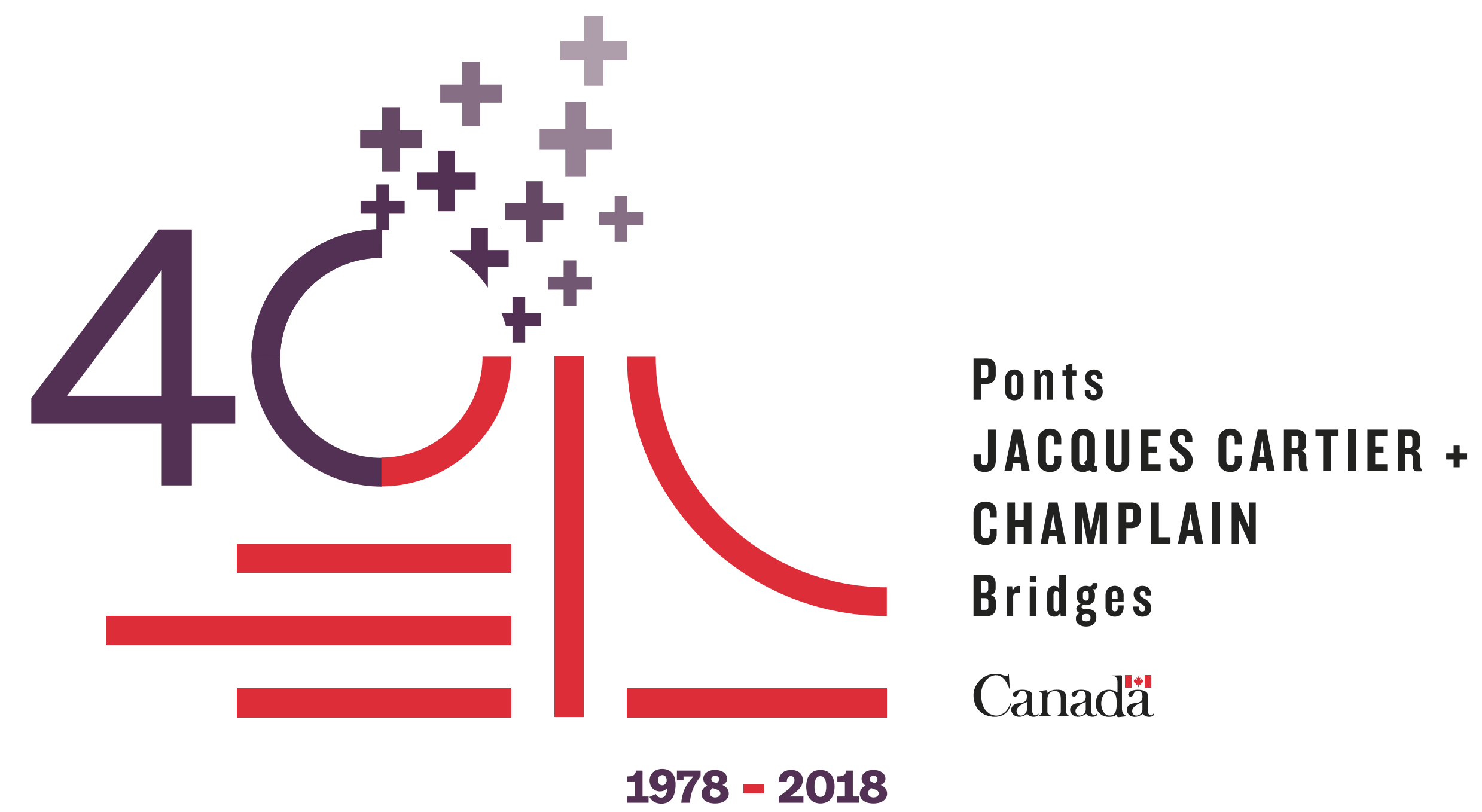
SPECIAL LOGO TO CELEBRATE THE CORPORATION'S 40TH ANNIVERSARY

The celebratory logo for The Jacques Cartier and Champlain Bridges Incorporated represents our pride in everything we've accomplished over the past 40 years. This special anniversary signature adds some graphical flair to our existing logo (which was published for the first time in March 2016) to represent the illumination of the Jacques Cartier Bridge, our large-scale projects, and our commitment to users and the public.

GRID



LOGO APPLICATION: CORPORATION'S 40TH ANNIVERSARY



LOGO



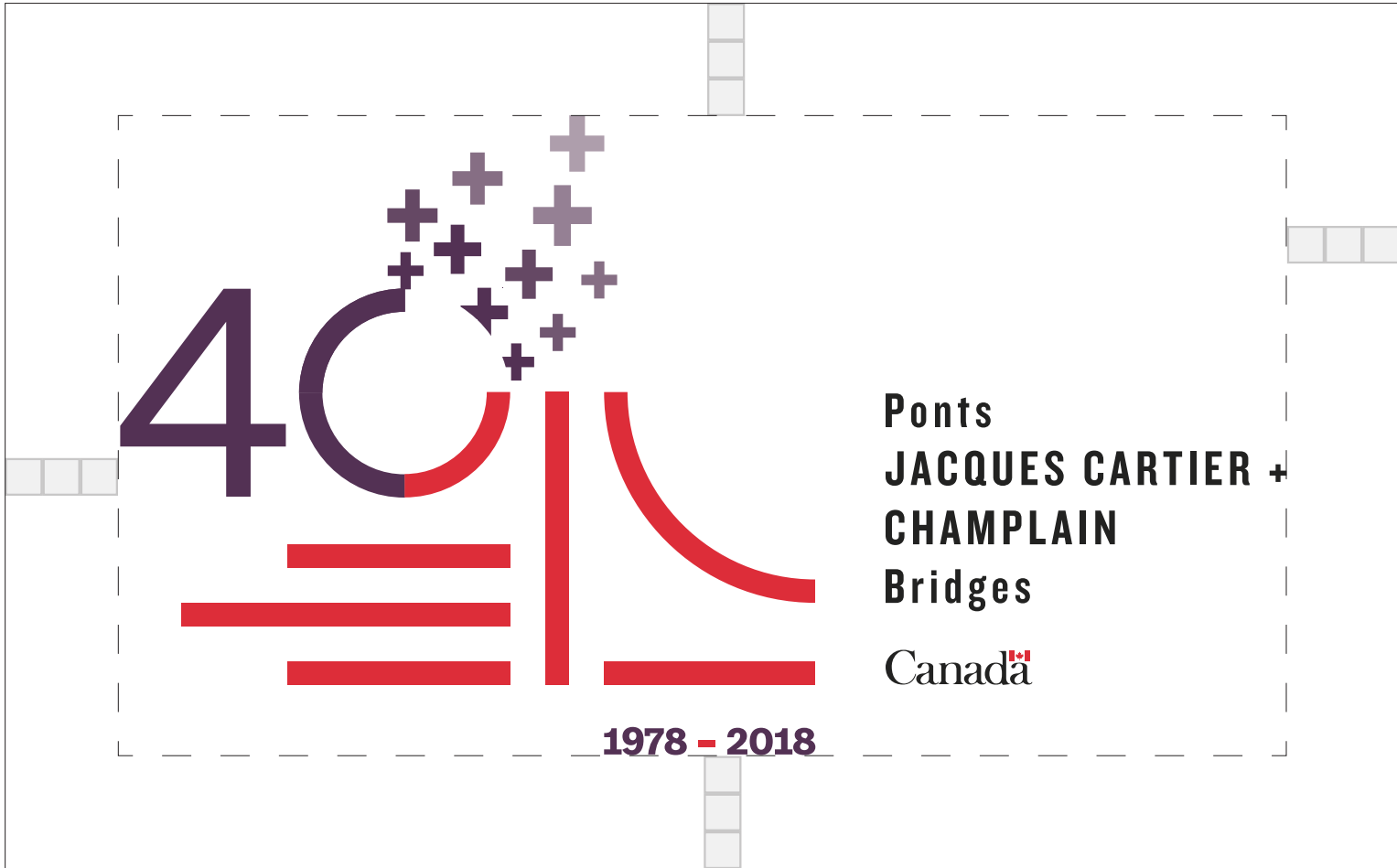
Ponts
JACQUES CARTIER +
CHAMPLAIN
Bridges
Canada

