



Brand & Identity Guide 2023



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Orlando Corporation

Brand & Identity Guide 2023.

Introduction

The Orlando Corporation Brand & Identity Guide serves as a comprehensive document that delineates the foundation for understanding and implementing the essence of our brand across all internal and external marketing channels.

Inside this guide, you can expect to find carefully detailed specifications on the use of the brand logo, color palettes, typography, imagery, voice, tone, digital/print communications, stationary styles and more.

Additionally, it covers aspects such as our brand's mission, vision, core values, and other important corporate messaging. It is the "rulebook" for portraying our brand consistently across multiple platforms and touchpoints.

Following these guidelines will help to ensure a cohesive and unified brand image that matches the commitment to quality, consistency and professionalism that Orlando is known for.

Index

Corporate Messaging 4

Introduction	5
Our History	6
Purpose, Mission, Vision & Values	7, 8
Corporate Messaging	9
Style Sheet	10

Brand Elements 11

Our Logo	12
Logo Construction	13
Monogram Usage & Sizes	14
Corporate Logo Usage & Sizes	15
Corporate Colour Palette	16,17
Primary Typography	18-20
Secondary Typography	21-23
Font Hierarchy	24-26

Document Notes

Light blue is used for notes and details within these guidelines and is not an official colour of our brand. Please do not use light blue in any actual application. These guidelines do not address every visual identity usage situation. For questions regarding specific applications, please contact: info@orlandocorp.com

Prepared for Orlando Corporation by JY Group Inc.



*Guide notes are used in this colour
which is for reference, please do not
use this colour in any application.*

Corporate Messaging



Introduction

Canada's premier landlord of industrial & commercial real estate properties.

We own, lease and manage 46 million square feet of industrial, office and retail properties across Canada.

Orlando Corporation is Canada's largest privately-owned industrial real estate developer and landlord.

As a multi-faceted real estate company, Orlando is involved in a wide range of investments and activities.

Within the Greater Toronto Area, we have built a critical mass of properties and are able to offer tenants a complete range of property types across premium locations within Canada's central economic hub.

The scale and diversity of our tenant base provides a stable and secure source of rental income.

To best service our clients, we use a vertically-integrated approach in the comprehensive development of real estate property.

This encompasses acquisition of undeveloped land through planning, servicing and seamless property development - all the way through to the final stages in leasing, design, construction and property management.

Our approach has earned us an enviable industry reputation synonymous with quality in building and customer satisfaction.

Our History

With a strong sense of family.



We're celebrating almost a century of excellence in Canada, helping to shape Canada's skyline one brick at a time.

Founded in 1928 by Orey Fidani, Orlando Corporation initially began as a successful family-owned construction company.

The son of Italian immigrants, Orey and other members of the family grew and managed the company in its post-war era.

Orlando Corporation became a thriving real-estate and construction development company with an established reputation in Canada by the mid 1950's.

Today the company is led by Carlo Fidani, Orey's son as the Chairman of the Board and Chief Executive Officer providing strategic direction.

With Carlo and Orlando's experienced Management team, the company has witnessed unparalleled growth and financial success over the last 2 decades, owning and operating over 46 million square feet of real estate.

Notwithstanding the complexity of today's business, Orlando has and continues to operate under a client-first philosophy.

Our Purpose

Mission, Vision & Values

Our Purpose

Building Quality that Inspires - With close to 100 years in business, we know actions speak louder than words. By leading through example, conducting business professionally and with modesty, Orlando protects the interests of clients, staff and stakeholders for years to come.

Our Mission

Putting Clients First - We place the needs of our clients and tenants first and foremost, and strive to exemplify the highest standards of excellence in service and ethics.

Our Vision

Committed to Growth - Our commitment to growth is a value reflected across the board from Orlando's daily business operations to its greater philanthropic enterprises.





Our Tagline

Building
quality that
inspires.

The core of what we're about is construction of well-crafted dwellings.

Well-crafted, humble and a commitment to quality is at the core of our company.

By our commitment to people first, we evolve a corporate culture second to none.

Our Values

Our reputation as an industry leader is rooted in the people who represent us everyday. With experienced staff, stable ownership and management, we uphold a culture of integrity, honesty, and humility that have formed decades of continued success and relationships.

