



**OMSA** Ontario Medical  
Students Association

**AÉMO** Association des étudiant·e·s  
de médecine de l'Ontario

# DESIGN GUIDE

## LOGO

Logo files are available for download at <http://bit.ly/OMSALogos>.

### CLASSIC:



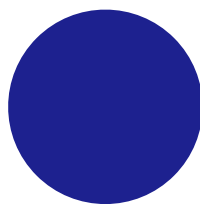
### WITH SIGNATURE:



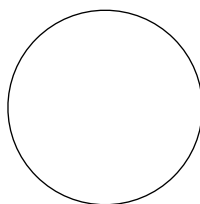
## COLOURS

Our primary colours are dark blue, white, and two shades of grey. These should be used for titles. Different combinations of our secondary colours can be used for headings/subheadings and in graphics/charts.

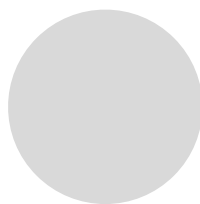
### PRIMARY:



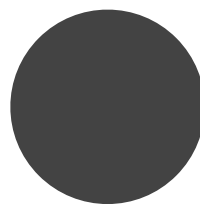
**DARK BLUE**  
CMYK: 80/77/0/44  
RGB: 29/33/143  
HEX: 1D218F



**WHITE**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF



**LIGHT GREY**  
CMYK: 0/0/0/15  
RGB: 217/217/217  
HEX: D9D9D9



**DARK GREY**  
CMYK: 0/0/0/74  
RGB: 67/67/67  
HEX: 434343

### SECONDARY:



**LIGHT BLUE**  
CMYK: 41/15/0/1  
RGB: 148/215/252  
HEX: 94D7FC



**BLUE**  
CMYK: 75/32/0/1  
RGB: 63/171/252  
HEX: 3FABFC



**ORANGE**  
CMYK: 0/56/64/1  
RGB: 252/112/91  
HEX: FC705B



**TEAL**  
CMYK: 51/9/0/12  
RGB: 110/204/225  
HEX: 6ECCE1

## TYPOGRAPHY

### TITLES:

Tw Cen MT Std is the font featured in our logo and is used for titles in ALL CAPS. Different weights (light/regular/bold) can be used for emphasis. Larger font sizes are preferred.

SAMPLE **TITLE**

### HEADINGS/SUBHEADINGS:

Arial is our primary typeface and should be used for all headings and subheadings (**bolded** and in ALL CAPS with expanded character spacing). Ideal font size is 12 pt for most documents.

SAMPLE **HEADING**

### BODY TEXT:

Arial is our primary typeface and should be used for all body text. *Italics* and **bolding** can be used for emphasis. Ideal font size is 10 pt and should be fully justified for most documents.

Sample body text.