2022
Guidelines
graphic standards

notarius

We are
notarius

A PORTAGE CYBERTECH COMPANY

As an enabler of digital trust, Notarius offers secured digital signatures, trusted electronic signatures and reliable signature tools throughout North America.

Notarius' solutions give electronic documents a higher level of legal reliability than a hand-signed paper document. They ensure the integrity and authenticity of electronic documents.

By adopting Notarius' solutions, professionals, and organizations subject to stringent legal requirements digitally transform their entire workflow while ensuring the long-term retention of their electronic archives.

Founded in 1996, Notarius collaborates with more than 50 professional associations in Canada and serves more than 4,000 companies, universities, and municipalities. The company manages more than 50,000 digital identities.

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Logotype

A company's logotype expresses its identity, personality and values. This identity is highlighted by the quality of its use in the communication tools that support it.

To preserve the integrity of the Notarius brand, its use must be governed using the standards set out in this guide.

Complete logotype

The Notarius logo consists of two elements, the logo symbol and the logo type. The logo symbol is a clean image that evokes the culture of technological services - the link between the company, the process and the certification of documents.

There is also a special relationship with the name Notarius. The font of the logo has been carefully chosen for its modern, yet refined and highly readable style, which has been reinforced using the colour green over the "i", evoking both identity and information.

The company logo is presented using colour as well as form. The three colours of the company are blue, green and coal black. This is a mix of colours chosen to emphasise the corporate side, representing the fields of technology and IT.

Blue conveys trust, loyalty, intelligence, and security. Green refers to the ecological aspect. It is meant to be reassuring, like a pledge of trust. White evokes authenticity and total transparency.

The incorporation of the label "A Portage Cybertech Company" should be used only on the website, stationary items and email signatures.

Colour – positive version

The main logotype is the coloured logo with black typography used on a white or coloured background.

Black - positive version

The Notarius logo should be used in black only when production constraints do not permit the use of colour.

Colour - reversed

The main coloured logotype will be used with white typography when used on a black background.

The main coloured logotype will be used with white typography when used on a blue background.

Black - reversed

The black logotype in reverse will be used with white typography with green elements when used on a black background.

RECOMMANDED FORMATS
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
The elements of the logotype form an indivisible whole: the symbol, colours, proportions and positioning of its components must not be modified in any way. The use of any stylized, animated, hand-drawn or other version of an official logo is prohibited as it undermines the consistency of the brand.

Protective space

Protective space

To maximize its presence in a given space, the logotype must have a buffer zone, which is a minimum space of protection, free of any external graphic or textual element. The measure of this space is defined according to a relative parameter, which can be applied in any context of use. This reference parameter corresponds here to the half-size of the letter "o" in the word "notarius".