Corporate Messaging

How we say what we say.

Our Voice

The manner in which you express yourself is often just as crucial – and sometimes even more so – than the actual content of your message. This is why employing the appropriate "voice" and being mindful of our communication style, including our choice of words and tone, is fundamental to shaping, sustaining, and elevating the identity of Orlando Corporation.

At Orlando, we value engaging in meaningful conversations, fostering partnerships, and cultivating gratifying relationships.

Therefore, our communication style is characterized by a direct, confident, and approachable tone. While we are serious about our business endeavors, we also embrace moments of levity and informality when fitting. Our goal is to ensure that our messages are easily comprehensible, steering clear of industry-specific jargon and acronyms. We aim to establish a personal connection with our audience, consistently using "we" and "our" when referring to ourselves and addressing the audience as "you" in direct communications.

For the sake of clarity, we categorize those who invest with us as "clients," individuals or entities leasing space in our office, industrial, and retail properties as "tenants," and those residing in our residential buildings as "residents."

Style sheet

How we define ourselves.

Corporate Usage

General Usage

For general use, our company name is “Orlando Corporation,” or “Orlando” on second reference in some circumstances.

Legal Usage

Our full legal name is “Orlando Corporation Inc.” and we use it in situations – such as contracts, agreements, internal reports and copyright or trademark notices – in which it is essential to establish our legal identity for definition.

General Notice

DO NOT, in any circumstances, refer to the company as an abbreviated moniker such as “OC” or “OCI”, whether in visual communications or in legible print/type.

Brand Elements



Our Logo Introduction.

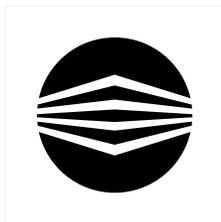
The corporate logo.

The Orlando Corporation corporate logo is the foundation of our visual identity and brand. It consists of two primary elements, The Monogram & The Descriptor; which together signify a historically visual component of our national brand recognition throughout all our marketing.

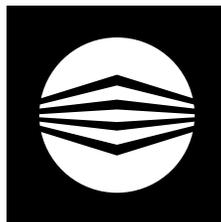
Our corporate logo is a custom design and should never be altered, redrawn or manipulated in any other way that set out in this brand guide. If you need any files to correctly reproduce the logo please contact our marketing manager at info@orlandocorp.com

The Monogram.

The monogram logo is a perfectly balanced abstract representation of a quoin encased in a circle.



Monogram "Primary" Shape



Monogram "Reverse" Shape

The Pair.

Pairing the monogram with the descriptor, creates the full corporate logo that has been used for over 75 years.



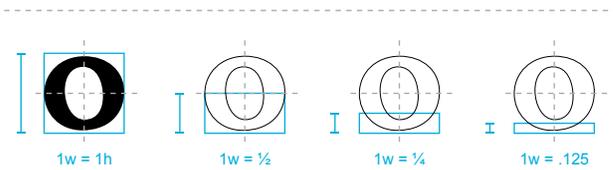
Monogram

Descriptor

Corporate Logo Logo Construction.

How the logo is constructed.

The logo has been balanced using the width of the letter “O”, as a height measurement for spacing and positioning for the monogram and the descriptor, below you can find how this is devised using simple logic.



If Width of O = Height of 1, then “Thin” = .125, “Medium” = 1/4 and “Thick” = 1/2.

Clearspace & Computation.

Clearspace

Clearspace is the area that surrounds our logo when used in print/digital marketing. This space has been clearly defined by using half of the height of the placed logo, on/around all sides.

Computation

For both the Full Logomark and the Single Logomark we compute clearspace as follows:

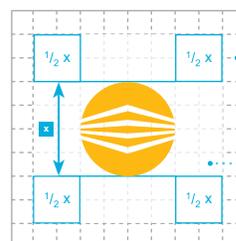
(Clearspace = Height / 2)

Clearspace Full Logomark



No element may encroach the clear area in any medium.

Clearspace Single Logomark



The minimum required clearspace which is defined by the “x” height of the logo, must be maintained on all sides.

No element may encroach the clear area in any medium.