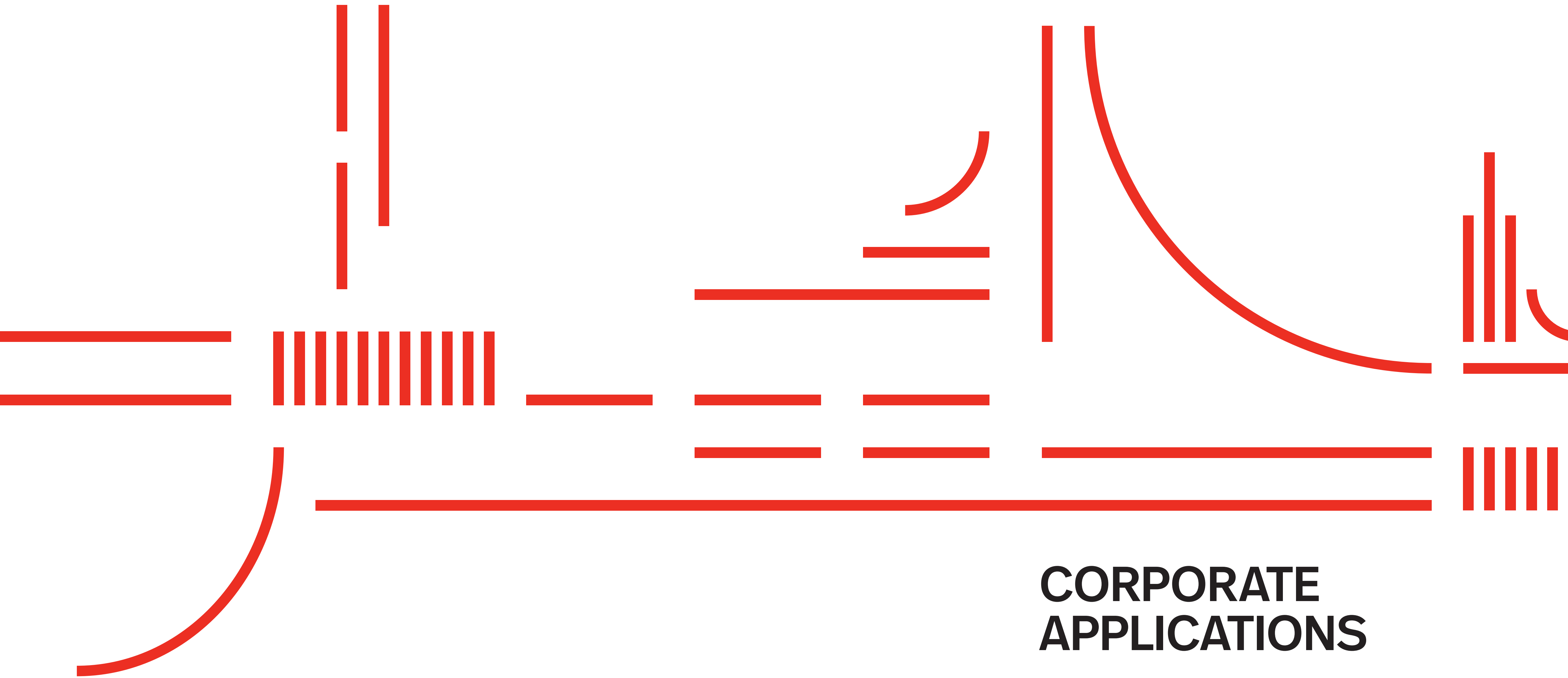
LOGO



PROTECTION AND FORMATS

Protection zone





STATIONARY

Corporate



FIRST NAME, NAME
Premier dirigeant
Chief Executive Officer

gcarlin@pjcci.ca

t 450 651-8771 #2221

1225, RUE ST-CHARLES O / SAINT-CHARLES ST W
BUREAU 500 / SUITE 500
LONGUEUIL QC J4K 0B9

JacquesCartierChamplain.ca

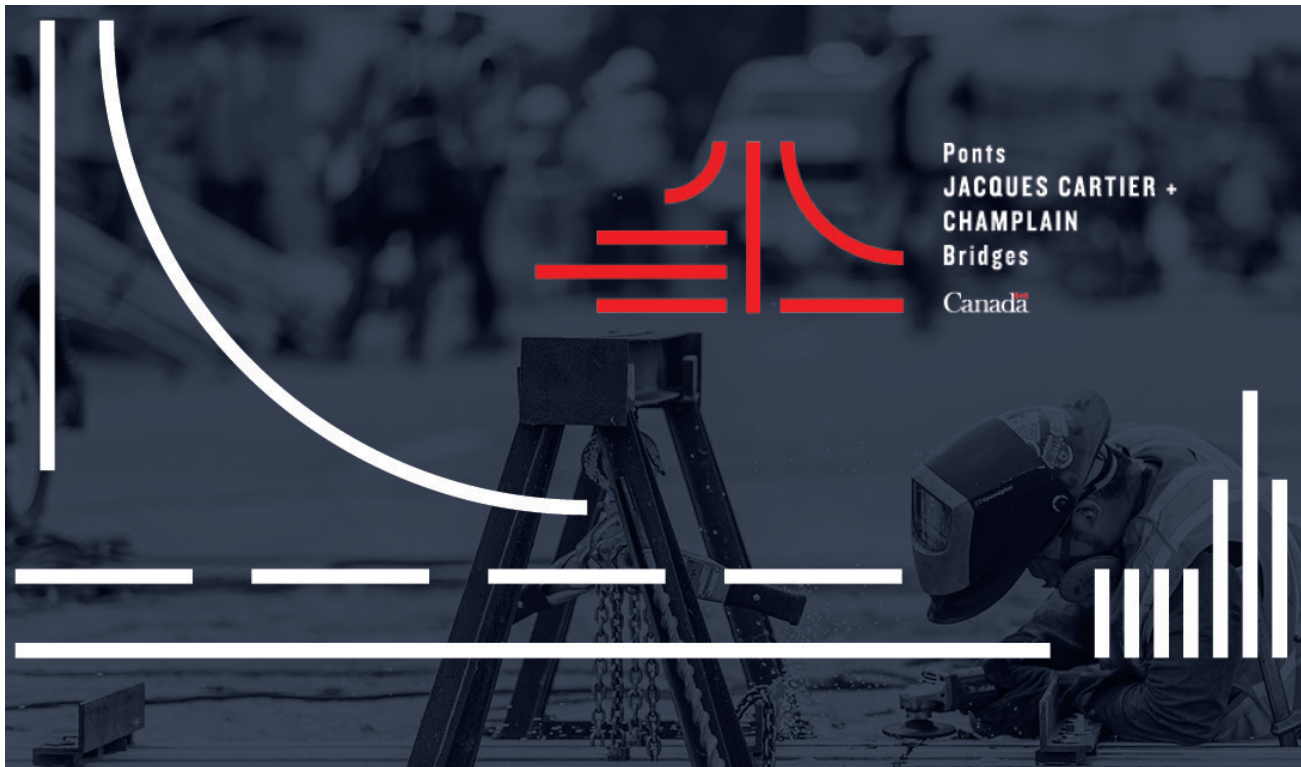
Twitter | LinkedIn | Facebook | YouTube



Ponts
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CHAMPLAIN**
Bridges
Canada

STATIONARY

Major Work



QUESTIONS OU COMMENTAIRES ?
QUESTIONS OR COMMENTS?

communications@pjcci.ca
450 651-8771

    @pontJCBridge
@pontChampBridge
@pontHMBridge

 **JacquesCartierChamplain.ca**
Abonnez-vous en ligne à nos alertes SMS
et bulletin de circulation
Subscribe to SMS alerts and traffic reports online

Students

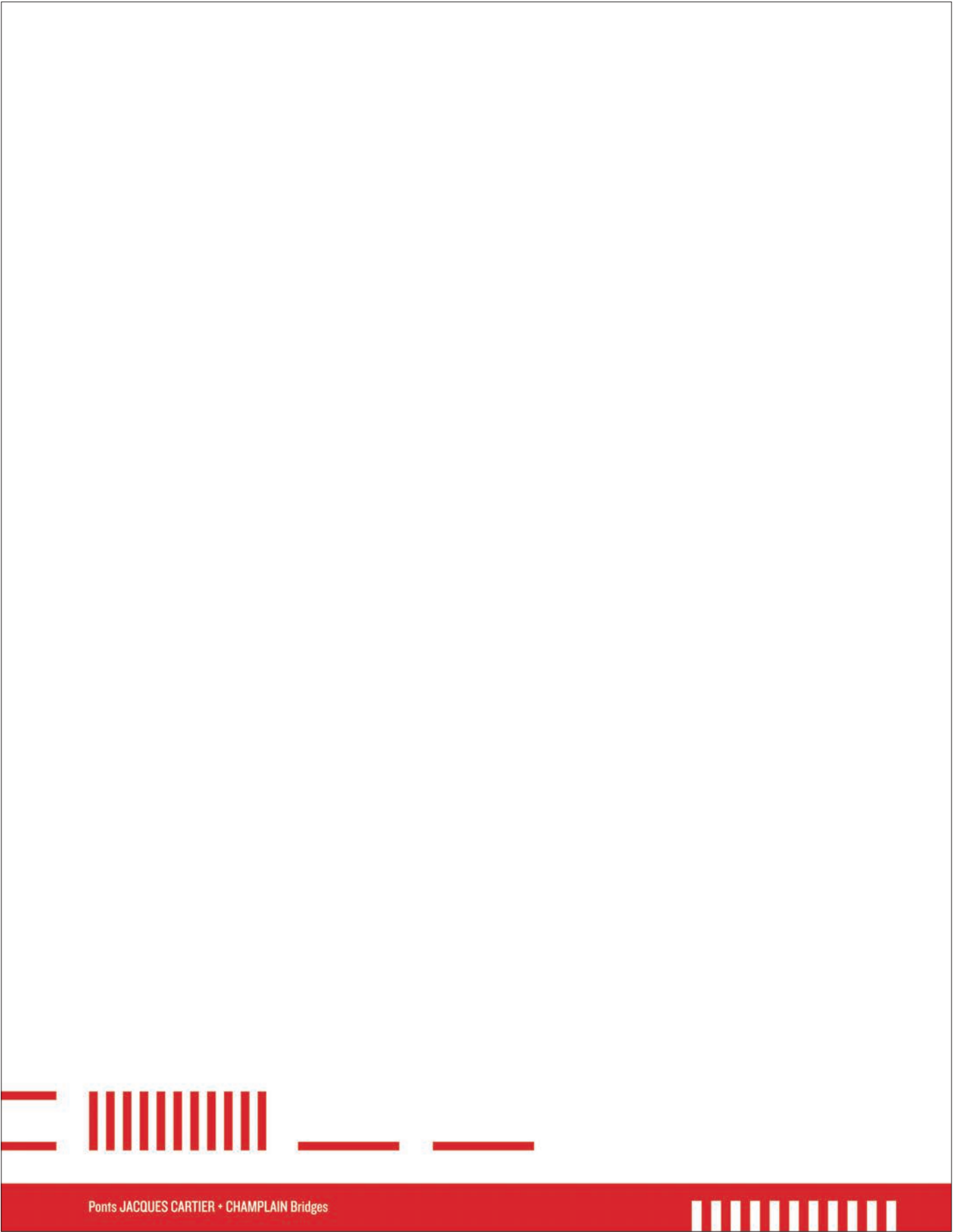


ABONNEZ VOUS À L'INFOLETTRE #FUTURINGÉNIEUR
+ Offres de stage + Actualités + Conseils