Definition

Whenever there is a use of the logo, it must be surrounded by a clear space to ensure its visibility and impact.
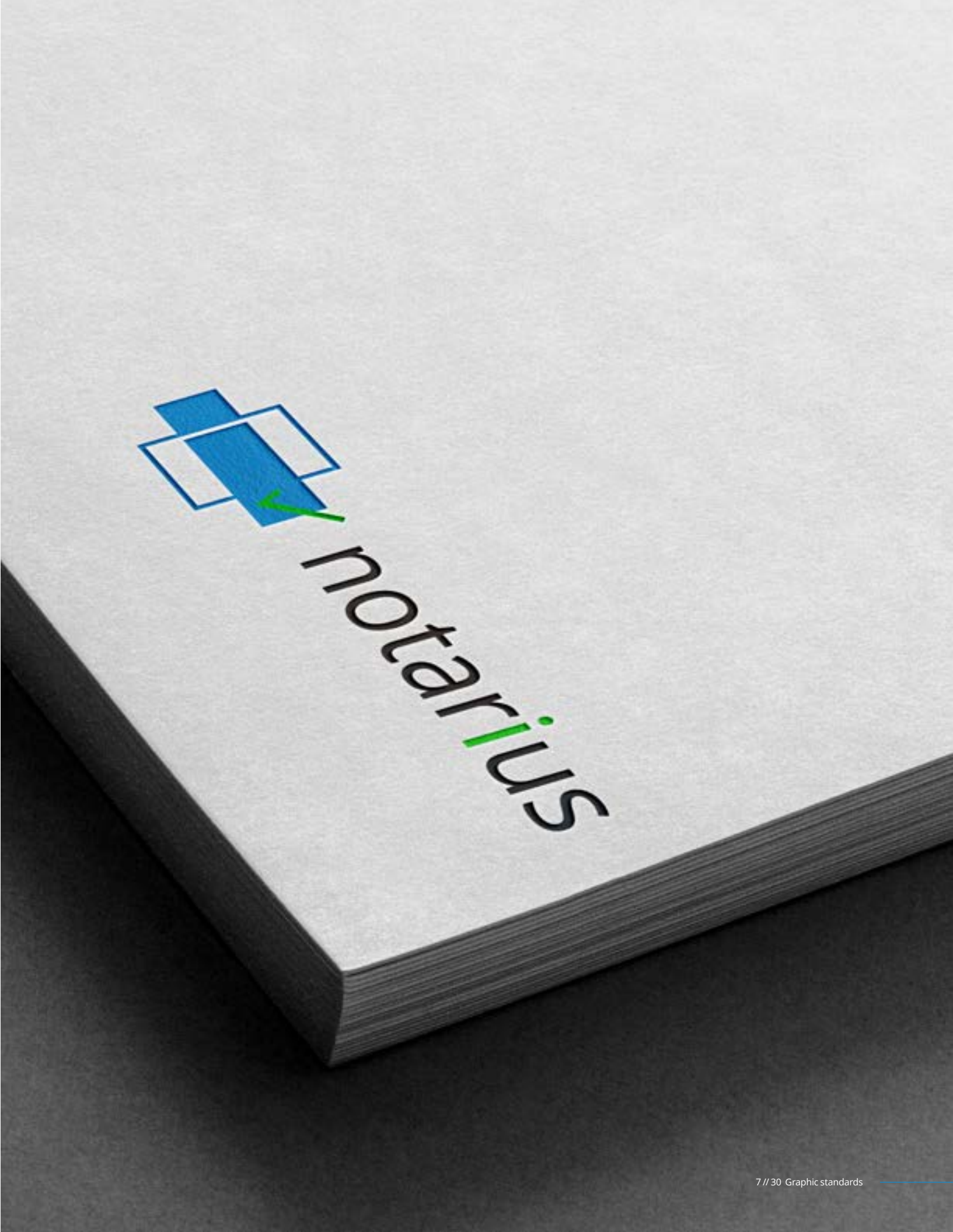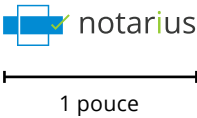No graphic elements of any kind should invade this area.

Calculation

To calculate the clear space, take the height of the logo and divide it by two (Clear space = height / 2).

Minimal size

It is necessary to determine a minimal size for the use of the logotype to ensure optimal visibility. The Notarius logo must therefore be at least 1" (2.5 cm) wide.

1 pouce

Colours

Corporate colours

The official corporate colours of the visual platform, i.e. all communication tools deployed in support of the logotype, are blue, grey and green, the technical specifications of which are presented below. For advertising or promotional purposes (posters, banners, promotional objects, etc.), the secondary colour is green. The logotype must be in the primary and secondary colours of the palette.
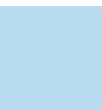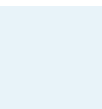
Primary colours

100 % 70 % 50 % 30% 10 %

100 % 70 % 50 % 30% 10 %

100 % 70 % 50 % 30% 10 %

Secondary colours

100 % 70 % 50 % 30% 10 %

100 % 70 % 50 % 30% 10 %

Colour codes

CMYK : C096 M030 Y000 B000
PMS   : 2194 U
RGB   : R002 G139 B211
Web   : #028bd3
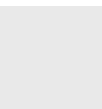
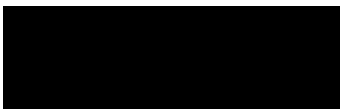CMYK : C069 M061 Y062 B054
PMS   : Black 6 U
RGB   : R056 G057 B056
Web   : #383938
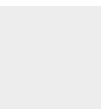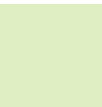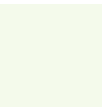
CMYK : C020 M000 Y000 K100
PMS   : Black
RGB   : R000 B000 B000
Web   : #000000

