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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.**

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## 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/>

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## 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](http://www.share.ca)



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## Mission

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



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## Values

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

# Logotype: Versions

## POSITIVE



## REVERSED / NEGATIVE



When reversing the upper section of the symbol uses a screen of 50% of the colour it is against.



The lightest shade on which the logo can be reversed should be no less than 30% opaque.

## Logotype: Visual lock-up

### MINIMUM MARGINS



### MINIMUM SIZE

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<b>PRINTING</b>	1in. wide
<b>SCREEN</b>	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



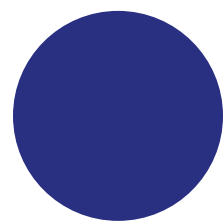
Do not distort or apply any effects





# Colour Tables

## PRIMARY



SHARE Indigo

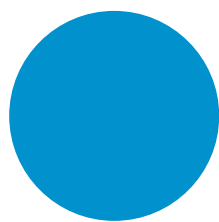
RGB	41 / 48 / 130
CMYK	100 / 96 / 15 / 4
HEX	#283082
PANTONE	2747 C



SHARE Green

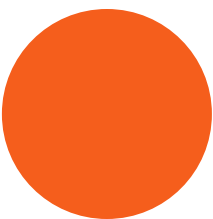
RGB	173 / 204 / 43
CMYK	100 / 96 / 15 / 4
HEX	#ADCC2B
PANTONE	382 C

## SECONDARY



Pacific Blue

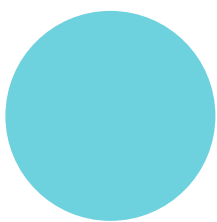
RGB	1 / 146 / 206
CMYK	79 / 29 / 2 / 0
HEX	#0192CE



Luminous Orange

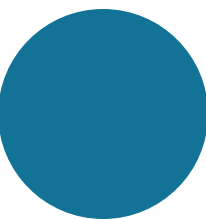
RGB	245 / 94 / 28
CMYK	3 / 80 / 100 / 0
HEX	#F55E1C

## 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



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# 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

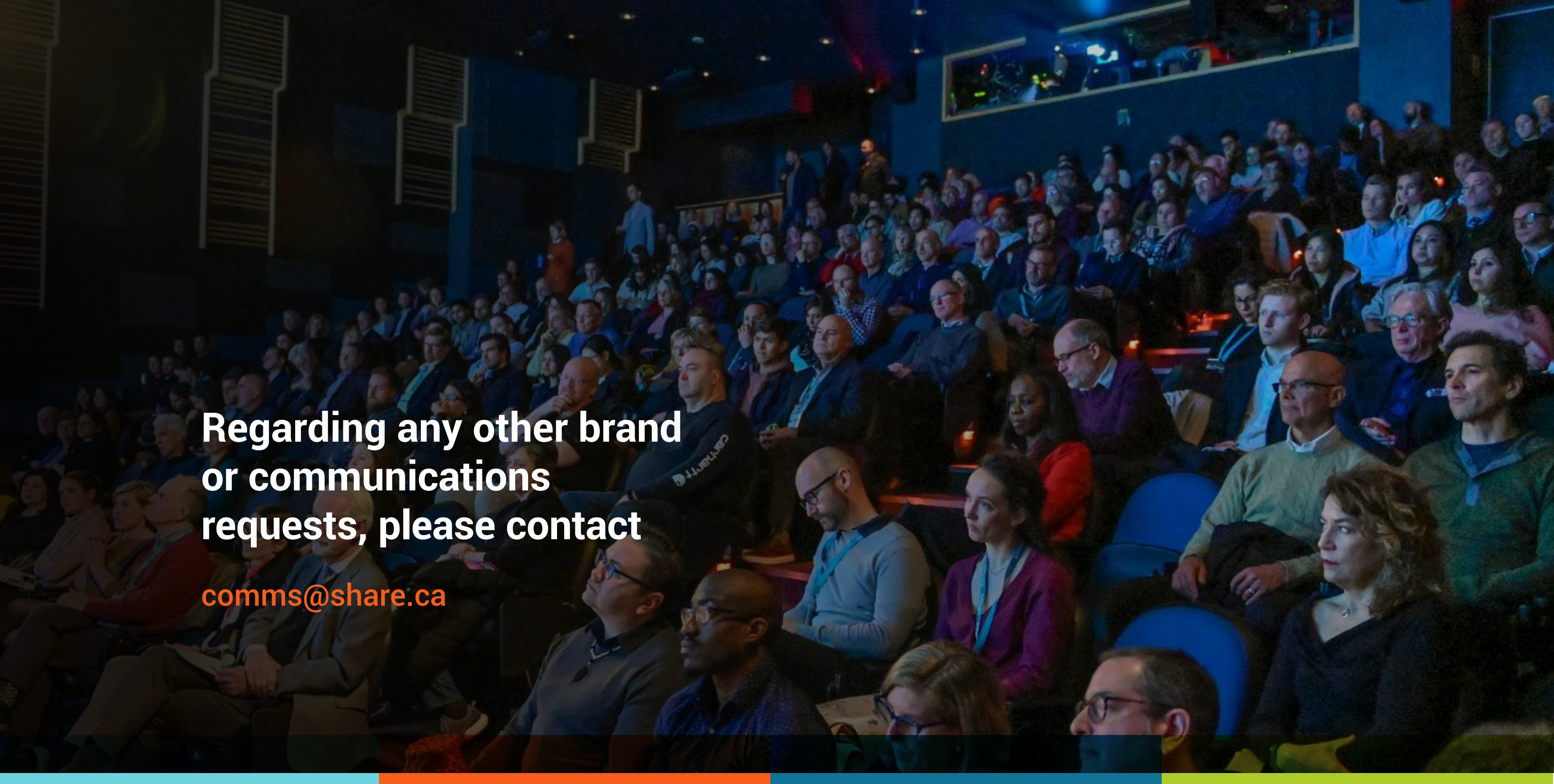
## ABOUT OPEN SANS

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](mailto:comms@share.ca)**

**VANCOUVER**

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Tsleil-Waututh Nations  
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Haudenosaunee and Wendat peoples  
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