

Precision. Connection. Accountability.

Visual identity guidelines / 2026



One consistent identity, from engineering through delivery.

The meaning behind the mark.

A modern engineering identity with a responsible outlook.



THE GEAR / Precision, mechanical movement and dependable long-term operation.

THREE CONNECTED ELEMENTS / Trade between Canada, the United States and Mexico.

BLUE & GREENS / Expertise and trust, paired with an earth-inspired, sustainable outlook.

CUSTOM LETTERING / A confident technical voice, made distinctive through graphic treatment.

Two layouts. One identity.

Full colour, black and reversed white versions. Use the supplied master artwork.



Stacked / compact formats

Horizontal / wide formats

Scale proportionally. Preserve the gear, connecting forms, wordmark and tagline.

A grounded colour palette.

Navy provides authority. Greens express the environmental intent of the identity.



NAVY
HEX #1E3042
CMYK 91.8 / 71.9 / 48.8 / 46.1



LIGHT GREEN
HEX #5BB84F
CMYK 62 / 0 / 82 / 7.2



FOREST GREEN
HEX #2D5C26
CMYK 62 / 0 / 82 / 60



DEEP TEAL
HEX #0C4F3B
CMYK 100 / 37.4 / 82 / 40

CMYK values come from the final Illustrator artwork. HEX references follow its rendered colours.
Use the supplied artwork as the colour master. Proof conversions on the intended substrate.
No spot-colour specification is defined; agree a physical colour match with the printer.



The official type system.

Distinctive technical character, supported by a clear and approachable voice.

PRIMARY / EUROSTILE BOLD EXTENDED

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
0 1 2 3 4 5 6 7 8 9 . , : ; ! ? () & @ # % + - /

For prominent headings. The custom ENGAVAN wordmark must use supplied artwork.

SECONDARY / QUICKSAND

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
0 1 2 3 4 5 6 7 8 9 . , : ; ! ? () & @ # % + - /

For body copy, captions, labels and everyday communication.

Use the licensed font files consistently. Preserve the custom logo lettering as artwork.

Give the identity room.

Clear space is measured using X = one quarter of the gear emblem height.



Keep text, images and trim edges outside the protected zone.

X = 1/4 of the gear emblem height. Maintain at least X on all four sides.
Start full-lockup reproduction tests at 50 mm wide in print or 240 px on screen.

Increase size if the tagline or fine detail is unclear. Approve a physical proof.
These are proposed working standards; validate them for each process and material.

Protect the identity.

Consistency preserves recognition and professional credibility.



Do not stretch.



Do not recolour.



Do not apply special effects.

Do not rotate, redraw, crop or rearrange any part of the logo.

Avoid shadows, bevels and decorative effects. Keep the custom lettering intact.

Use clear, contrasting backgrounds and the supplied one-colour artwork.

Do not infer environmental certifications or performance claims from the palette.

One system across every touchpoint.

Stationery, digital, vehicles, signage and uniforms.

STATIONERY

White space, navy text and restrained green accents.

DIGITAL

Clear hierarchy and a direct, client-focused message.

SIGNAGE & VEHICLES

High contrast and simple, readable compositions.

UNIFORMS & SAFETY KIT

Appropriate logo scale, materials and production methods.

Application visuals in the portfolio are concepts; approve artwork and specifications before use.

Ready for consistent application.

A practical production and handoff checklist.

- 01 Select the approved stacked or horizontal logo master.
- 02 Scale proportionally, preserve clear space and check contrast.
- 03 Check tagline legibility at the actual finished size.
- 04 Use vector artwork for print, signage and embroidery preparation.
- 05 Use a suitable RGB export for web; confirm font availability.
- 06 Review colour, placement and a physical proof before production.

Keep logo masters, fonts and these guidelines in a shared brand folder.

For helmets, use supplier-approved marking methods and keep vents and fittings unobstructed.

Approve a simplified or reversed master before introducing additional logo treatments.



ENGAVAN
MAKING WHAT YOUR BUSINESS NEEDS

ENGAVAN / ENGINEERING + MANUFACTURING

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