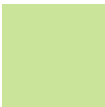CMYK : C071 M100 Y035 K045
PMS   : 375 U
RGB   : R150 G204 B054
Web   : #96cc36
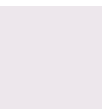
CMYK : C043 M100 Y000 K060
PMS   : U 90-16
RGB   : R053 G015 B047
Web   : #4C1043
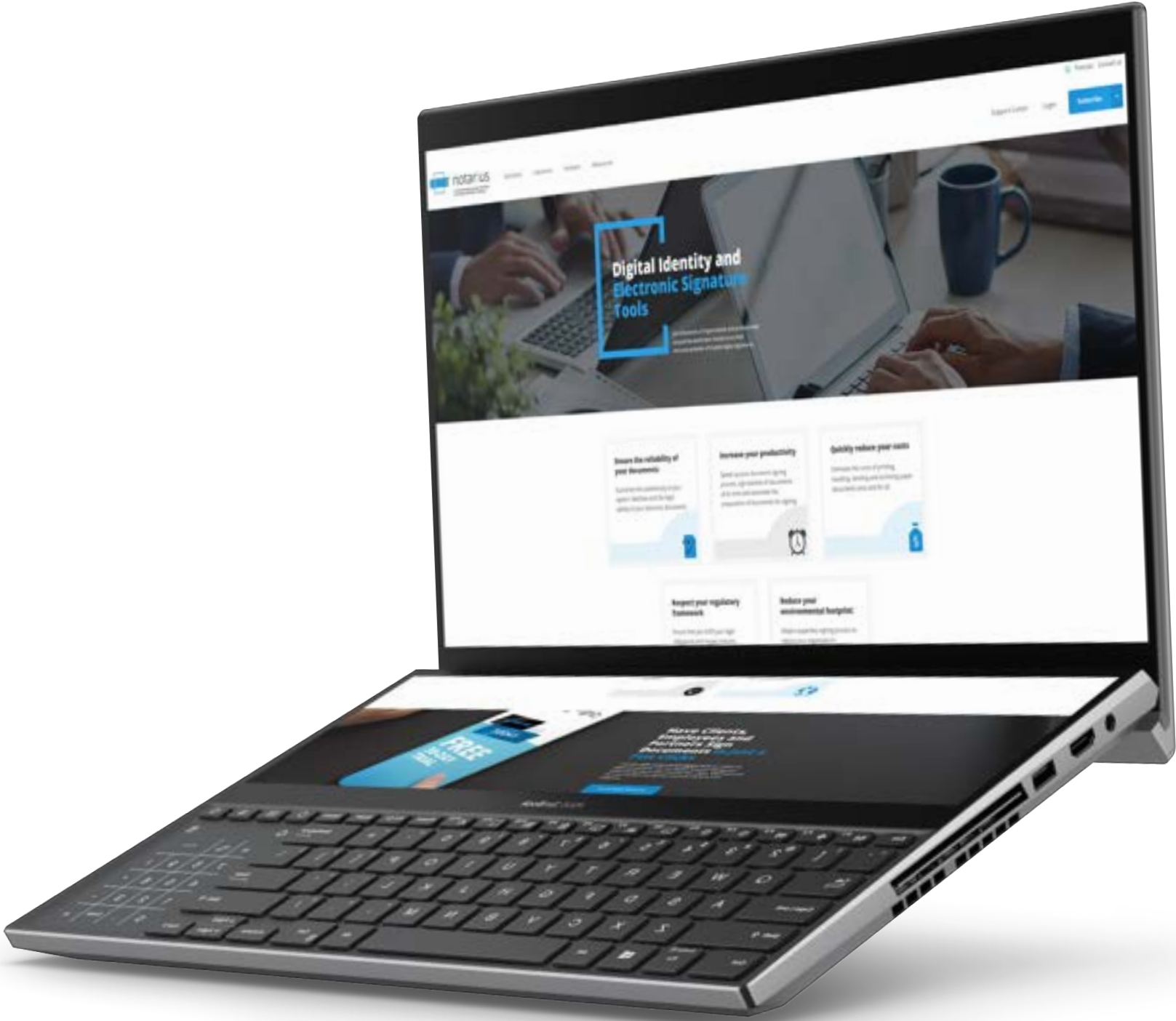
Notarius products

CertifiO Desktop

Digital signature issued by a professional order or an employer.
It certifies the identity and professional affiliation of the signatory.