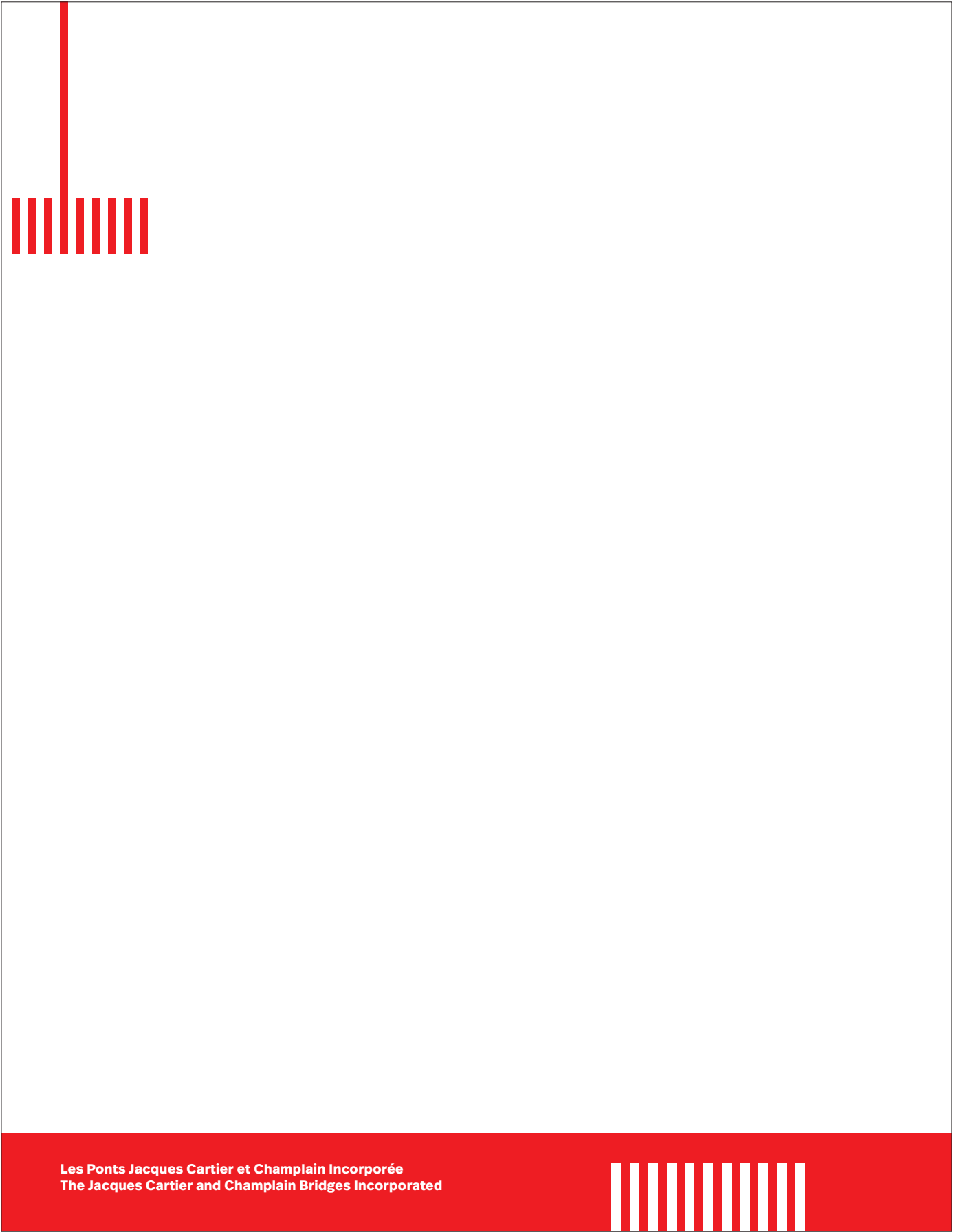
SUBSCRIBE TO THE #FUTUREENGINEER NEWSLETTER
+ Internship offers + News + Advice

JacquesCartierChamplain.ca
   Ponts JACQUES CARTIER + CHAMPLAIN Bridges
 @PJCCI

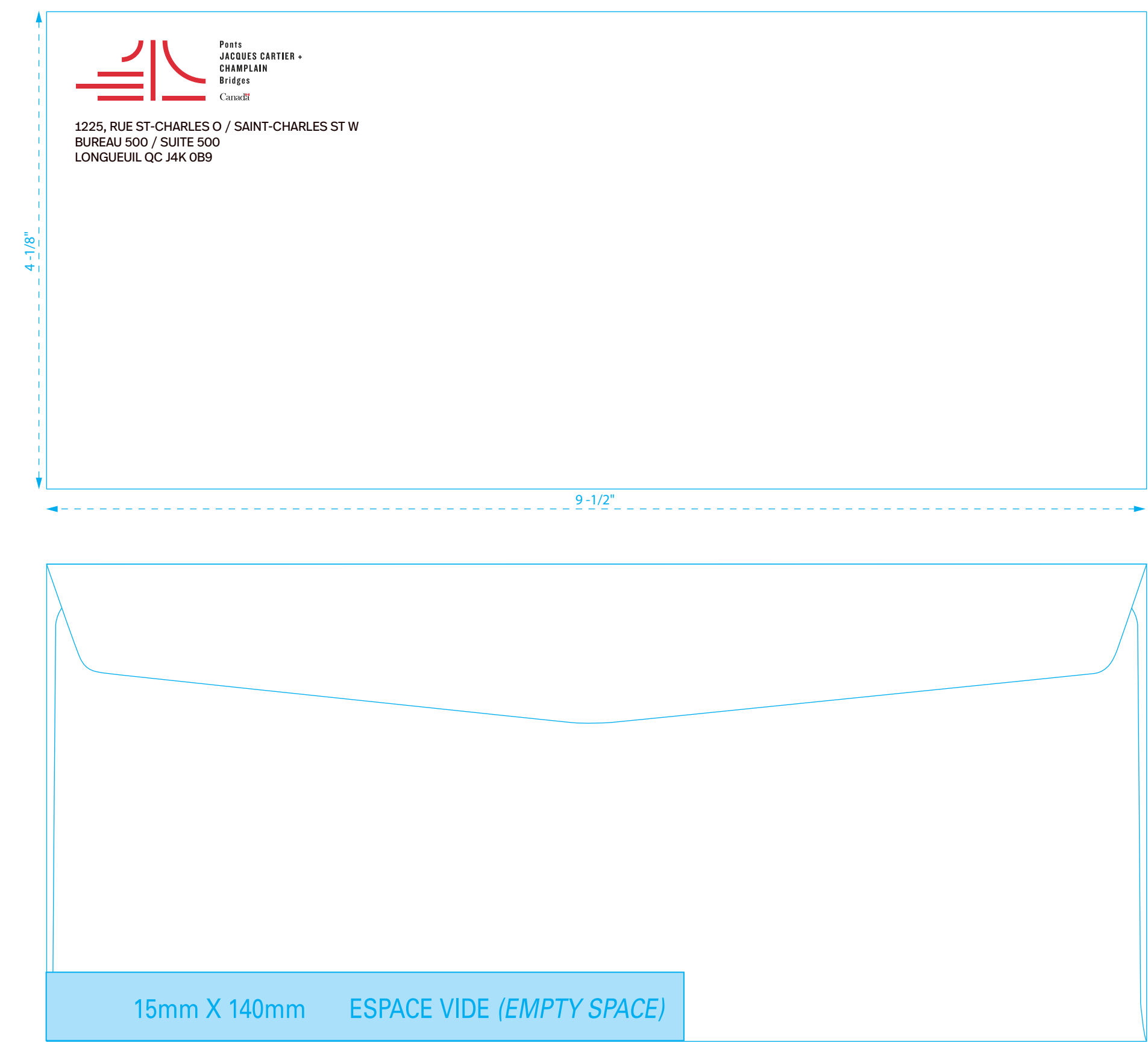
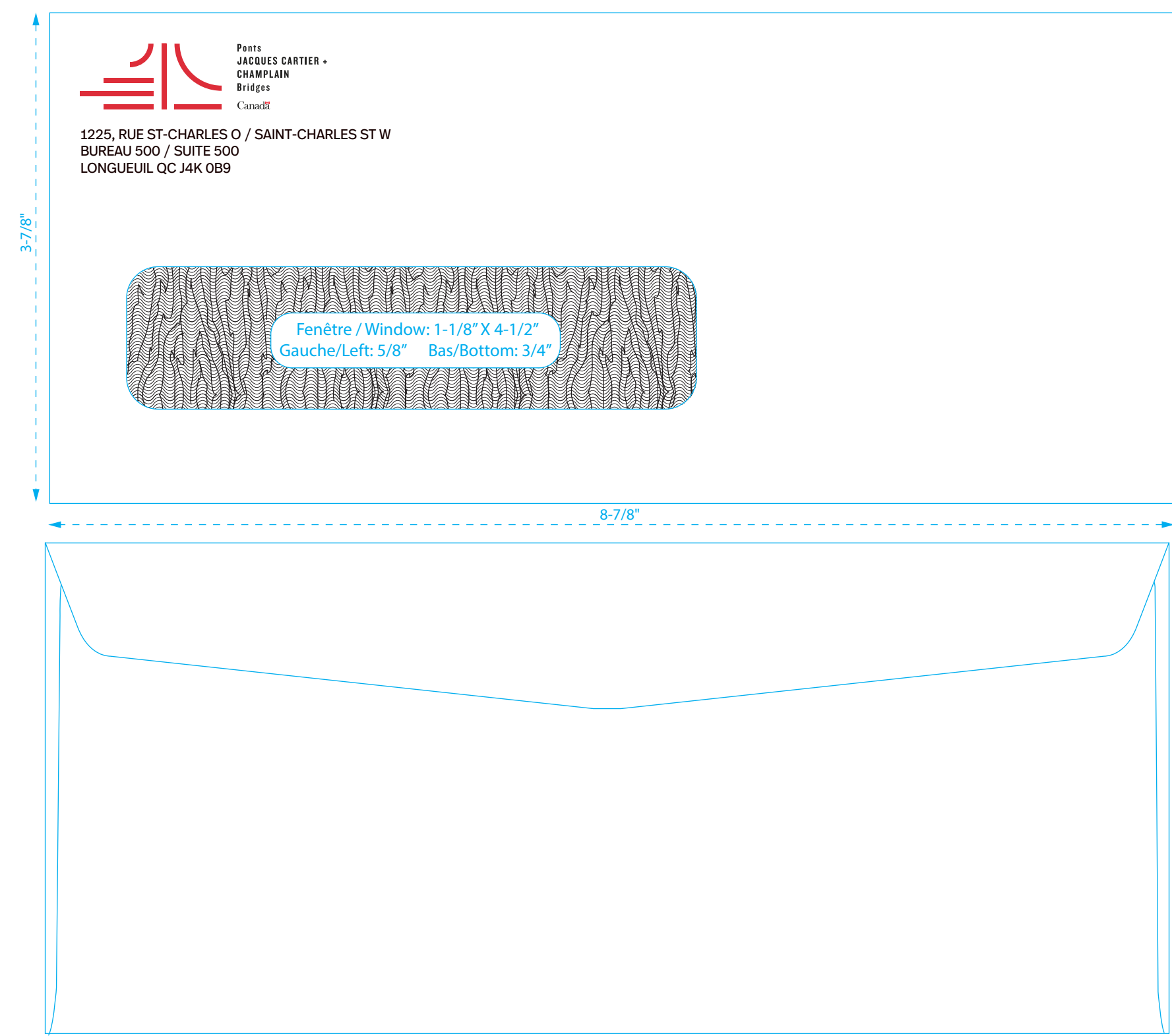
STATIONARY



