

### Primary Typeface

Our primary typeface, Metropolis, has a clean, contemporary style that complements our optimistic, confident and engaging character. It's an important element of our visual identity and must be used on all of our marketing and communications.

# Metropolis

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 1234567890!?\$%

Aa  
Regular

Aa  
Semi Bold

Aa  
Bold

Aa  
Regular Italic

Aa  
Semi Bold Italic

Aa  
Bold Italic

### Secondary Typeface

Freight is a modern take on classic typefaces that adds an extra layer of sophistication and helps break monotony. As it demands attention, it can be used as an alternative to Metropolis for headers and headlines. **It should never be used without Metropolis.**

## Freight Big Pro

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 1234567890!?\$%

Aa  
Medium

Aa  
Medium

Aa  
Black Italic\*

Aa  
Medium

Aa  
Medium Italic

## Freight Display Pro

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 1234567890!?\$%

#### ✓ DO...

- use Metropolis as the primary and most abundant font in a design
- use Metropolis Semi Bold primarily when using large point sizes
- use Metropolis Regular for body copy
- use Metropolis Bold for small highlighted areas of text or subtitles
- use italics to highlight statements or for non-English words

#### ✗ DO NOT...

- use in email communications in place of Arial 12

#### PLEASE NOTE:

Freight should be used only for high-level marketing and corporate material and for formal recognitions. Examples range from annual reports, strategic plans and corporate proposals to diplomas, degrees and certificates.

#### ✓ DO...

- Use Freight Display Pro or Freight Big Pro for headers, headings, titles and lead paragraphs; maintain the visual prominence of Metropolis as the primary font
- use Freight Big Pro where very large font sizes are needed. Freight Big Pro is the most delicate branch of the Freight family and thus is best suited for large uses
- use italics to highlight statements or for non-English words

#### ✗ DO NOT...

- use Freight without Metropolis
- use Freight for body copy

### Colour in Typography

When setting text, we must comply with the Accessibility for Ontarians with Disabilities Act (AODA) standards. These stipulate the minimum amount of contrast between colours used in text for optimum legibility.



### PLEASE NOTE:

If you have any doubts about the contrast of the values you're about to use in a design, use [webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker) to check whether your combination is compliant.

#### ✓ DO USE...

- white on 100% Algonquin Green at any size
- 100% Algonquin Green on white at any size
- white on charcoal/90% black at any size
- charcoal/90% black on white
- tints of Algonquin Green on white
- tints of Algonquin Green on 100% Algonquin Green
- New Growth Green on white

#### ✗ DO NOT...

- New Growth Green on 100% Algonquin Green
- 100% Algonquin Green on New Growth Green
- New Growth Green on Charcoal
- tints of Algonquin Green on New Growth Green
- grey on Algonquin Green
- grey on charcoal/90% black
- grey on New Growth Green

### AODA Compliance in Typography

We use tints of Algonquin Green in text to highlight or create contrast. To meet AODA standards, we must adhere to the following rules:

- Use only the combinations of samples 1 and 2
- Use these combinations only in text set at 19pt or above

When using black in typography on print, follow samples 3 and 4:

- Algonquin Charcoal CMYK mixture for titles and large typography
- 90% Black (0, 0, 0, 90) for body copy