certifiO
Desktop

CertifiO Cloud

Multi-platform digital signature hosted on a secure cloud infrastructure.
It certifies the identity and professional affiliation of the signatory.

certifiO
Cloud

ConsignO Desktop

Digital signature software with advanced features and PDF reader.
It allows you to sign batches of documents in a few clicks.

consignO
Desktop

ConsignO Cloud

Web-based electronic signature platform for managing the entire
cycle of signature projects both internally and externally.

consignO
Cloud

ConsignO Cloud Solo

Web application used to insert a digital signature CertifiO Cloud
on an electronic document to give it a high level of legal reliability.

consignO
Cloud Solo

Typography
Open Sans

Corporate typography

Open Sans family

The official typeface to be used in the context of corporate and marketing communications, office publishing and in promotional or advertising contexts in both printed and electronic documents is Open Sans and its variations.

Condensed Light		Semibold	
	ABCDEFGHIJKLM		ABCDEFGHIJKLM
	NOPQRSTUVWXYZ		NOPQRSTUVWXYZ
	abcdefghijklm		abcdefghijklm
	nopqrstuvwxyz		nopqrstuvwxyz
Light		Bold	
	ABCDEFGHIJKLM		ABCDEFGHIJKLM
	NOPQRSTUVWXYZ		NOPQRSTUVWXYZ
	abcdefghijklm		abcdefghijklm
	nopqrstuvwxyz		nopqrstuvwxyz
Regular		Extrabold	
	ABCDEFGHIJKLM		ABCDEFGHIJKLM
	NOPQRSTUVWXYZ		NOPQRSTUVWXYZ
	abcdefghijklm		abcdefghijklm
	nopqrstuvwxyz		nopqrstuvwxyz

Numbers		Special characters	
	01234567890		!"§$%&/()=?`;:
			¡"¶¢[]|{}≠¿'
			«∑€®†Ω¨⁄øπ•±'
			æœ@∆°ª©ƒ∂,å¥≈ç
			√~µ∞…–≤<>≥˘›‹◊

Graphic content

Corporate photography
Graphic elements
Pictograms

Corporate photography

Selection and photographic processing

The supporting imagery for the Notarius brand must reflect its unique positioning in the market. The visual concept is intended to be human and friendly, and includes a selection of photographs of business people in action in their work environment and in natural light.

Colour version

Mainly used without title nor graphic element

Adding an accent strip

A blue band is added both to add a graphic element to the chosen image and to introduce a quote in blogs and case studies.

Filtered version

On the filtered version is applied a Black 6 U which covers the whole surface of the photograph, with 70% opacity.

The blue box will be added at the first level to highlight a title.

Graphic elements

A symbolic geometry

The graphic elements that compose the Notarius logo are an analogy to the document submitted to Notarius to go through the certification process. The vertical rectangular shape represents the document itself, while the horizontal band that crosses it symbolizes the process, i.e. the digital transformation, certification and identity verification process that maximizes the reliability of electronic documents.

The document and the process

How to use the blue frame

The frame is used to highlight headlines and subtitles on social media, web banners and PDF document headers.

Web and print frame weight: 8 pt

Icon:
Checkmark

This icon is used to evoke compliance, security, best practices and advantages.

Icon:
Letter i

This icon is used when addtionnal information is needed, mainly in presentation documents.