STATIONARY



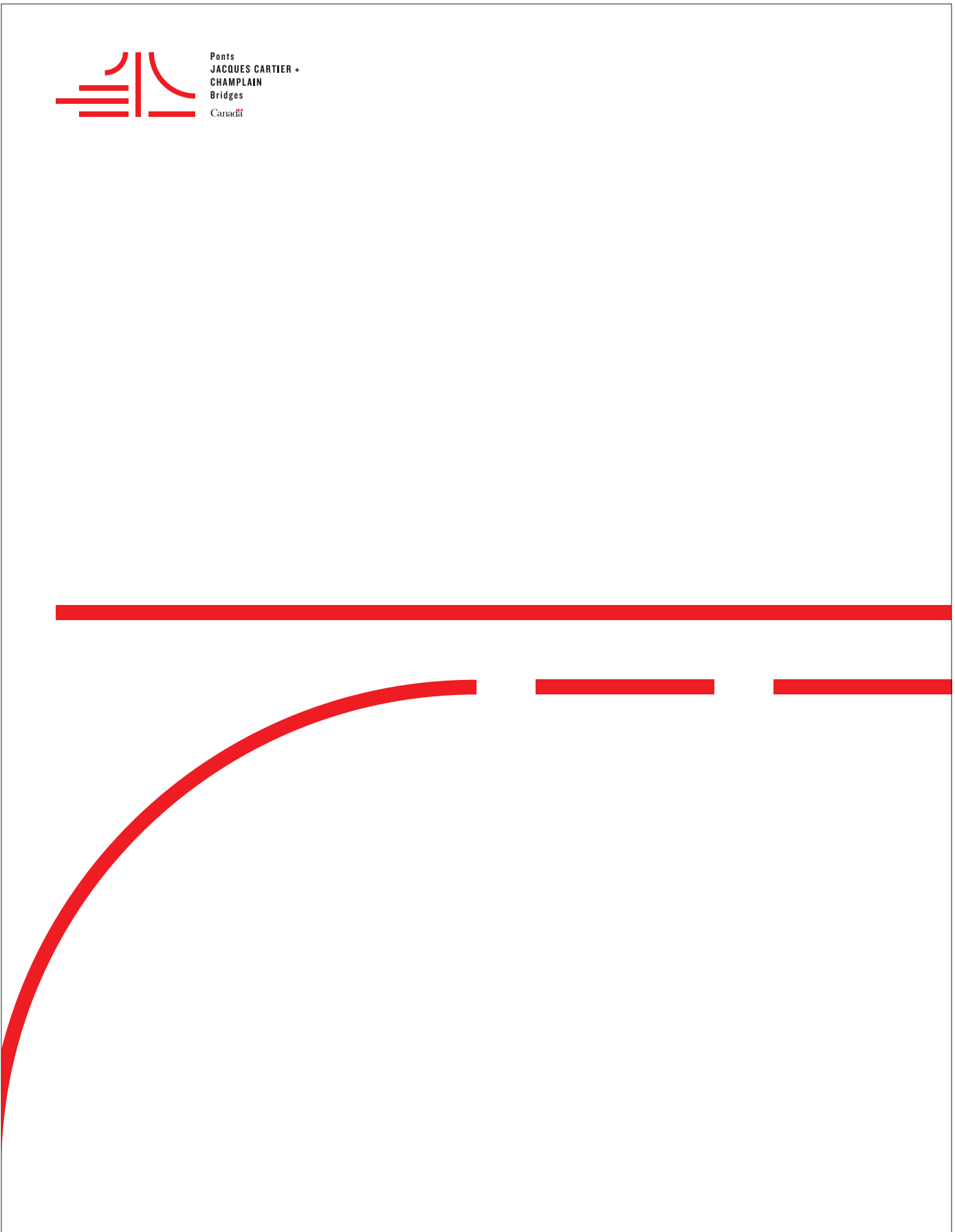
STATIONARY



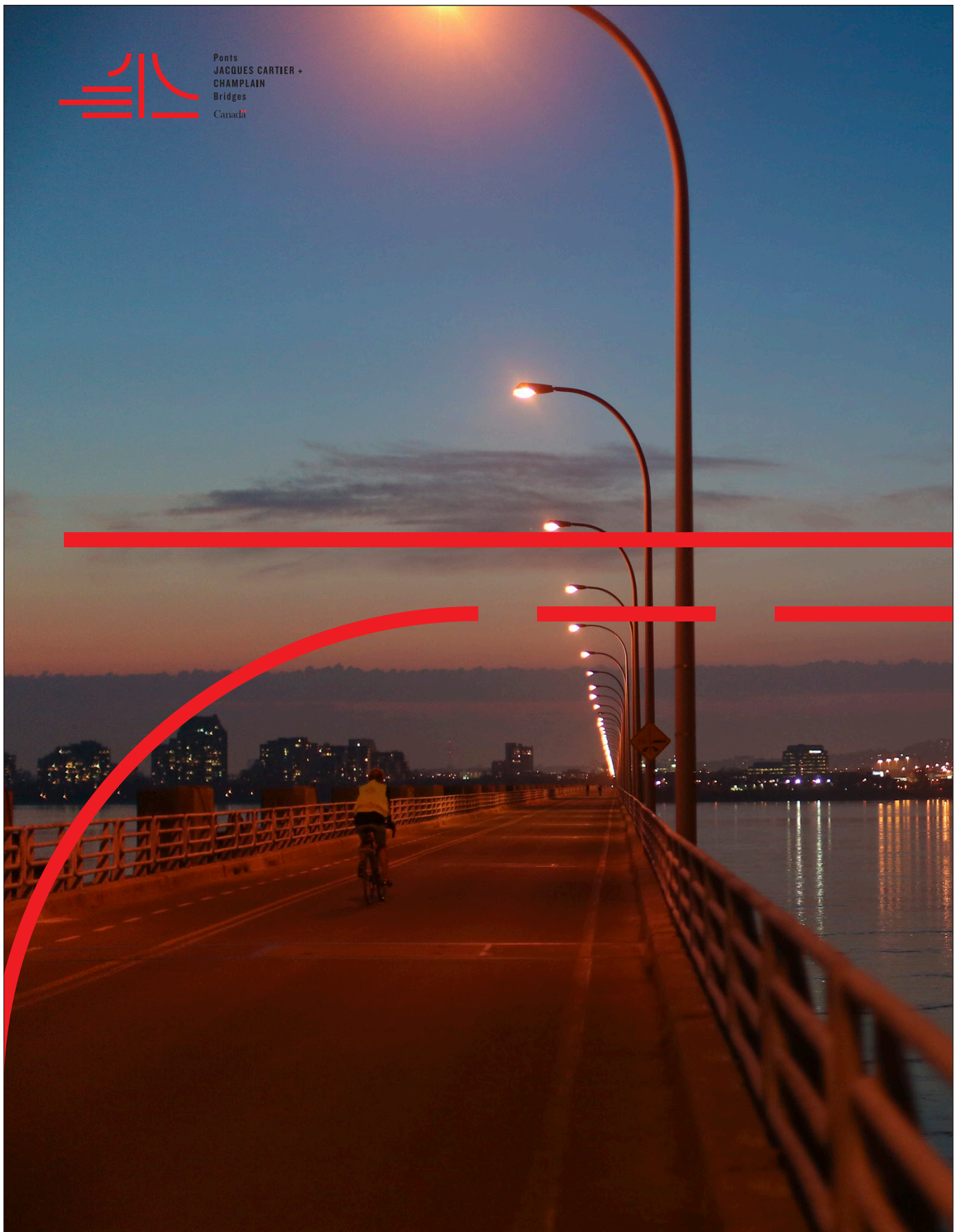
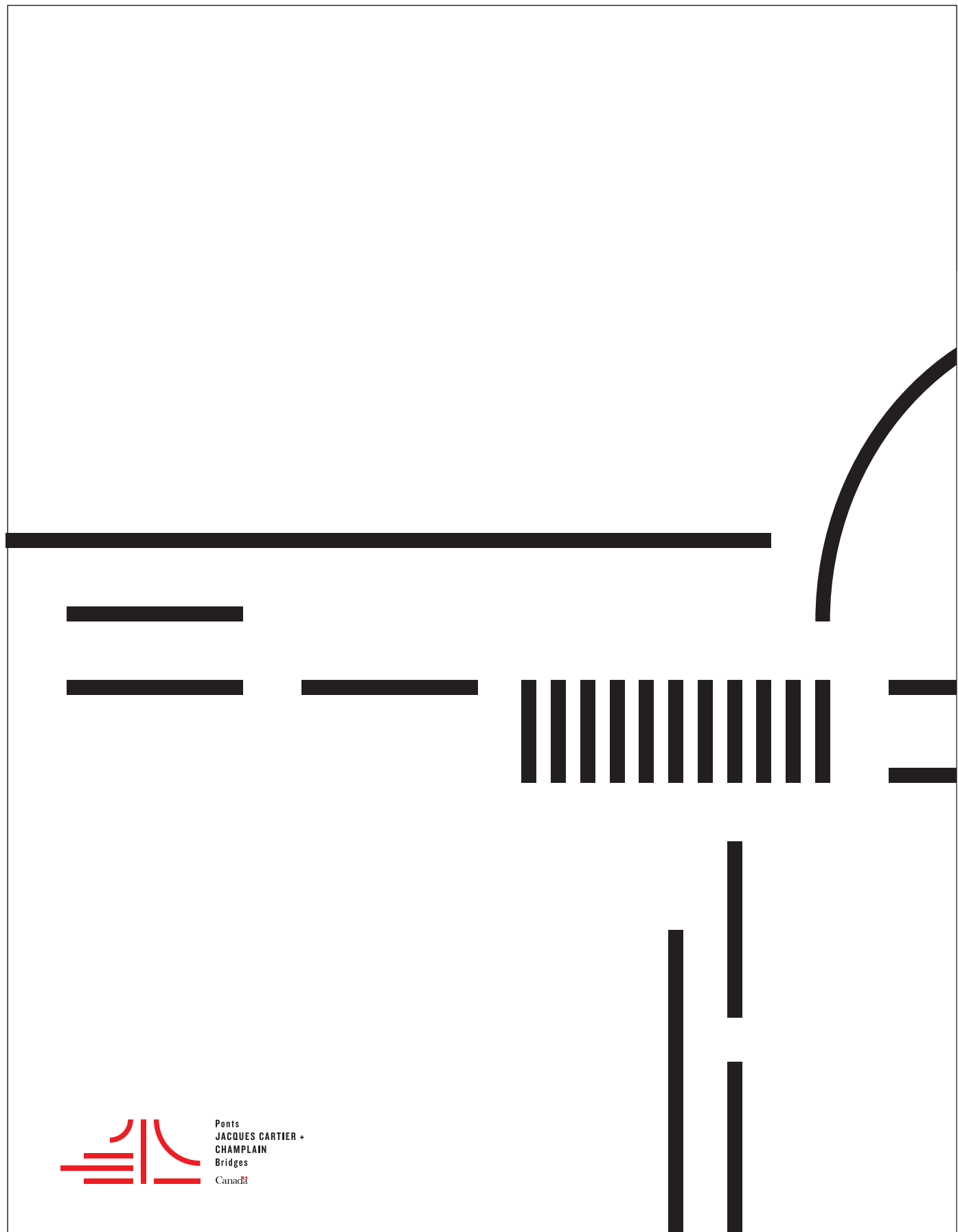
CORPORATIVE POUCH



