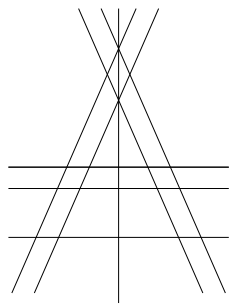


THE **BRAND IMAGE:** A FEW WORDS ON ITS **DEVELOPMENT**

The logo for *Le Monastère des Augustines* is composed of an A, which symbolically represents a steeple, and olive leaves that the Augustinian Sisters used for a variety of apothecary purposes. The plant is highly symbolic for the sisters as it is found in their coat of arms. The three leaves in the logo are a reminder of the three founding sisters who arrived in Quebec in 1639.

AN ADVENTURE WITHIN, which sometimes accompanies the logo, refers to *Le Monastère des Augustines* as a unique destination where one can live an experience of (inner) renewal and discovery. It is also a reminder that the history of the Augustinian Sisters is a great adventure in itself.



+



+

3 =

Marie Guenet,
Anne Le Cointre
and Marie Forestier,
the three founding
Augustinian Sisters



THE COMPONENTS OF THE VISUAL IDENTITY

The visual identity of *La Fiducie du patrimoine culturel des Augustines* is composed of the logotype (olive leaves) and the usual name. These two elements cannot be separated or modified under any circumstances, either in their layout or their relative dimensions.



In the same manner, the visual identity of *Le Monastère des Augustines* is composed of a logotype (A + olive leaves) and a usual name which cannot be separated or modified, either in layout or relative dimensions.

However, the two visual identities were designed to be used either with or without the corporate tagline "An adventure within". It is important to use the appropriate visual identity (with or without the tagline) and to never add or delete the tagline "An adventure within" from either of the logos.



APPLICATIONS AND PROTECTIVE SPACE


A white rectangle forms an integral part of the identity of the logo for both *La Fiducie du patrimoine culturel des Augustines* and *Le Monastère des Augustines*, except when they are used in applications with a white background. The rectangle serves as a support to the identities, as a background colour and protective space. The only time the rectangle is not seen is in applications with a white background. However, when such is the case, the protective space remains the same and is required.

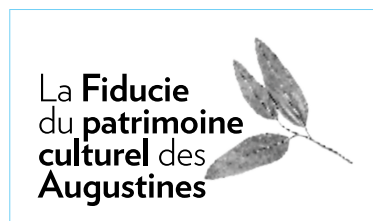
The protective space is equal to the height of the A in Augustines for the logo of *La Fiducie du patrimoine culturel des Augustines*, and to the width of the base of the A for the logo of *Le Monastère des Augustines*.



COLOURS

The official colours of the logos for *La Fiducie du patrimoine culturel des Augustines* and *Le Monastère des Augustines* are green PMS 577 U (40-5-55-5) or green PMS 7494 C (35-5-45-14) and black. The two visual identities may only be reproduced in these colours or, if colours are limited for printing, they may be reproduced completely in black.

	PMS 577 U	C: 40	PMS 7494 C	C: 35
		M: 05		M: 05
		Y: 55		Y: 45
		K: 05		K: 14



SIZING

In order to ensure legibility, the minimum dimensions specified below must be respected at all times for all three logos:



The minimum width, including the protective space, is 25 mm.

TYPOGRAPHIC CHOICES

The font **Verlag** is used for the usual names and the tagline “An adventure within”. As often as possible, this font is to be used for titles and in certain texts.

LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639

Verlag Extra-light
Verlag Light
Verlag Book
Verlag Bold
Verlag Black

LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639

Verlag Extra-light italic
Verlag Light italic
Verlag Book italic
Verlag Bold italic
Verlag Black italic

When **Verlag** is not available, the font **Arial** is recommended.

LE MONASTÈRE DES AUGUSTINES - 1639 Arial regular
LE MONASTÈRE DES AUGUSTINES - 1639 Arial Bold
LE MONASTÈRE DES AUGUSTINES - 1639 *Arial italic*
LE MONASTÈRE DES AUGUSTINES - 1639 Arial Bold italic

For Web communications, the font **Lato** should be used.

LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639

Lato Hairline
Lato light
Lato Regular
Lato Bold
Lato Black

LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639
LE MONASTÈRE DES AUGUSTINES - 1639

Lato Hairline italic
Lato light italic
Lato Italic
Lato Bold italic
Lato Black italic

COLOUR CHART

In order to use the corporate colour in a dynamic fashion that allows for playing with different tones, a colour chart has been developed. It provides numerous variations that can be used in a variety of contexts. This chart allows a certain latitude while maintaining visual harmony and consistency in communications.