The result

Basic design elements in context

The world is going digital. Be digitally reliable.
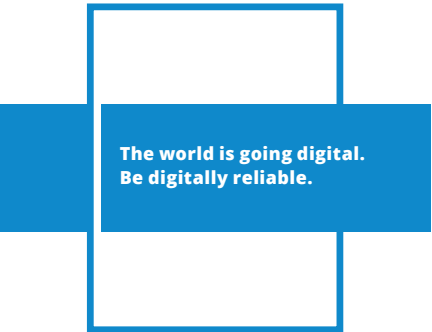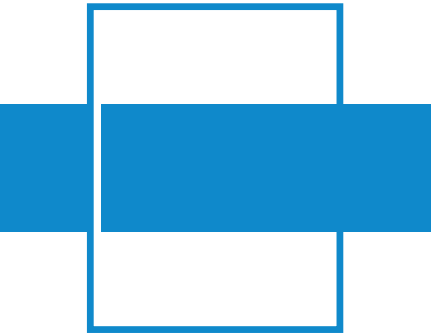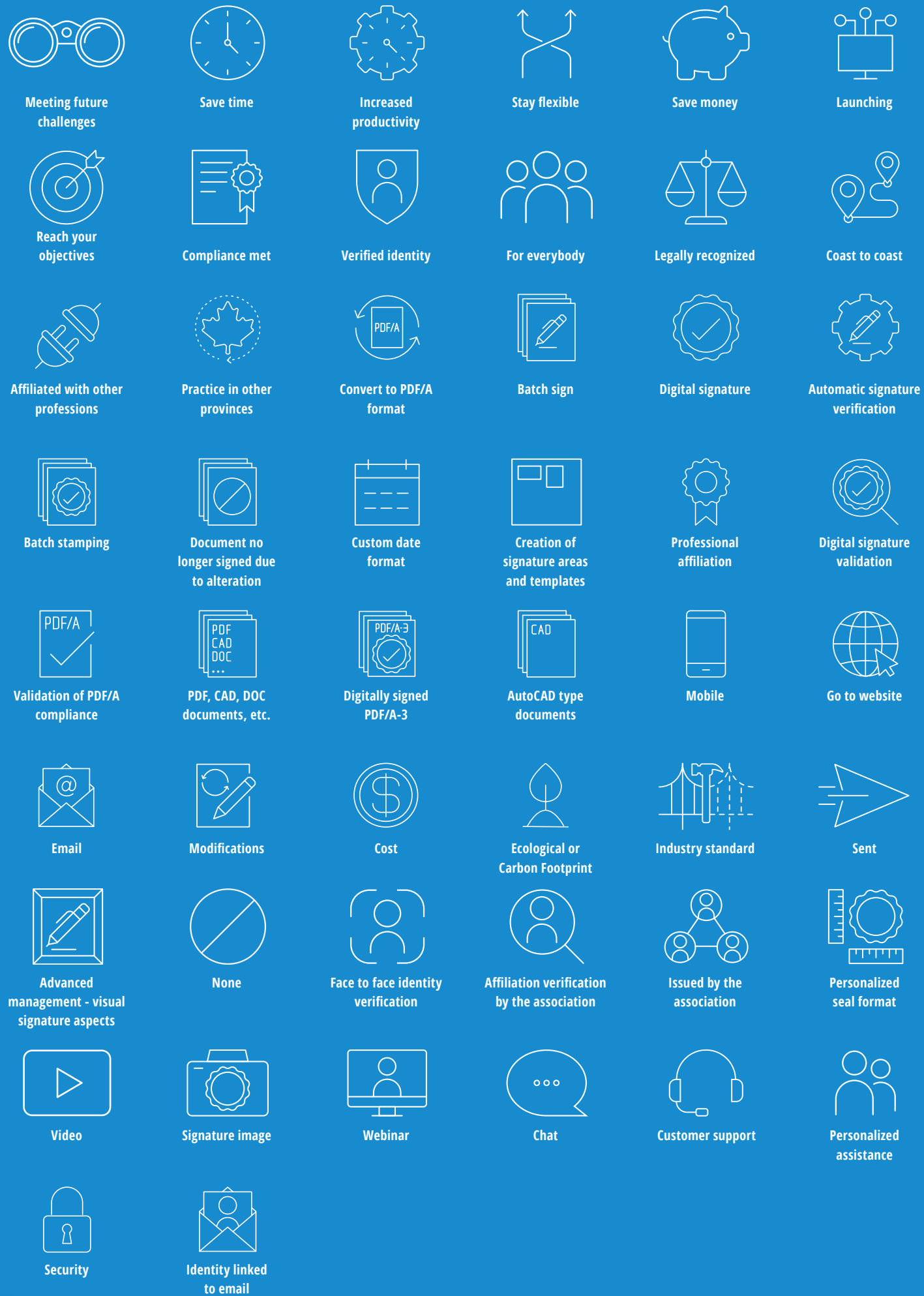
Pictograms

Corporate pictograms

The Notarius icons are monochrome, either in the primary blue or the official grey of the logotype. When used in a printed context, the boldness of the icons will be less than when used for videographic purposes.