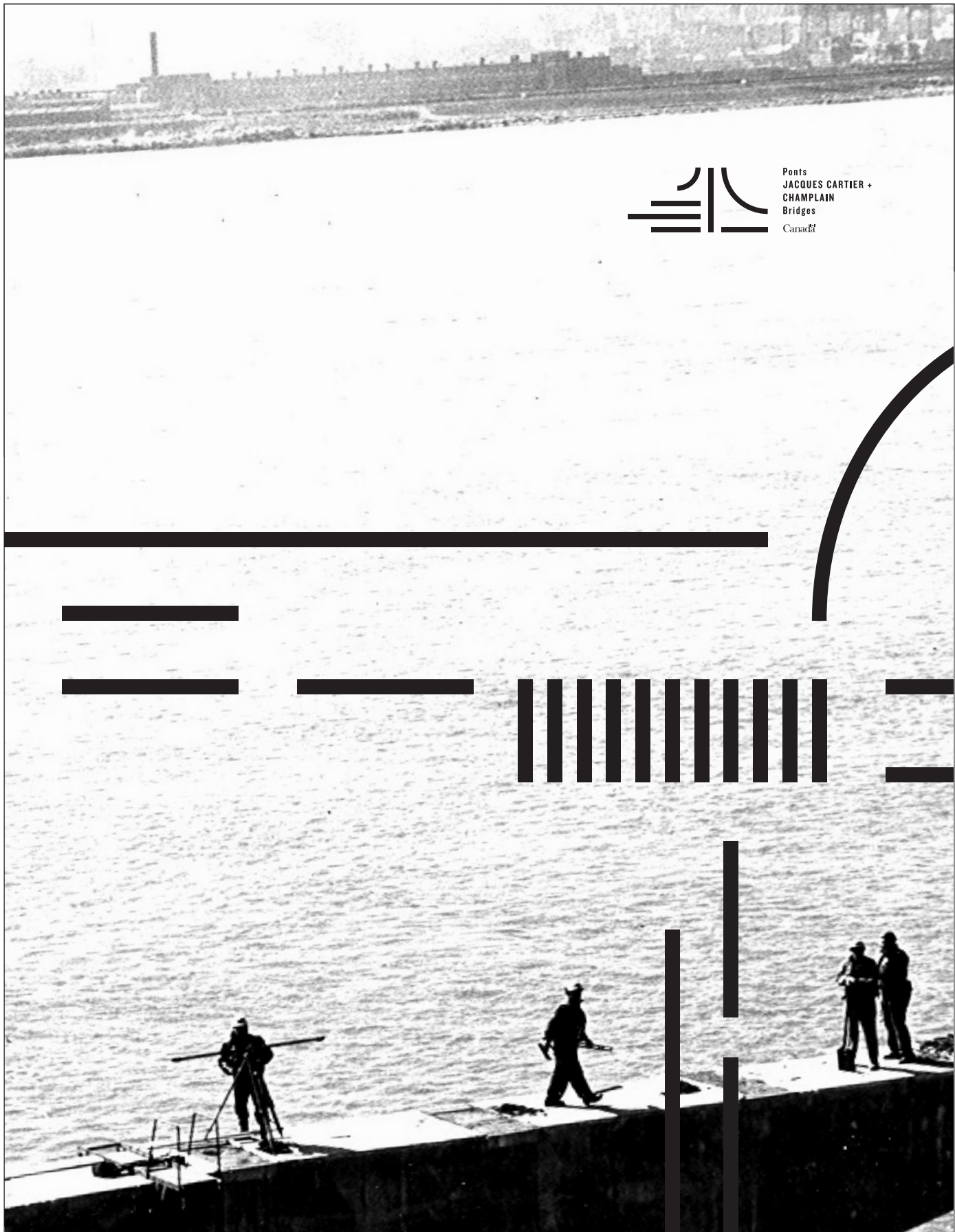
DECLINATIONS



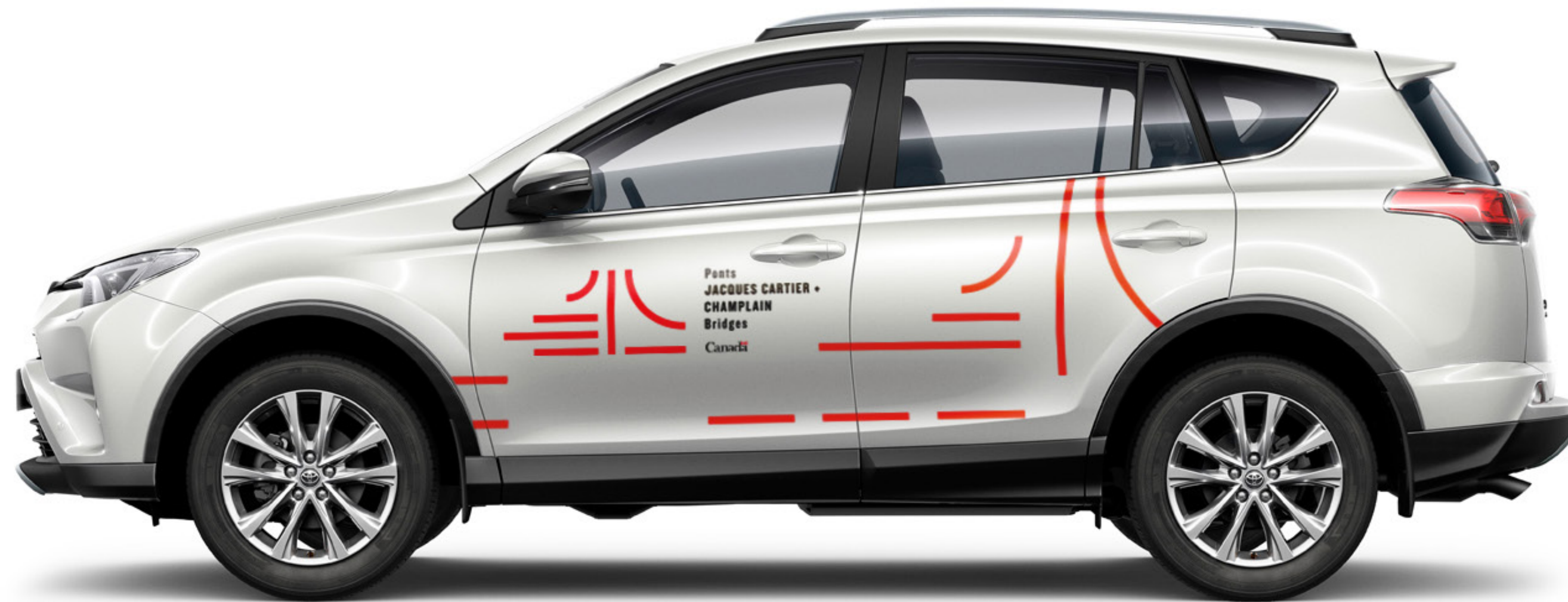
DECLINATIONS



DECLINATIONS



VEHICLES

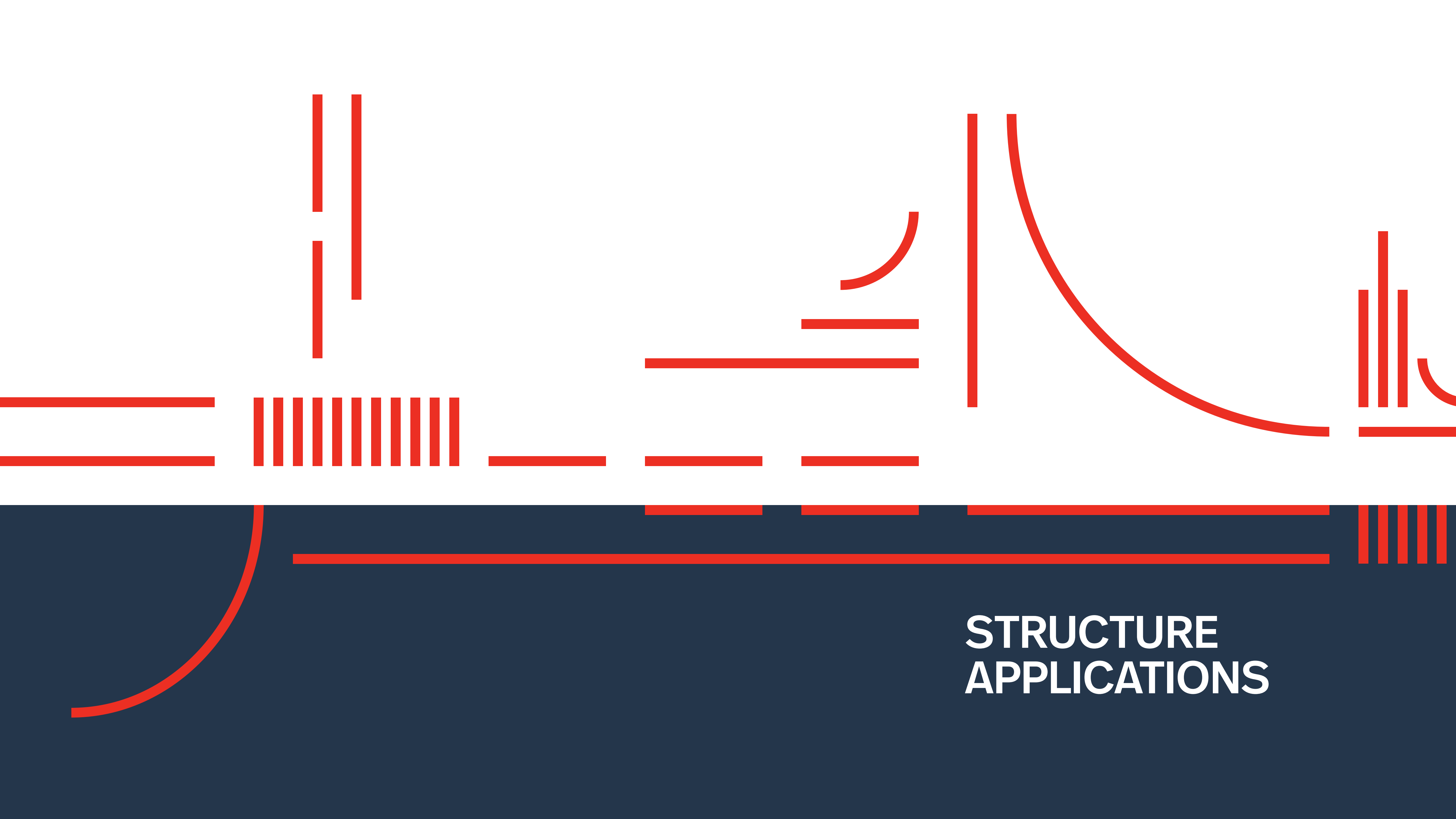