Monogram Logo Usage & Sizes.

Applicable and allowed logo backgrounds.

Monogram A

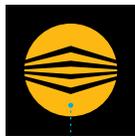
White/Yellow



Can be used on internal and external marketing channels as a standalone monogram/brandmark.

Monogram B

Black/Yellow



Can be used on internal and external marketing channels as a standalone monogram/brandmark.

Monogram C

Material/Black



Can be used on light material or backgrounds where applicable as a standalone monogram/brandmark.

Monogram D

Material/White

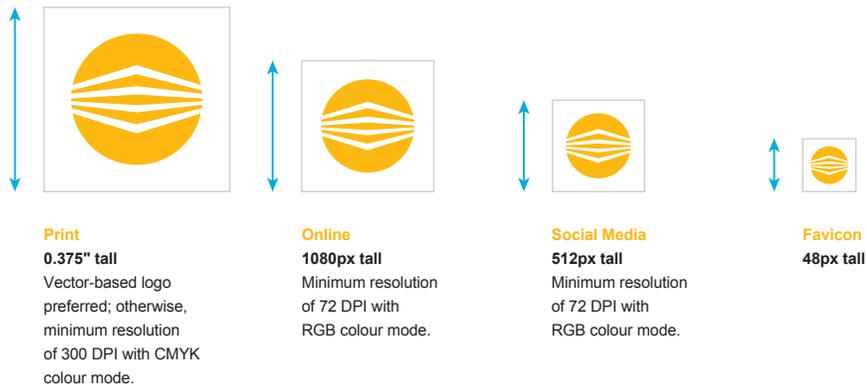


Can be used on dark material or backgrounds where applicable as a standalone monogram/brandmark.

Correct logo sizes.

Monogram Logo

Minimum Sizes



Monogram Logo

Other Uses

**Whenever you use any of the approved versions of the monogram logo on any material/medium it should contain a minimum size of 48px (digital) or 0.375" tall (print)

Corporate Logo Usage & Sizes.

Applicable and allowed logo backgrounds.

Corporate Logo A

White/Yellow



Can be used on internal and external marketing channels as a standalone monogram/brandmark.

Corporate Logo B

Black/Yellow



Can be used on internal and external marketing channels as a standalone monogram/brandmark.

Corporate Logo C

Material/Black



Can be used on light material or backgrounds where applicable as a standalone monogram/brandmark.

Corporate Logo D

Material/White



Can be used on dark material or backgrounds where applicable as a standalone monogram/brandmark.

Correct logo sizes.

Corporate Logo

Minimum Sizes



Print
2.25" wide
 Vector-based logo preferred; otherwise, minimum resolution of 300 DPI with CMYK colour mode.



Digital
320px wide
 Vector-based logo preferred; otherwise, minimum resolution of 72 DPI with RGB colour mode.

Corporate Logo

Other Uses

**Whenever you use any of the approved versions of the monogram logo on any material/medium it should contain a minimum size of 320px (digital) or 2.25" wide (print), these measurements include any natural clearspace within the logo itself.

Primary Colour Palette.



Primary Color A Orlando Yellow

Print Color Codes

CMYK: C 0% M 27% Y 92% K 1%
HSL: H 42.38 S 0.98 L 0.53

Digital Color Codes

HEX: #FDB812
RGB: R 253 G 184 B 18

Primary Color B Black

Print Color Codes

CMYK: C 0% M 0% Y 0% K 0%
HSL: H 0 S 0 L 0

Digital Color Codes

HEX: #000000
RGB: R 0 G 0 B 0

The Orlando brand colour system.

Our brand colour system uses two primary solid colours, in which we have termed Orlando Yellow and Orlando Black.

When used on their own these colours are powerful and striking; when used together they help to create a sense of sophistication and positivity for our brand.

These combined colours have been utilized throughout our history, helping to further Orlando's brand recognition and legacy.

Primary
Color A.

Orlando
Yellow

Primary
Color A.

Orlando
Black

Secondary Colours Palette.