Meeting future challenges

Save time

Increased productivity

Stay flexible

Save money

Launching

Reach your objectives

Compliance met

Verified identity

For everybody

Legally recognized

Coast to coast

Affiliated with other professions

Practice in other provinces

Convert to PDF/A format

Batch sign

Digital signature

Automatic signature verification

Batch stamping

Document no longer signed due to alteration

Custom date format

Creation of signature areas and templates

Professional affiliation

Digital signature validation

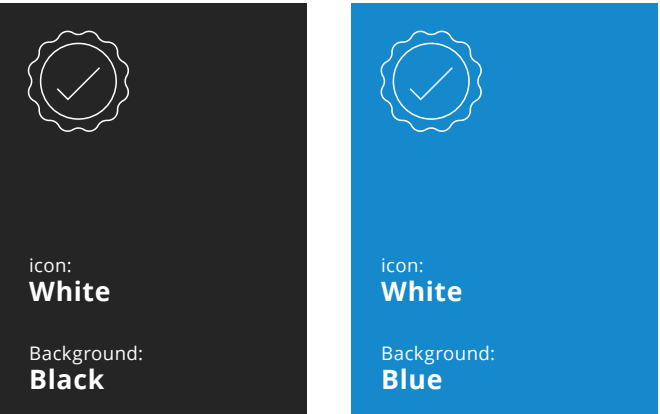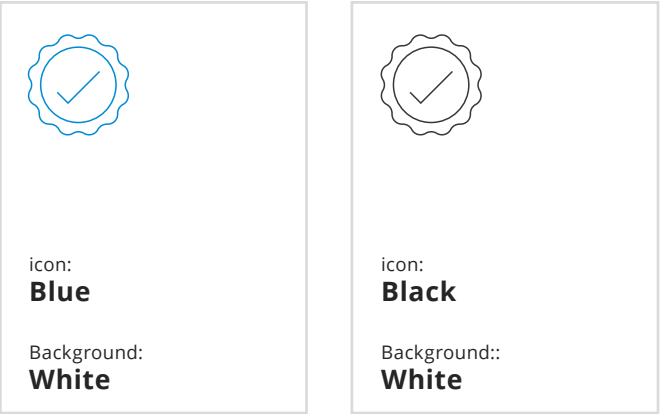**Validation of PDF/A compliance**

PDF, CAD, DOC documents, etc.

Digitally signed PDF/A-3

AutoCAD type documents

Mobile

Go to website

Email

Modifications

Cost

Ecological or Carbon Footprint

Industry standard

Sent

Advanced management - visual signature aspects

None

Face to face identity verification

Affiliation verification by the association

Issued by the association

Personalized seal format

Video

Signature image

Webinar

Chat

Customer support

Personalized assistance

Security

Identity linked to email

Icon weight:

Printed icons weight: 1pt
Video icons weight: 2pt

icon:
White

Background:
Black

icon:
White

Background:
Blue

icon:
Blue

Background:
White

icon:
Black

Background::
White

Get the complete set

Get the icon set and use them for your commercial brochures and corporate identity products.

marketing@notarius.com

Editing

Layout
Promotions
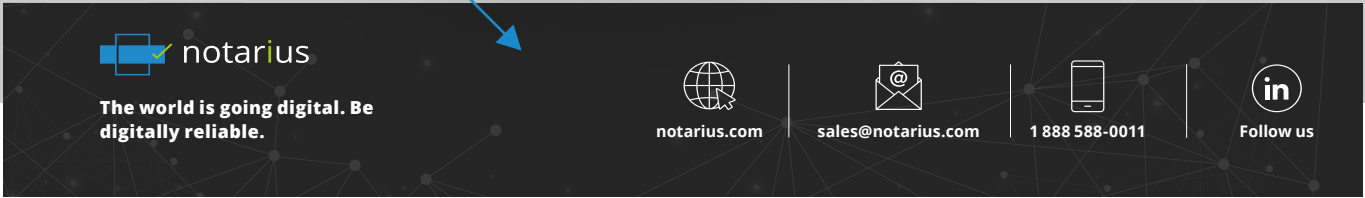## Publications & social
media posts

Headers and footers

The three main colours are used for headers and footers.
One colour on the first line and the contrasting colour on the second or to emphasize an important segment.
The addition of a frame symbolizing the document is also placed to the left of the title.