HELMET



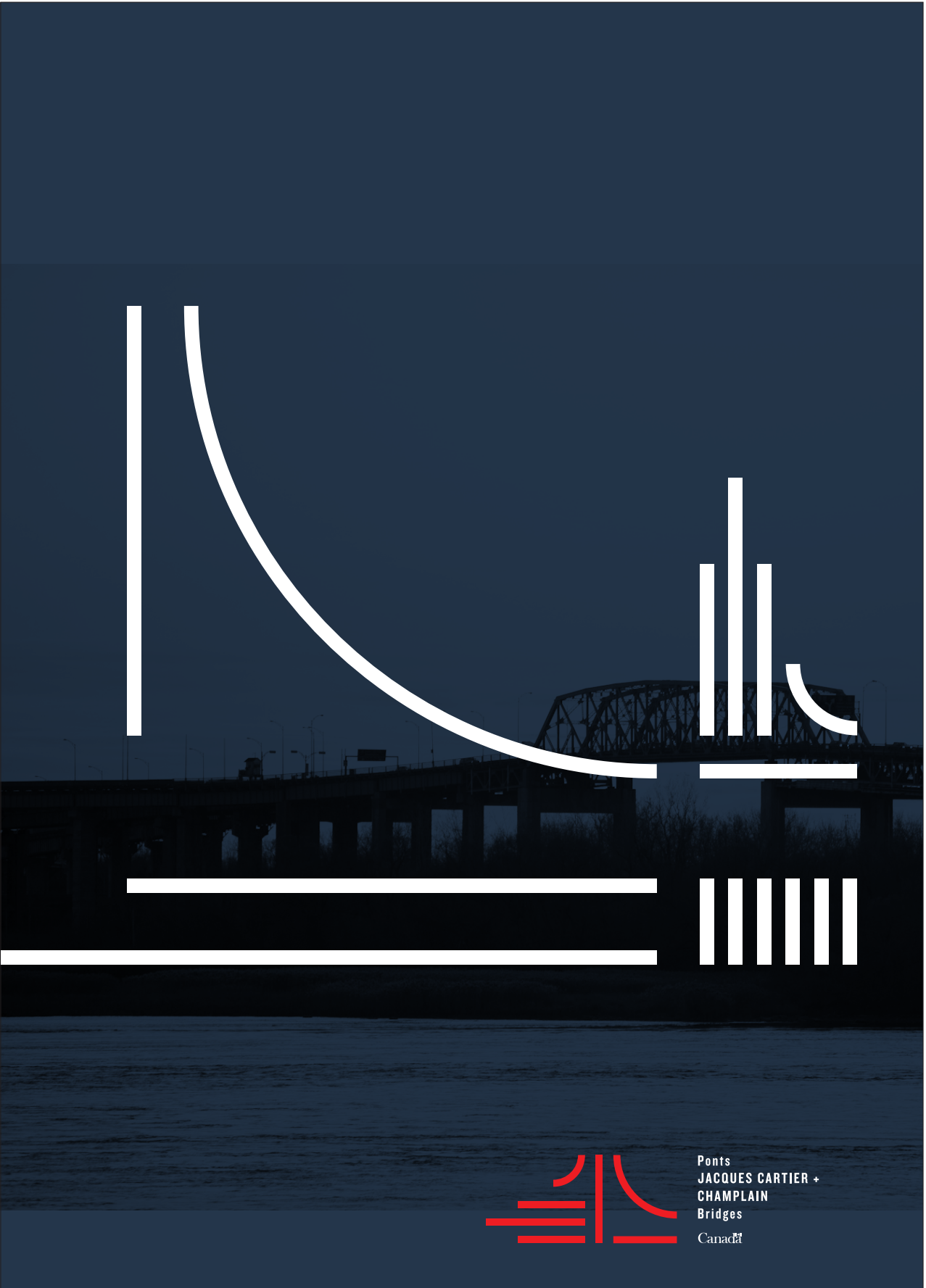
PIN



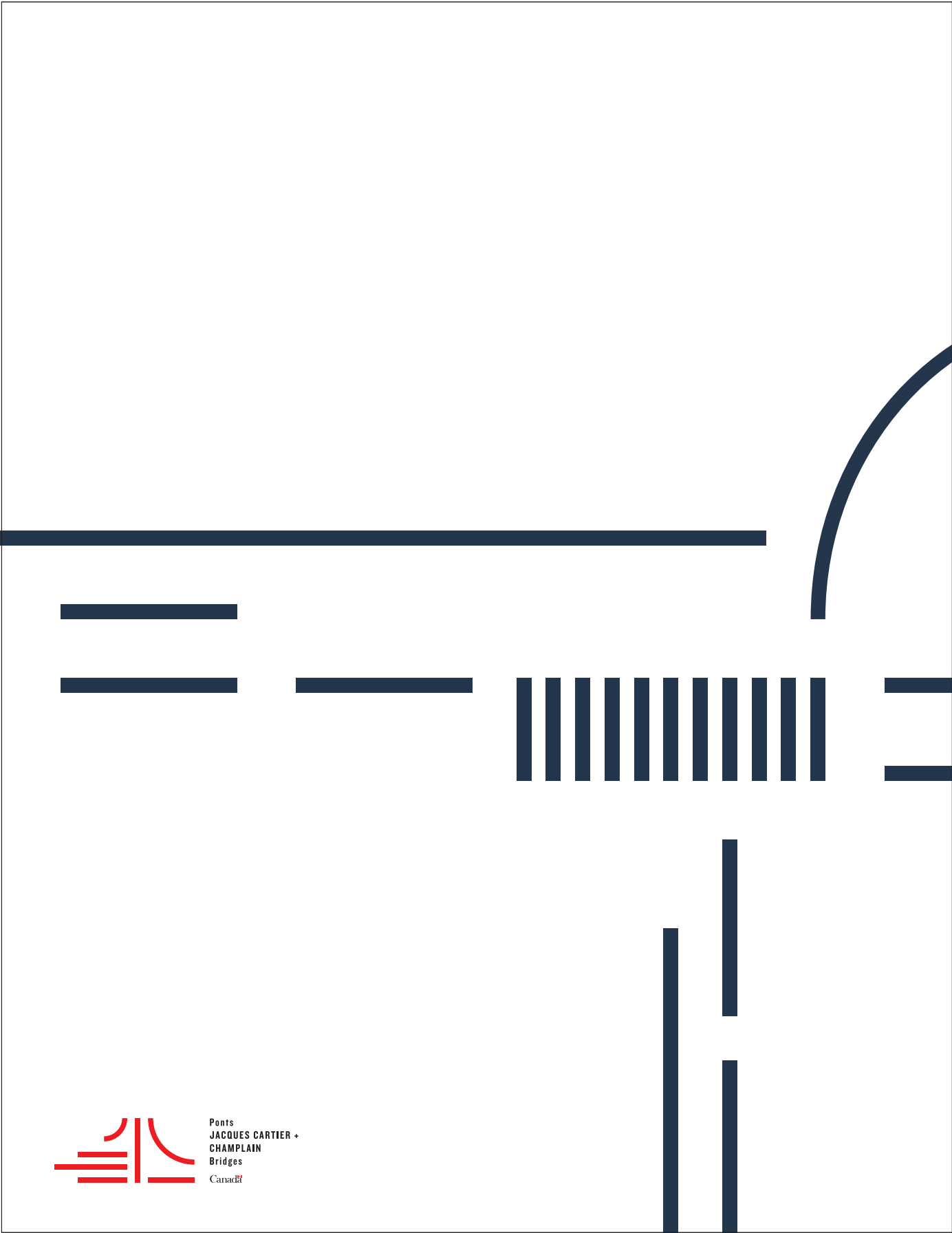


STRUCTURE
APPLICATIONS

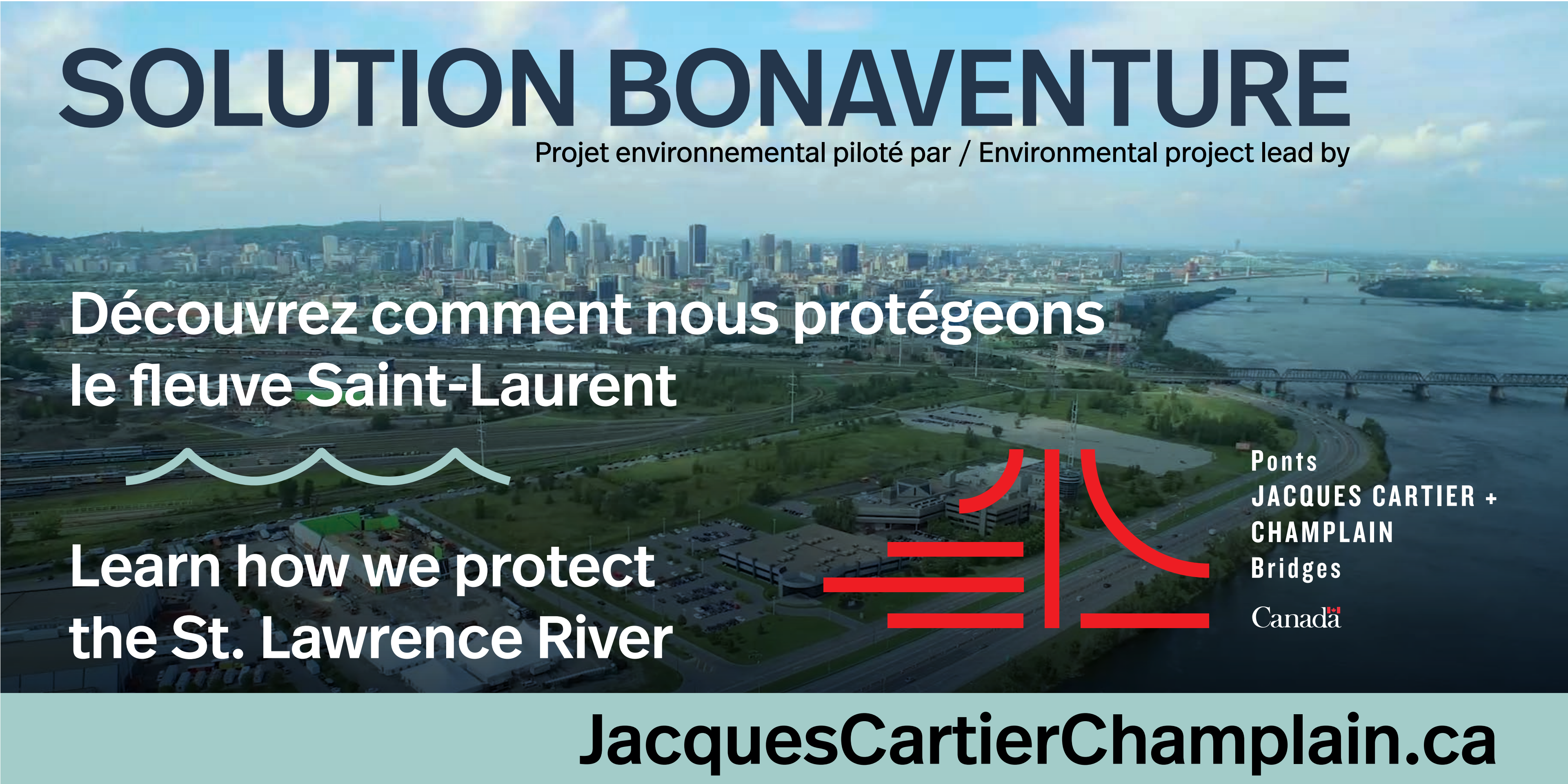
DECLINATIONS



