

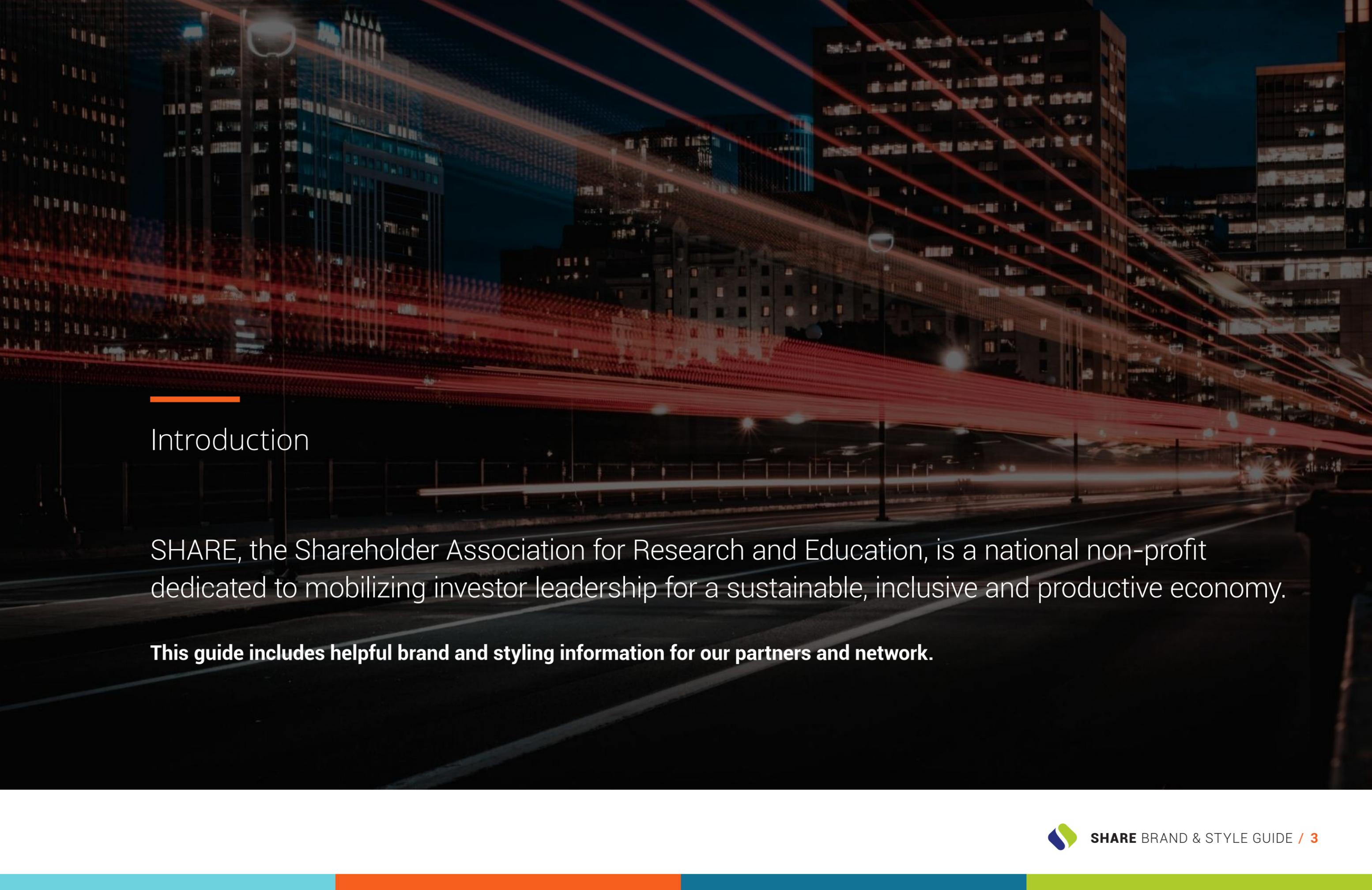


Brand & Style Guide

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Published February 2022

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Introduction

SHARE, the Shareholder Association for Research and Education, is a national non-profit dedicated to mobilizing investor leadership for a sustainable, inclusive and productive economy.

This guide includes helpful brand and styling information for our partners and network.

Naming

The official name of the organization is **SHARE**, and can also be referred to as the **Shareholder Association for Research and Education**, to provide further clarification. When using our name in writing, whenever possible, please hyperlink to our website:

<https://share.ca/>

Boilerplate

SHARE is an award-winning non-profit organization dedicated to mobilizing investor leadership for a sustainable, inclusive and productive economy.