Header - title 12/20 pts

Cloud Based Digital Signature Tools

notarius

CLOUD SOLUTION

Footer - information 8/10 pts

notarius

The world is going digital. Be digitally reliable.

notarius.com sales@notarius.com 1 888 588-0011 Follow us

Eaxmple of text size hierarchy

• Title 1 - 16 pts
• Title 2 - 12 pts
• Body text - Level 1 - 10 pts

• Body text - Level 2 - 8 pts

Quote examples

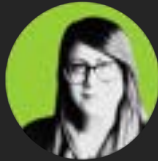*We work really hard to get things done as quickly as possible.* **Our economy kind of depends on it.**

It's super simple. It doesn't matter if you're a technology wiz. It was very easy to implement and people love it because they no longer have to come into the office.

Joanne Hyde, City Clerk for the Town of Thorold, 18,801 residents

Open Sans - 22 pts   Open Sans Regular - 8 pts   Open Sans Bold italic - 10 pts
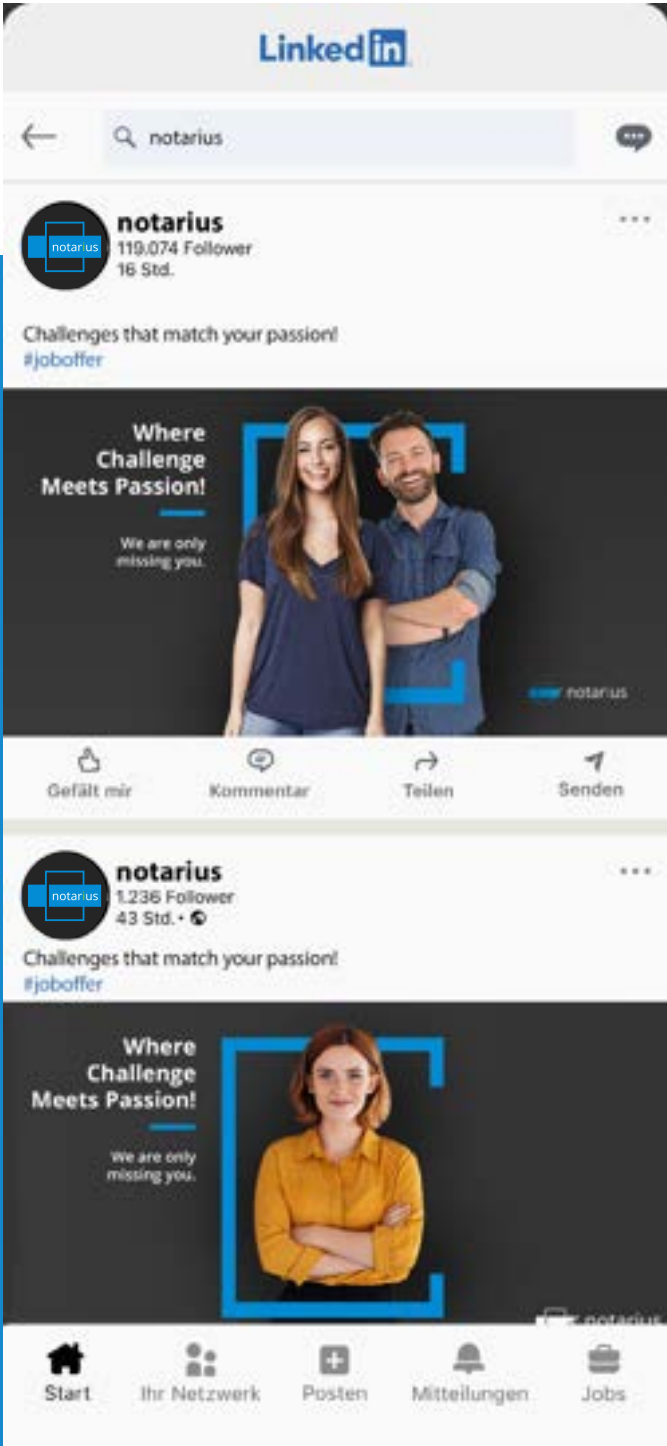
PowerPoint presentations

Examples of layout variations for presentations
from the elements of the graphic platform.