DECLINATIONS



SIGNBOARD: PROJECT EFFULGENCE



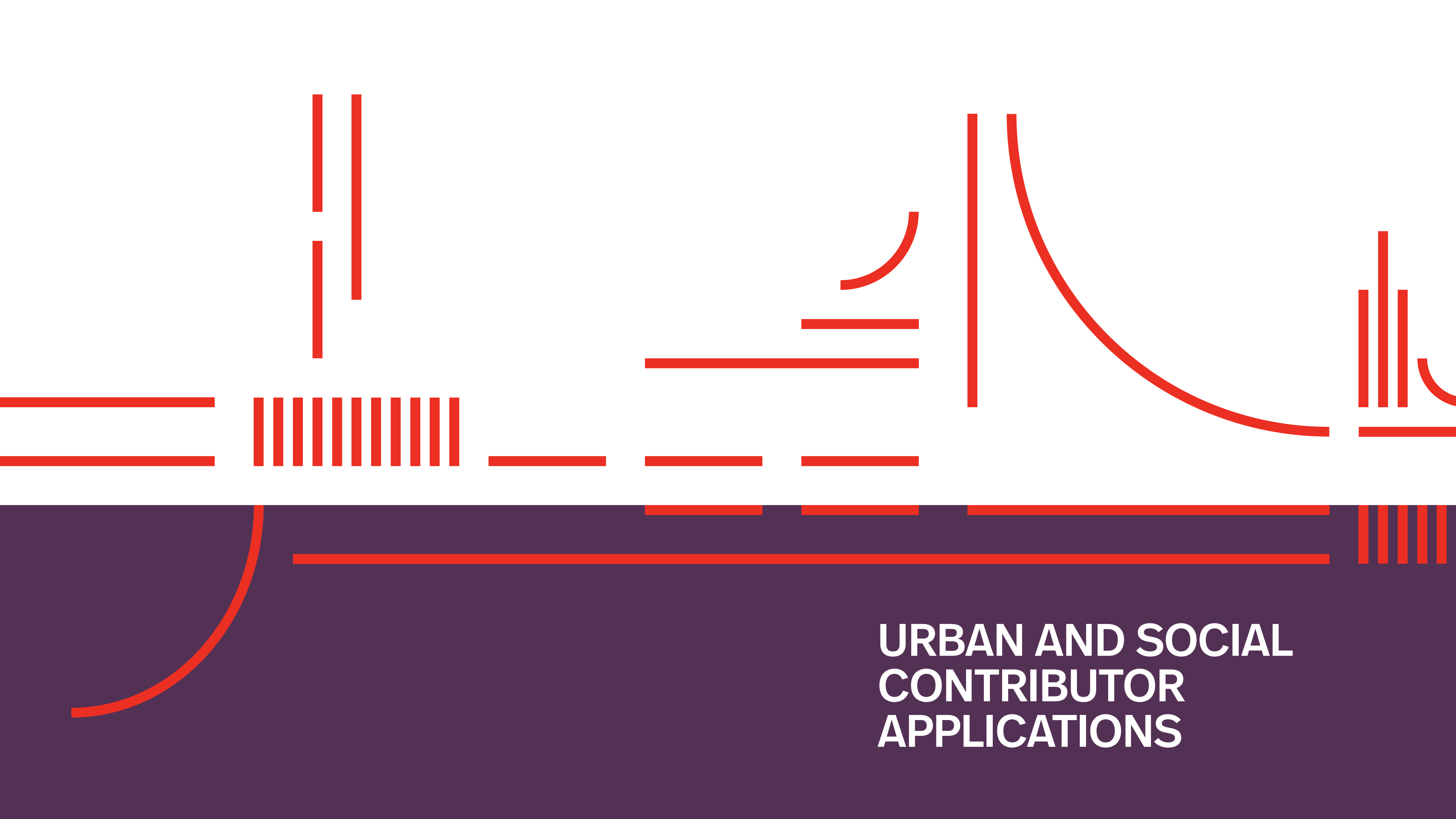
SOLUTION BONAVENTURE
Projet environnemental piloté par / Environmental project lead by

