



SANCON
COMMISSIONING
ISO 9001

**Sancon Style and
Brand Guidelines**

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Sancon Logo Variants

Colour



Black

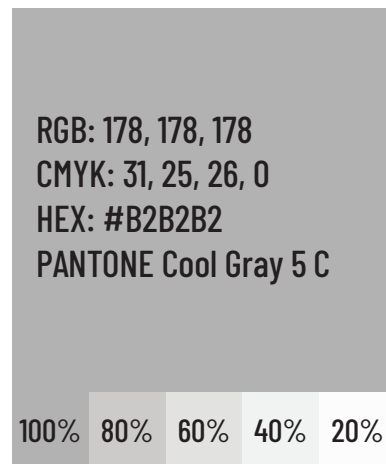
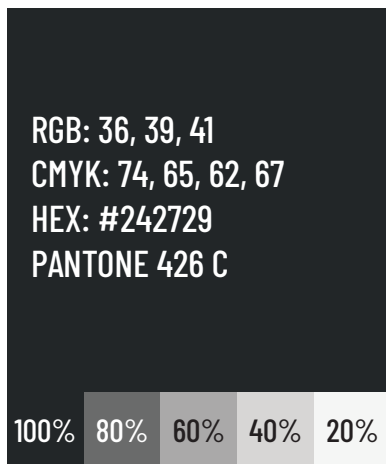
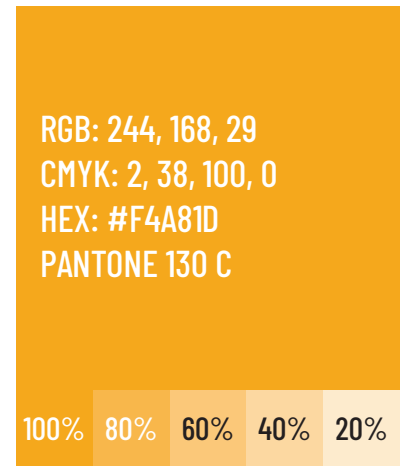
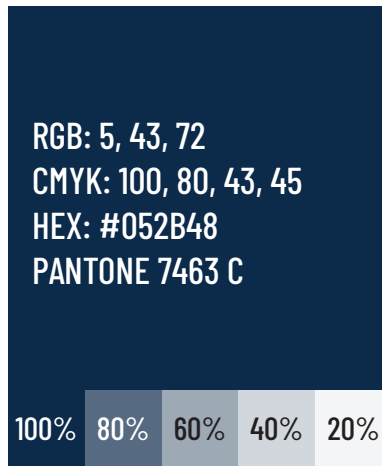
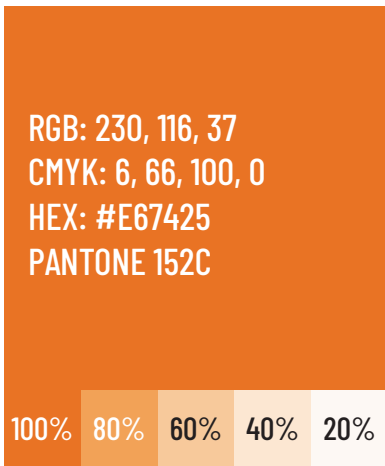


Sancon Logo Variants

White



Sancon Colors



Sancon Fonts

Barlow Condensed

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Thin

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Thin Italic

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Extra Light

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Extra Light Italic

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Light

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Light Italic

Sancon Fonts

Barlow Condensed

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Regular

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Regular Italic

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Medium

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Medium Italic

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Semi Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Semi Bold Italic

Sancon Fonts

Barlow Condensed

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Bold Italic

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Extra Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Extra Bold Italic

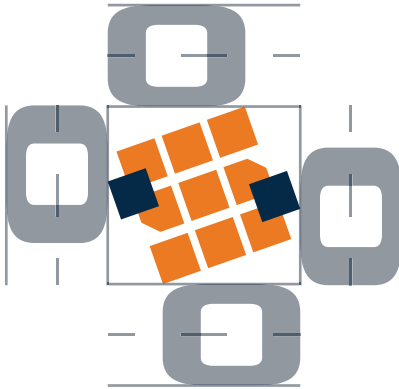
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

