

The following are the preferred usages of the logo. For all corporate representation, the bilingual version of the logo should be used. If materials are available separately in English and French, the corresponding unilingual logo can be used.

The logo is a legally registered trademark and may not be altered in any way. The visual relationship between the “Giant Tiger” wordmark and the tiger head logo must be maintained as they appear in the approved artwork and are not to be altered or recreated.



Preferred English Identity - Colour



Preferred French Identity - Colour



Preferred English Identity - Colour, Reversed



Preferred French Identity - Colour, Reversed



Preferred English Identity - Black & White



Preferred French Identity - Black & White



Preferred English Identity - B&W, Reversed



Preferred French Identity - B&W, Reversed



Preferred Bilingual Identity - Colour



Preferred Bilingual Identity - Black & White



Preferred Bilingual Identity - Colour, Reversed



Preferred Bilingual Identity - B&W, Reversed

The following are acceptable variations that may be selected when the preferred identity cannot be used due to spacing limitations.

ALWAYS OBTAIN APPROVAL FROM THE MARKETING DEPARTMENT WHEN USING LOGO.



Horizontal - English Format



Horizontal French - Format



Horizontal - Bilingual Format



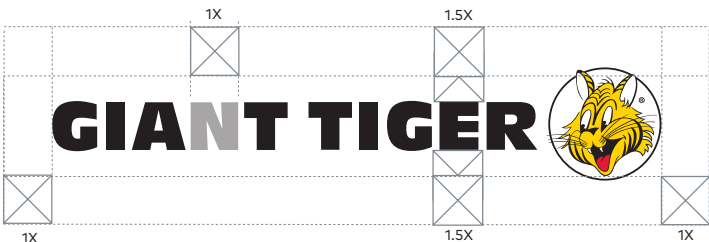
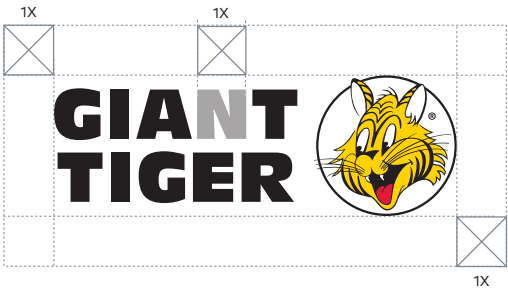
Vertical (Stacked)
- English Format



Vertical (Stacked)
- French Format

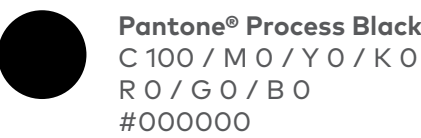
Protected Space

Words or images should never crowd, overlap or merge with the logo. To guard the prominence of the logo, there should be a protected space surrounding it. This margin is indicated by the width of the letter “N” found in the wordmark Giant Tiger.



Logo Colours

Colour is a crucial part of the Giant Tiger identity. The Giant Tiger logo is built upon three colours: PMS 186 C Red, PMS 116 C Yellow, and Black. The official Giant Tiger corporate colours cannot be changed. The CMYK equivalent for each colour is also included.



Pantone® Process Black
C 100 / M 0 / Y 0 / K 0
R 0 / G 0 / B 0
#000000



Pantone® 186 C
C 0 / M 10 / Y 98 / K 0
R 227 / G 24 / B 55
#E31837



Pantone® 116 C
C 0 / M 16 / Y 100 / K 0
R 255 / G 205 / B 0
#FFCD00

The PMS colours shown here are used when printed on “coated paper”. When the same exact ink is printed on a paper that is uncoated, it will have a slightly different colour. In this case, PMS 108 U Yellow should be used instead.



Pantone® 108 U
C 0 / M 6 / Y 95 / K 0