



CRIBE

Style Guide 2025

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1 About CRIBE

CRIBE is Ontario's leading forest-based innovation accelerator.

As an independent, non-profit corporation, CRIBE supports and develops a sustainable, profitable provincial forest bio-economy. We bring together researchers, forest sector, and end users to create and commercialize innovative forest-based, low-carbon solutions.



Our Vision

A sustainable, socially responsible, & profitable forest bio-economy in Ontario.

Our Mission

To create and support a dynamic, collaborative network of stakeholders in Ontario's forest bio-economy, acting as a catalyst to accelerate innovation, productivity, sustainability and profitability in the sector.

2 Logos & Usage

Parent Brand Logo & Usage

We use the parent brand logo to represent the entire CRIBE network including Nextfor and its initiatives; however, Nextfor and its initiatives have their own unique marks.

The full logo with icon + wordmark is the preferred logo for use in official documentation.

The wordmark “centre for research & innovation in the bio-economy” should only be used with the parent icon.

Use the files provided in the logo pack; the icon and wordmark should always appear in this size relationship. Do not recreate.





Logo Clear Space

Space around the logo should equal 40% of the logo icon's height.



Logo Background Colours

The full colour logo should only be used on very light backgrounds. Do not use this logo on top of a photograph unless it sits on a very light part of the image.



One-Colour Parent Logo

In situations where a single colour logo is required, please use either either black, grey, or white.



Nextfor Logo & Usage

Nextfor is CRIBE’s industry-led ecosystem of collaborators accelerating new technologies for Ontario’s bio-economy.

We use the Nextfor logo for all communications related to Nextfor activities and its initiatives.

Nextfor only has one logomark. It should never be recreated, and follows the same rules for usage as the parent brand (Page 3).



CRIBE + Nextfor Logos

In some cases it may be appropriate to include both CRIBE and Nextfor logos in the same design.

In this case, we use a consistent x-height for both logos, with spacing 20% of the parent logo on each side of a horizontal separator. Please use the file provided in the logo pack.



Nextfor Initiative Icons

Nextfor has **three key areas** in which it works to encourage market realization of innovation.

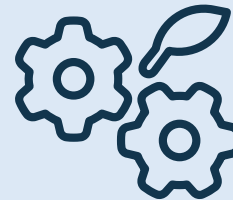
Each area is represented by a unique icon. Rules about clear space, background colours, and one-colour logos remain the same as the parent brand.

The modifying word is set in Barlow Condensed Semi-Bold. The default iconography does not include this modifying text.

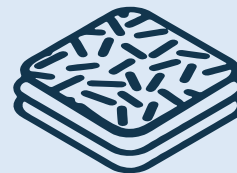
Do not use these icons where the parent brand should be used.



**Lignin Based Materials
(Resins, Adhesives,
Thermoplastics)**



**Industrial
Decarbonization
(Biocarbon)**



**Advanced Wood-Based
Building Materials &
Technologies**

3 Colour

Primary Colours

The CRIBE Blue and Green are essential components of the core brand wherever it is being represented.

HEX #004165
RGB 6 66 101
CMYK 100 75 37 24
PANTONE 8483 C

HEX #D4E5AD
RGB 212 229 173
CMYK 18 14 0 0
PANTONE 580 C

HEX #77AC42
RGB 119 172 66
CMYK 59 12 100 1
PANTONE 7737 C

HEX #3C90CE
RGB 60 144 206
CMYK 73 33 0 0
PANTONE 3538 C

HEX #DDE6F5
RGB 221 230 245
CMYK 11 5 0 0
PANTONE 9384 C

Secondary Colours

A light blue is used as an accent colour in graphics or for differentiating subtitles in text copy.

4 Motif

CRIBE

CRIBE makes use of **curved** lines, circles, and rounded corners in its motif. In harmony with the round leaf shape and lettering in the CRIBE logo, these forms are meant to feel organic and flowing. They can be thought of as a representation of connection and innovation within the industries we represent.



Nextfor

Nextfor's motif is much more **angular**, making use of the arrow shape embedded in the logo, which provides the obvious connotation of moving forward, or quickly advancing ideas. Similarly to CRIBE's circles, the Nextfor arrow represents the connection of ideas and industry members but with a hard edge that suggests moving quickly, in a clear direction, towards tangible results.



**CRIBE emphasizes "thought";
Nextfor emphasizes "action".**

5 Typography

CRIBE makes use of the **Barlow** family of fonts for all its communications.

Text should always be displayed in the **CRIBE blue** except for situations where additional emphasis is required, in which case a light blue or light green should be used. These colours, along with white, may also be used on a dark background, as long as adequate contrast is maintained.

Barlow is a free Google font available for download on most devices.

Heading

Subheading

Subheading

Body Heading

Body text

Barlow
Condensed SemiBold

Barlow Bold

Barlow Regular



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