Black

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	+	-	=
!	@	#	\$	%	^	&	*	()	?	A	

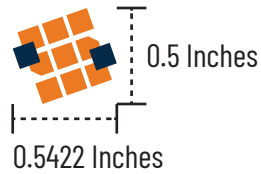
Black Italic

Sancon Logo Spacing

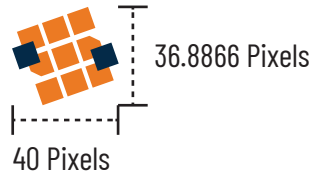


Sancon Logo Minimum Sizing

Print:



Digital:



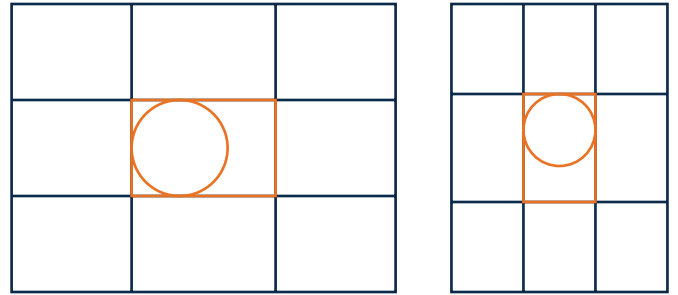
Sancon Logo Placement



Sancon Images/Pictures

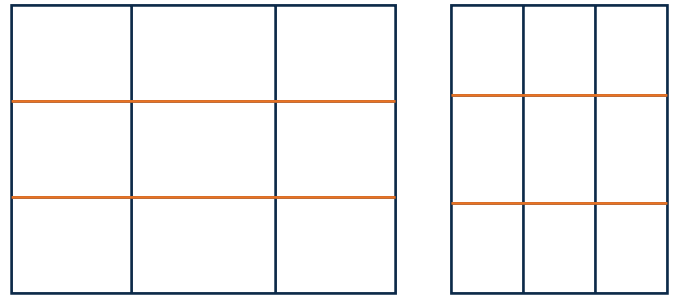
Framing:

Framing the subject of the image is important to ensure that the important information is conveyed properly. If the camera has guides like those on the right, ensure what you are taking a picture of is within the bounds of the center square. Also, when taking a picture of a person, make sure you are not cutting off the image at a joint like the elbows or knees, the image will feel unnatural or wrong.



Horizon Line:

The horizon in the image, if present in the background, should line up with one of the two center lines of the guides. Having the horizon line cut through the center draws too much attention away from the photo's subject. Try to keep the camera level as much as possible, "Dutch Angles" are better used for art pieces rather than social media or showcase.



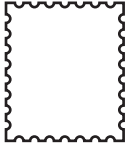
Logo in Picture:

Logos are often present on objects in the background or foreground of pictures. Should the Sancon logo be part of an image for use by Sancon, it is important that the logo remain recognizable even if it is partially covered. Direct the people in the picture to not block the logo too much.



Sancon Stationery

Envelope

Firstname Lastname Office Address City, Province/State, Postal Code		3.875 in
	Recipient's Firstname Lastname Recipient's Address City, Province/State, Postal Code Country	
8.875 in		

Business Card

	FIRSTNAME LASTNAME Position Camel Case
	Office Address City, Province/State, PO box/Postal Code
	O: ###-###-#### ext ### C: ###-###-####
BETTER PROJECT OUTCOMES	email@email.com www.sanconltd.com

Other side left blank



SANCON
COMMISSIONING

Company Name

Address 1

Address 2

CITY, AB

TOP 1B1

RE: Subject

Dear Mr. Smith,

BODY

BODY

BODY

Sincerely,

XX

 #214, 5723 10 St. NE, Calgary, AB, T2E 8W7

 (403) 567-8826

 2129 Main Street, Belledune, NB, E8G 2H9

 (506) 522-5050