Sec Colour A
Charcoal Grey

Print Color Codes
 HEX: #353535
 RGB: R 53 G 53 B 53
 CMYK: C 0% M 0% Y 0% K 79%
 HSL: H 0 S 0 L 0.21

Color Tones



Sec Colour A
Cool Grey

Print Color Codes
 HEX: #A7A9AC
 RGB: R 167 G 169 B 172
 CMYK: C 2% M 1% Y 0% K 33%
 HSL: H 216 S 0.03 L 0.66

Color Tones



Colour Shades A.

We can also use colour shades from the primary “Orlando Yellow” as a part of the secondary colour palette options.

#FDBF2A	-10%
#FDC641	-20%
#FECF59	-30%
#FED471	-40%
#FEDC89	-50%

Colour Shades B.

We can also use colour shades from the primary “Orlando Black” as a part of the secondary colour palette options.

#231F20	-10%
#58595B	-20%
#808285	-30%
#A7A9AC	-40%
#D1D3D4	-50%

Corporate Fonts

Primary Typography.

Arial® Regular

Primary Font

Arial Regular

Designer

Robin Nicholas

Arial is a sans-serif typeface that originated in the 1980s as a part of the collaboration between IBM and Monotype Corporation. Its creation was spurred by the need for a versatile and legible font for use in electronic devices.

Arial was designed by Robin Nicholas and Patricia Saunders and was initially released in 1982 with the IBM 3800 laser printer.

The font quickly gained popularity due to its clean and simple design, making it suitable for various applications, from business documents to signage. Arial is often considered a good font choice due to its clean and very

straightforward design, making it highly legible and versatile across various mediums.

Its simplicity lends itself well to both digital and print applications, ensuring clarity and readability in a wide range of text sizes. Arial's neutral and modern appearance makes it suitable for a variety of contexts, from professional documents to web content, where its accessibility and familiarity can enhance overall communication.

Arial will remain a reliable choice for Orlando Corporation to use promoting a straightforward and readable typeface.

Primary Typography

Usage Options.

Font style.

Arial® Regular

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

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ;
 : i “ ¶ ¢ [] | { } ≠ ¿ ‘
 « Σ € ® † Ω “ / ø π • ± ‘

Primary Typography Usage Cheatsheet.

Where to use primary typography.

Variations of Arial are used everywhere from titles, captions, bold headlines, numbers and buttons. This font is our primary typography and will be used across all our internal and external marketing.

Headlines	Bold
Titles	Bold
Sub-titles	Regular or Bold
Single Line Text	Regular
Paragraph Text	Regular
Caption Text	Regular or Regular Italic
Special Text	Regular or Bold Italic
Bold Text	Bold
Numbers	Regular
Underline Text	Regular
Strikethrough Text	Regular
Capital Case Text	Bold
Capital Case Headlines	Bold
Capital Case Titles	Bold
Characters	Regular

**Please see "Hierarchy" section for more about proper sizing.

Corporate Fonts

Secondary Typography.

**FRIZ
QUADRATA®**

Secondary Font

Friz Quadrata

Designer

Ernst Friz

Friz Quadrata is a distinctive typeface with roots that trace back to the mid-20th century.

Designed by Ernst Friz and Victor Caruso in 1965, it was initially commissioned by the visual communications firm Mergenthaler Linotype Company.

The font represents a departure from the prevailing trends of its time, incorporating elements of both classical Roman letterforms and modern aesthetics. Its name, "Quadrata," refers to the squared-off, blocky shapes that characterize its letterforms, giving the font a sense of solidity and formality. Upon its release, Friz Quadrata

Secondary Typography Usage Options.



Font style.

FRIZ QUADRATA®



Figures

0 1 2 3 4 5 6 7 8 9 0



Special Characters

! “ § \$ % & / () = ? ` ;
: i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ¨ / ø π • ± ‘



Intentional Oversize
Solid

1 2 3 4 5



Intentional Oversize
Outlined

5 4 3 2 1

Secondary Typography Usage Cheatsheet.

Where to use secondary typography.

Friz Quadrata can only be used in special design circumstances for numbers and special characters only. It is not be used any where else in our marketing, unless otherwise specified.

