

# **Collectif petite enfance**

**Graphic standards  
and usage manual**

**Last updated  
September 2021**

# Graphics standards

## Name and usage

### Introduction

This graphic standards manual is meant for employees, members, partners, contributors, funders and others who are authorized to use the Collectif petite enfance brand image.

Strict compliance with these specifications is required to ensure the organization's identity is consistent across all applications and to optimize its impact with target audiences.

### Name of the organization

#### Identification

The full, official name of the organization (Collectif petite enfance) must be used in all communications, with an uppercase initial C and everything else in lowercase. The article "the" is to be used before the name in most contexts.

The Collectif petite enfance is committed to drafting and publishing the majority of its content in both French and English. The name and logo will nevertheless remain in French at all times.

#### Improper use of the organization's name

The name may not be altered, truncated, abbreviated, translated or used without "the." Improper uses include "Collectif Petite Enfance," "Collectif pour la petite enfance," "the Collectif," "Early Childhood Collective" and "CPE."

# Graphic Standards

## Colours



C = 60 %    R = 110    Pantone 7651C  
M = 100 %    G = 39    #6e2753  
Y = 45 %    B = 83  
K = 20 %



C = 55 %    R = 107    Pantone 3105C  
M = 0 %    G = 202    #6bcad2  
Y = 20 %    B = 210  
K = 0 %



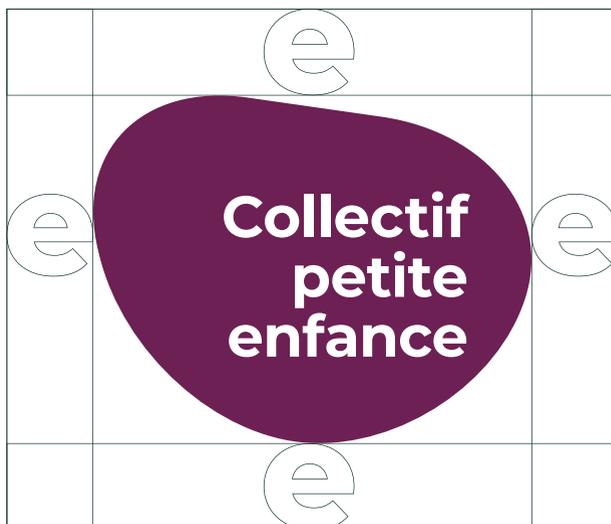
C = 0 %    R = 241    Pantone 709C  
M = 70%    G = 106    #f16a76  
Y = 40 %    B = 118  
K = 0 %



C = 40 %    R = 165    Pantone 358C  
M = 0%    G = 211    #a5d387  
Y = 60 %    B = 135  
K = 0 %

# Graphics standards

## Composition and buffer zone



## Fonts

---

**Montserrat Black**

**Montserrat Black Italic**

**Montserrat ExtraBold**

**Montserrat ExtraBold Italic**

**Montserrat Bold** - Lettrage logotype

**Montserrat Bold Italic**

**Montserrat Semi-bold**

**Montserrat Semi-bold Italic**

Montserrat Medium

*Montserrat Medium Italic*

Montserrat Regular - Texte courant

*Montserrat Italic*

Montserrat Light

*Montserrat Light Italic*

Montserrat ExtraLight

*Montserrat ExtraLight Italic*

Montserrat Thin

*Montserrat Thin Italic*

---

**Choplin Bold**

---

The Montserrat font can be used online and is available to download for free here:

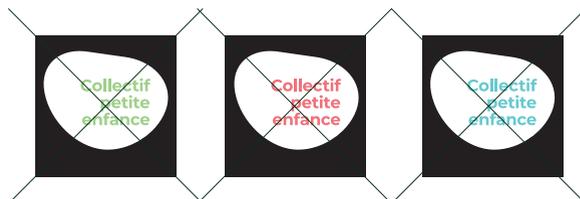
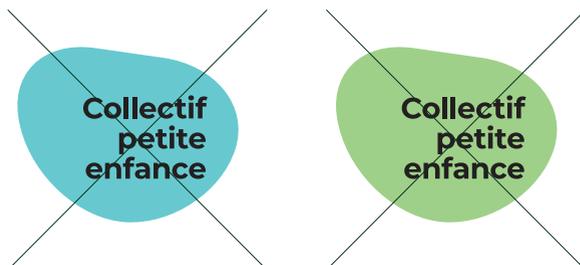
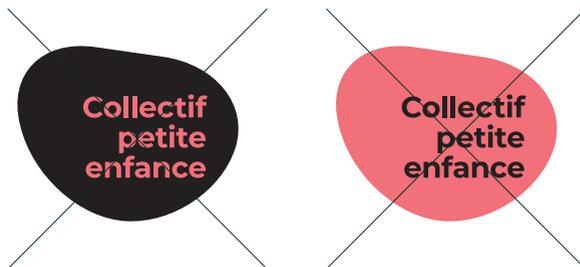
<http://fonts.google.com/specimen/Montserrat>

The Choplin font can be used online and is available to download for free here:

<https://www.fonts.com/font/rene-bieder/choplin?QueryFontType=Web&src=GoogleWebFonts>

# Graphics standards

## Acceptable alternatives



# Graphics standards

## Some examples



**Les tout-petits du Québec sont l'avenir de notre société, ils sont aussi notre présent**

Depuis plus de 60 ans, le 20 novembre marque la Journée mondiale de l'enfance. C'est pour la célébrer que se tient la Grande semaine des tout-petits. Une occasion de communiquer et de susciter le dialogue sur l'état de bien-être et de développement des tout-petits, de mettre en lumière des initiatives locales, régionales et nationales qui soutiennent la petite enfance et de mobiliser l'ensemble de la société

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance



**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance



**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Collectif petite enfance