Representation of the animated slide

Promotions and publications

Examples of social media publications based on the graphic elements of the platform

Types of publications

- Job offers on Linkedin

- Tutorials and promotional videos on YouTube

- Digital brochures

Corporate stationery

Sample letter
Envelopes
Business cards
Email signature
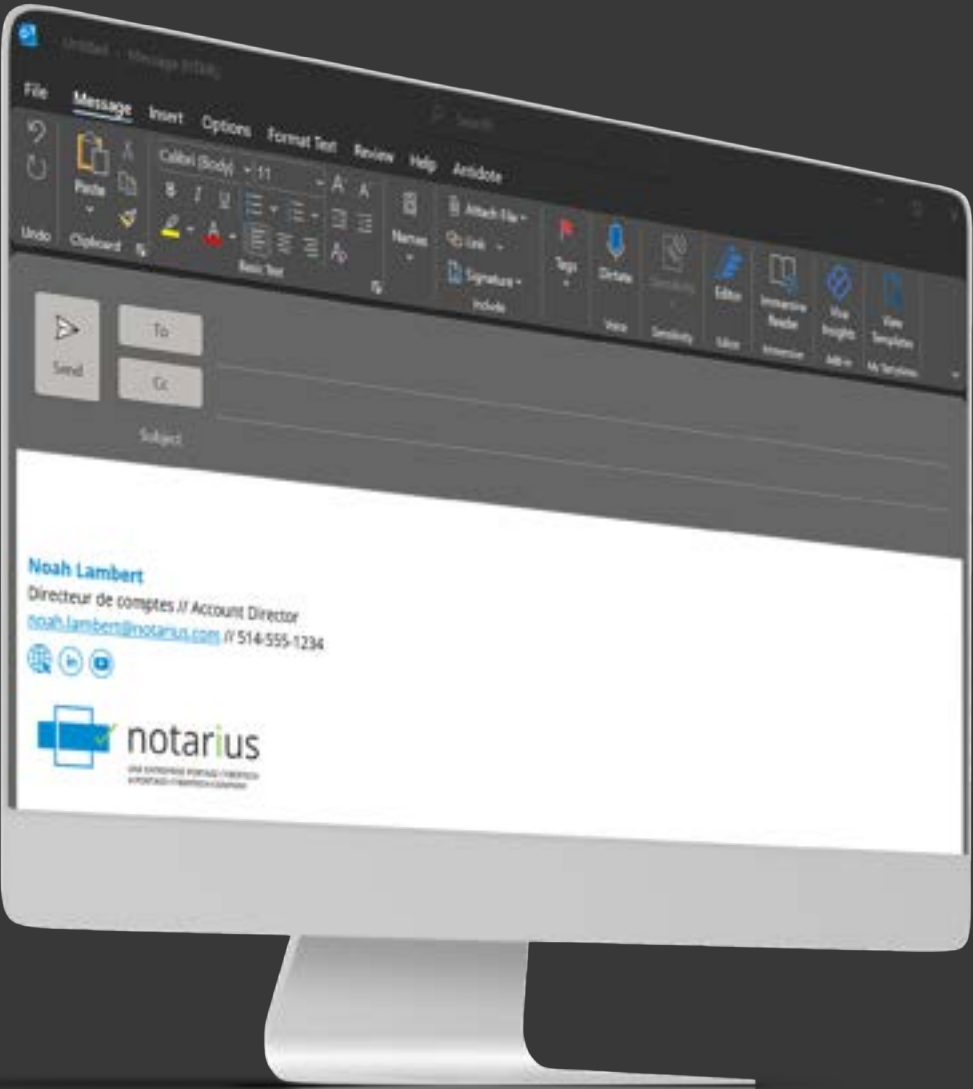
Letter sample

DOWNLOAD

marketing@notarius.com

SETTINGS

Format	**Paper quality**	**Print**
Letter US	120g/m no finish	CMYK
8 1/2" x11"	white	300 dpi

Corporate stationery

Branded envelopes

Business cards

Email signature

Approved layout, composed of the primary elements of the Notarius stationery system, for email signatures

PARAMÈTRES

Name	Colour	Title, email, mobile	Logo & icons
Open Sans 12pt	R002 V139 B000	Open Sans 10pt	Web icons, LinkedIn and YouTube Logo Notarius and Portage Cybertech

Contact

More questions about the standards?

Contact the marketing department:

marketing@notarius.com

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