Numbers (Solid)	Bold
Numbers (Outlined)	Bold (Outline)
Special Characters (Solid)	Bold
Special Characters (Outlined)	Bold (Outline)
Oversized Numbers	Bold
Background Effects	Bold or Bold (Outline)
Background Numbers	Bold or Bold (Outline)
Background Characters	Bold or Bold (Outline)
Single Numbers	Bold or Bold (Outline)

**This font is NOT to be used in any other case not specified here.

Font Hierarchy Print.

Content Text
and Inner Headlines

Caption Text

Orlando Corporation
Arial Italic
9pt Type / 0pt Leading

Copy Text

Orlando Corporation
Arial Regular
9pt Type / 0pt Leading

Headlines Copytext

Orlando Corporation
Arial Bold
12pt Type / 0pt Leading

Sublines Sections

Orlando Corporation
Arial Bold
14pt Type / 0pt Leading

Headlines
and Typobreaks.

Headlines and Titles

Orlando Corporation
Arial Bold
18pt Type / 0pt Leading

Big Sequence Titles

Orlando Corporation
Arial Bold
22pt Type / 0pt Leading

Font Hierarchy Digital.

Content Text
and Inner Headlines

Caption Text

Orlando Corporation
Arial Italic
9px Type / Opt Leading

Body Text

Orlando Corporation
Arial Regular
9px Type / Opt Leading

Headlines Copytext

Orlando Corporation
Arial Bold
12px Type / Opt Leading

Sublines Sections

Orlando Corporation
Arial Bold
14px Type / Opt Leading

Headlines
and Typobreaks.

Headlines

Orlando Corporation
Arial Bold
18px Type / Opt Leading

Effect Titles

Orlando Corporation
Arial Bold
22px Type / Opt Leading

Font Hierarchy Special.

Special Text
and Headlines

Special Text

ORLANDO CORPORATION

Arial Bold, **UPPERCASE**
18px Type / 0pt Leading, Multiples of 18

Body Text

Orlando Corporation

Arial Bold, **UPPERCASE**
18px Type / 0pt Leading, Multiples of 18

Contact Info Text

Orlando Corporation

Arial Bold, **SENTENCE CASE**
14px Type / 0pt Leading, Multiples of 14

Website Info Text

www.orlandocorp.com

Arial Bold, **LOWERCASE**
14px Type / 0pt Leading, Multiples of 14

Headlines
and typobreaks.

Special Titles

**Orlando
Corporation**

Arial Bold
18px Type / 0pt Leading

Effect Titles

**ORLANDO
CORPORATION**

Arial Bold, **UPPERCASE**
22px Type / -2px Leading

Cheat Sheet

FAQ.

Description	Answer	Solution
Can I modify the monogram to suit the colors in the design?	No	Monogram cannot be modified.
Can I modify the corporate logo in anyway?	No	Logo cannot be modified.
How much spacing is needed around the logo?	See page (00)	Clearspace = Height ÷2 logo
Can I place the logo on a transparent background?	Yes, (page 00)	Only use permitted logo styles.
What is the proportion of the logo vs. the overall design?	See page (00)	1/8 the height of the canvas.
Can I use the monogram by itself?	Yes, (page 00)	Use the guide as reference.
Can I use the logo without the monogram?	No	This is not permitted.
What variations of fonts can I use for stationary?	See page (00)	Variations of those permitted.
Can I use Friz Quadrata on anything?	Yes, (page 00)	Where permitted.
How do I know what size really large fonts should be?	See page (00)	Generally, multiples of 16&18.
What colours can I use for special headlines?	See page (00)	Orlando Orange, & Black.
Can I use “Cool Grey” on any titles?	Yes, (page 00)	Where permitted.
Can I use any grey colour on regular text?	No, (page 00)	Only use permitted font styles.
Can I use black and white images?	Yes, (page 00)	Use the guide as reference.
Can I place text over images?	Yes, (page 00)	Use the guide as reference.
Can I use colour images in my design and brand colours?	Yes, (page 00)	Where permitted.
Can I completely cover images with opacity color?	Yes, (page 00)	Use the guide as reference.

Downloads, Brand Assets & Tools

You can download any assets, brand references and tools (including a copy of this guide) using the following link:

<https://www.orlandocorp.com/brand/assets/downloads>



Contact us

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