## Welcome

Our guidelines outline the rules for using Sunwire's logo and brand. Please help us protect the integrity of our brand by following the guidelines herein and only using approved assets from Sunwire.

**Do:**

- Only use Sunwire approved logos and assets.
- Maintain the shape, color and proportions.
- Keep sufficient clearspace around Sunwire logos.
- Abide by Sunwire's Terms and Policies.

**Don't:**

- Don't modify the design or color of our brand.
- Don't misrepresent the Sunwire brand.

By downloading Sunwire Logo Asset, you agree that you have read and accepted the guidelines for use.

https://www.sunwire.ca/assets/logo.zip

## Name

Sunwire's legal name is Sunwire Inc.

When mentioning Sunwire, display the word "Sunwire" in the same font size and style as its neighboring content. Ensure to always capitalize the word "Sunwire," except when part of a web or email address.

**Correct:** Sunwire, Sunwire Inc., SUNWIRE, SUNWIRE INC.

**Incorrect:** Sun wire, Sun Wire, SunWire

## Logo

With the Sunwire swoosh and signature blue-gray combination, Sunwire's logo stands out. The logo colors are compatible with white and black backgrounds.

## Colors

The brand's primary colors are Sunwire Blue and gray. It conveys dependability, strength and security.

**Sunwire Blue**
RGB: 0 158 218
HEX: #009EDA
CMYK: 77 21 0 0
PMS: 2925 C

**Gray**
RGB: 120 122 122
HEX: #787A7A
CMYK: 55 45 45 10
PMS: 424 CP

## Clearing Space

The minimum clear space of the logo is the width of the S in Sunwire.

## Logo on Color

In certain situations, the Sunwire logo can appear in white on contextually colored backgrounds, images and video watermarks as long as the entire logo is clearly visible and the brand is not compromised.

# SUNWIRE

## Things to Avoid

Avoid using the white logo on a
light or pastel background.

Avoid using the logo on
busy backgrounds.

Avoid adding effects
like shadows.

Avoid adding effects
like glows.

Avoid rotating or
Skewing the logo.

Avoid stretching or
shrinking the logo.

Avoid outlining
the logo.

Avoid gradients and
bounding boxes.