Découvrez comment nous protégeons
le fleuve Saint-Laurent

Learn how we protect
the St. Lawrence River

Ponts
JACQUES CARTIER +
CHAMPLAIN
Bridges
Canada

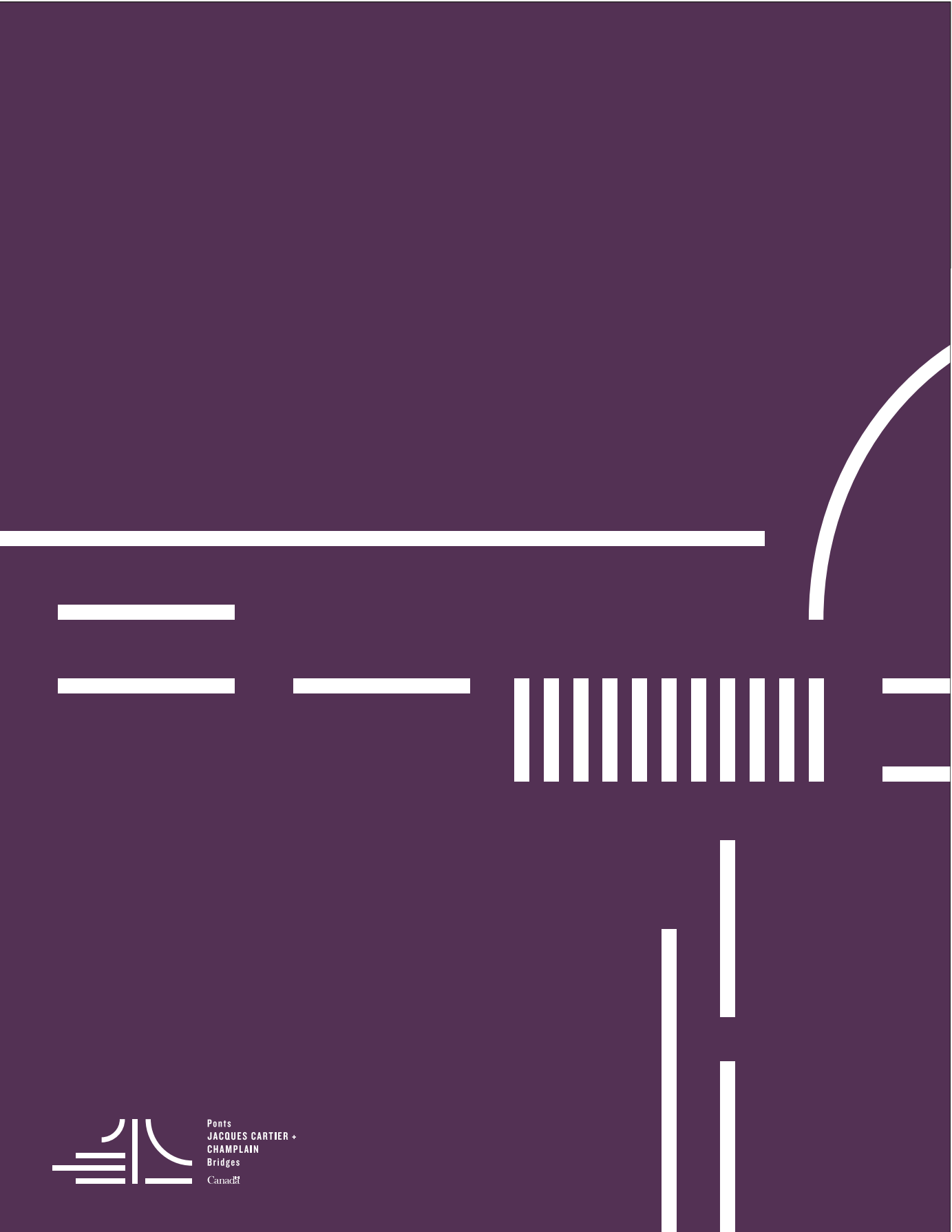
JacquesCartierChamplain.ca



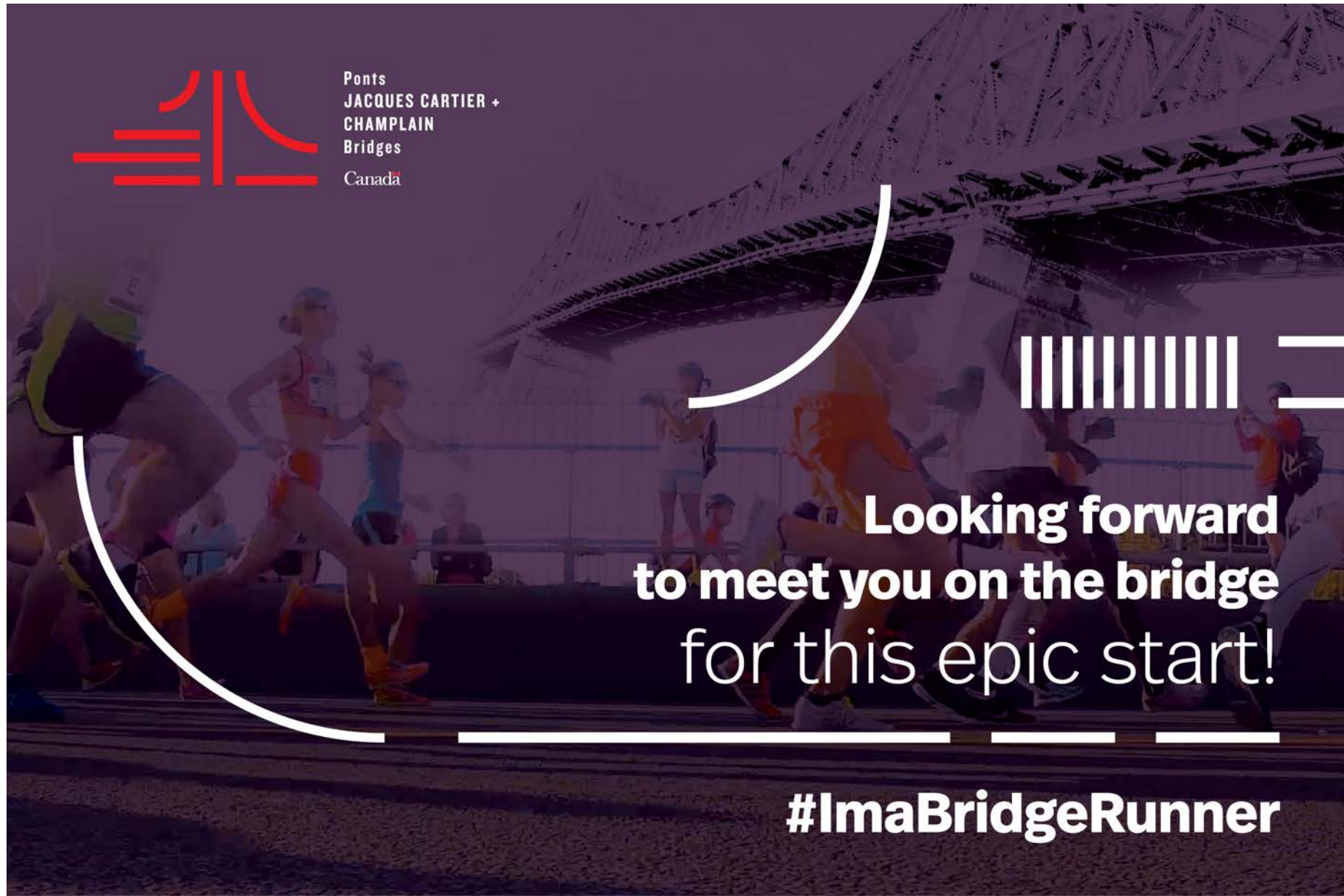
URBAN AND SOCIAL
CONTRIBUTOR
APPLICATIONS

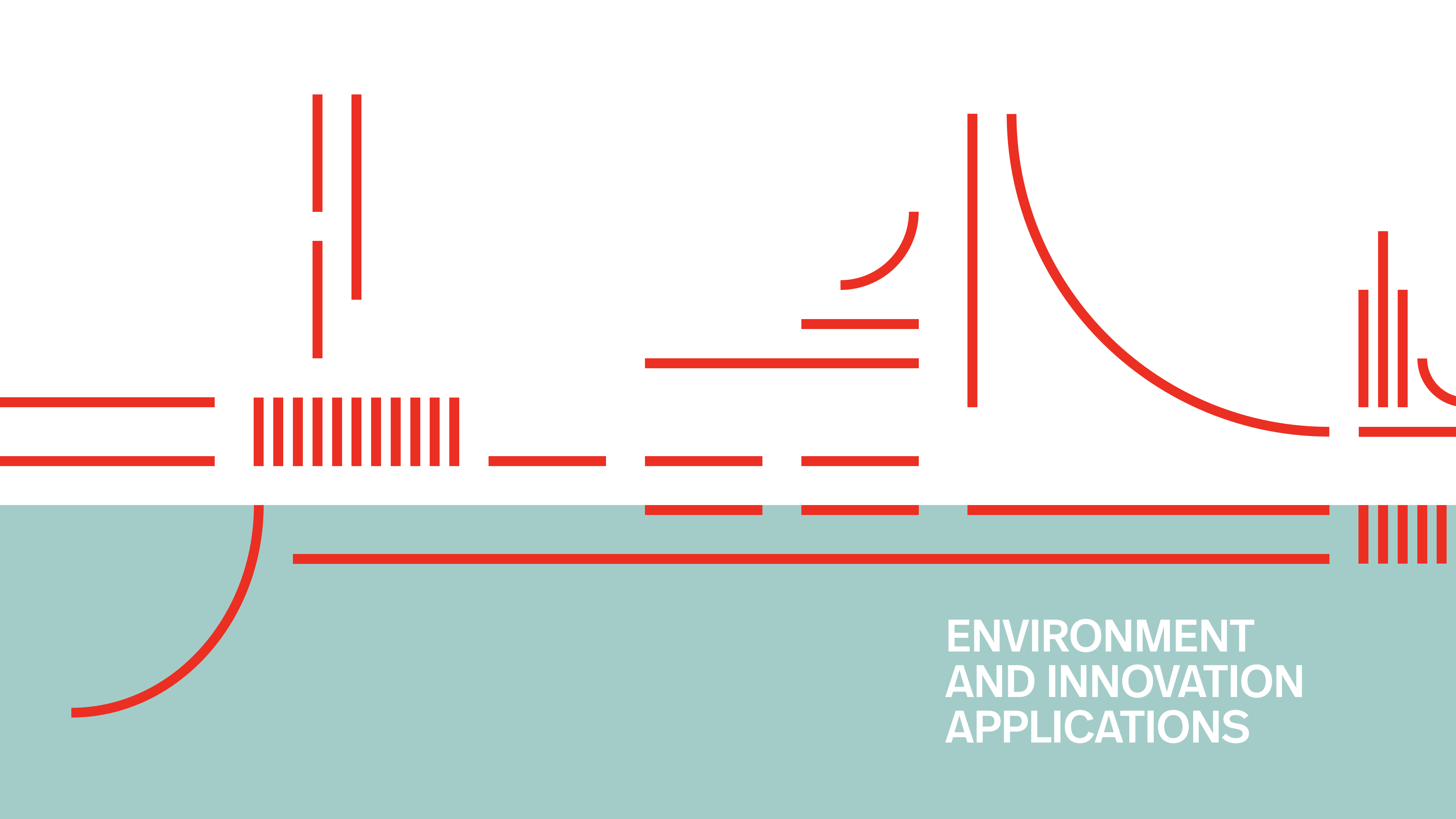
DECLINATIONS





PUBLICITY CAMPAIGN ARTWORK

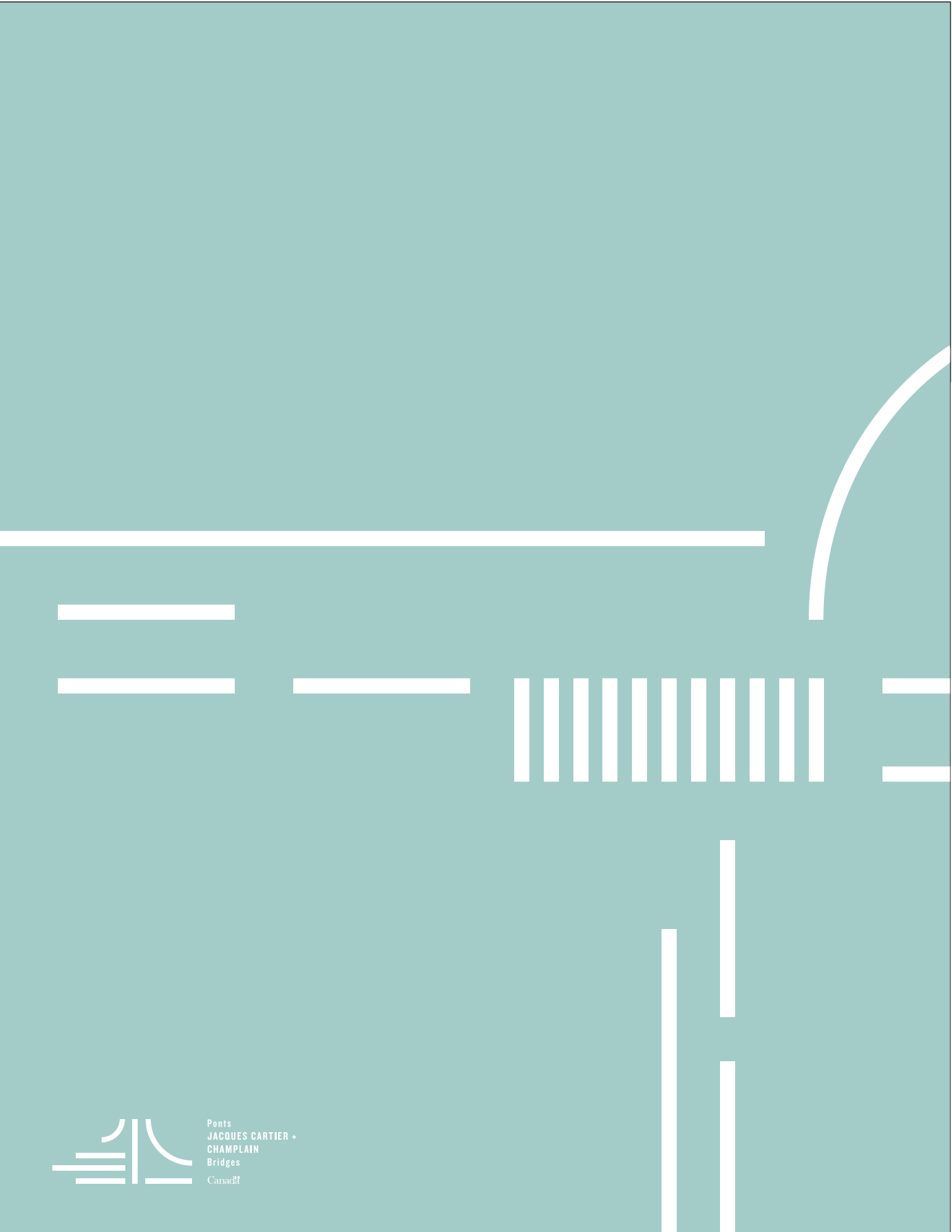




ENVIRONMENT
AND INNOVATION
APPLICATIONS

DECLINATIONS





ROLLER BANNERS