We do this by supporting our investor network and amplifying their voices to improve corporate sustainability practices and implement better rules and regulations that govern capital markets.

For more information on SHARE, visit: www.share.ca

Mission

Mobilizing investor leadership
for a sustainable, inclusive and
productive economy.



Values

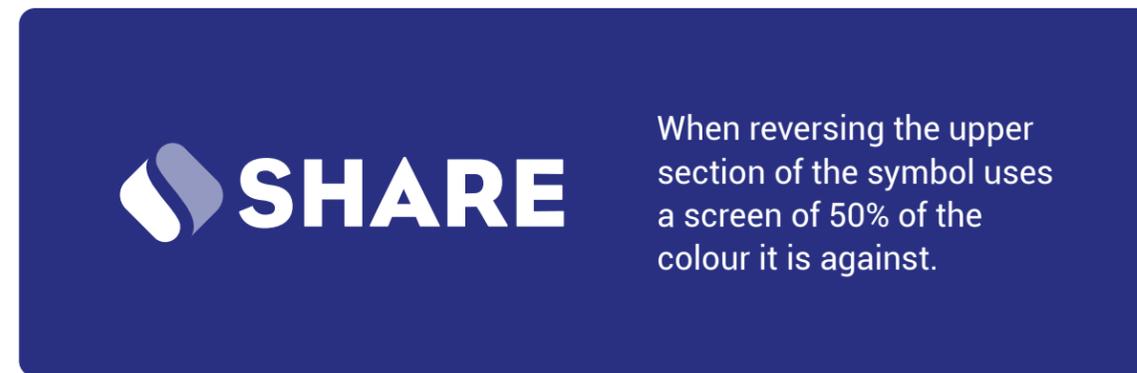
- Integrity
- Sustainability
- Commitment
- Collaboration
- Action Oriented
- Inclusive

Logotype: Versions

POSITIVE



REVERSED / NEGATIVE



Logotype: Visual lock-up

MINIMUM MARGINS



MINIMUM SIZE

PRINTING 1in. wide
SCREEN 72 pixels wide



Logotype: Incorrect logo usage



Do not box with an outline



When reversing, always use solid background colours



Do not reverse over a busy image, unless otherwise specified



Always constrain to proportions



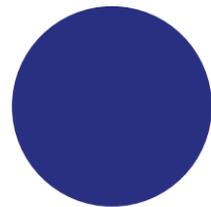
Do not rotate



Do not distort or apply any effects

Colour Tables

PRIMARY



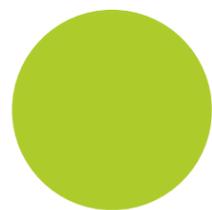
SHARE Indigo

RGB 41 / 48 / 130

CMYK 100 / 96 / 15 / 4

HEX #283082

PANTONE 2747 C



SHARE Green

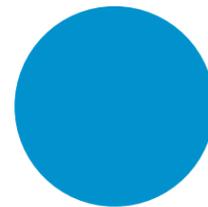
RGB 173 / 204 / 43

CMYK 100 / 96 / 15 / 4

HEX #ADCC2B

PANTONE 382 C

SECONDARY

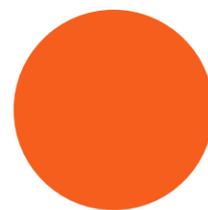


Pacific Blue

RGB 1 / 146 / 206

CMYK 79 / 29 / 2 / 0

HEX #0192CE



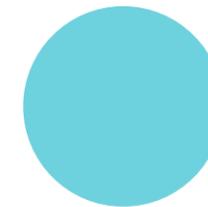
Luminous Orange

RGB 245 / 94 / 28

CMYK 3 / 80 / 100 / 0

HEX #F55E1C

TERTIARY

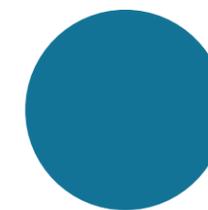


Aqua

RGB 110 / 210 / 221

CMYK 55 / 0 / 15 / 0

HEX #6ED2DD



Deep Water

RGB 19 / 115 / 151

CMYK 88 / 47 / 26 / 4

HEX #137397

Typography

The preferred font family for **web** is:

Open Sans

For **publications and reports**, the preferred typefaces are:

Open Sans

Roboto

OPEN SANS

Headlines

32pt +

Subheads

18pt +

Body

10pt

Captions

7.5

ROBOTO

Headlines

32pt +

Subheads

18pt +

Body

10pt

Captions

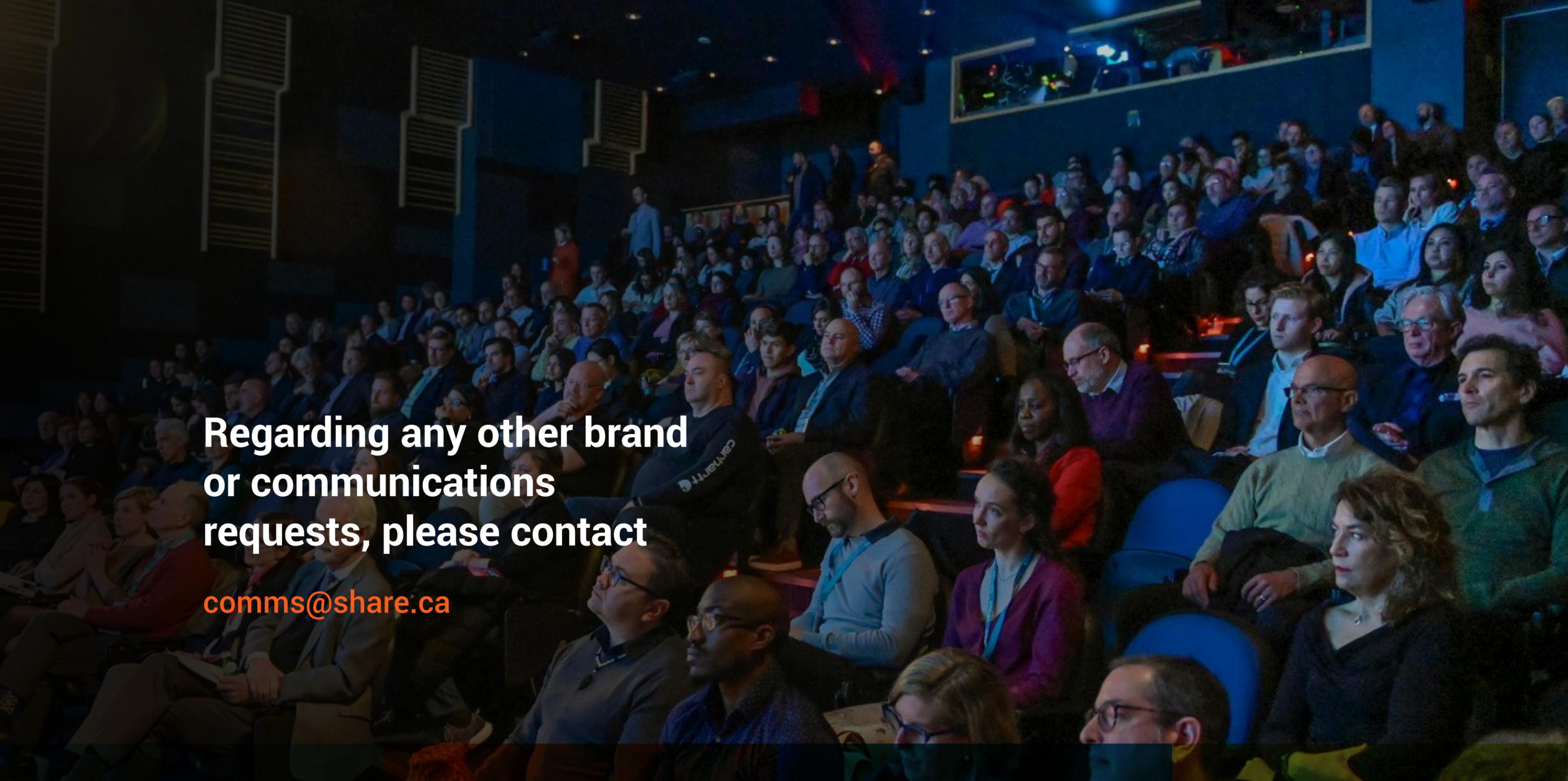
7.5

ABOUT OPEN SANS

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

ABOUT ROBOTO

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.



**Regarding any other brand
or communications
requests, please contact**

comms@share.ca

VANCOUVER

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Territories of the Musqueam, Squamish, and
Tsleil-Waututh Nations
Vancouver, BC V6E 1B5

TORONTO

Suite 257, 401 Richmond Street West
Territories of the Mississaugas of the Credit, Anishnabeg, Chippewa,
Haudenosaunee and Wendat peoples
Toronto, ON M5V 3A8

www.share.ca