

Affinity Partnership **Brand Guidelines**

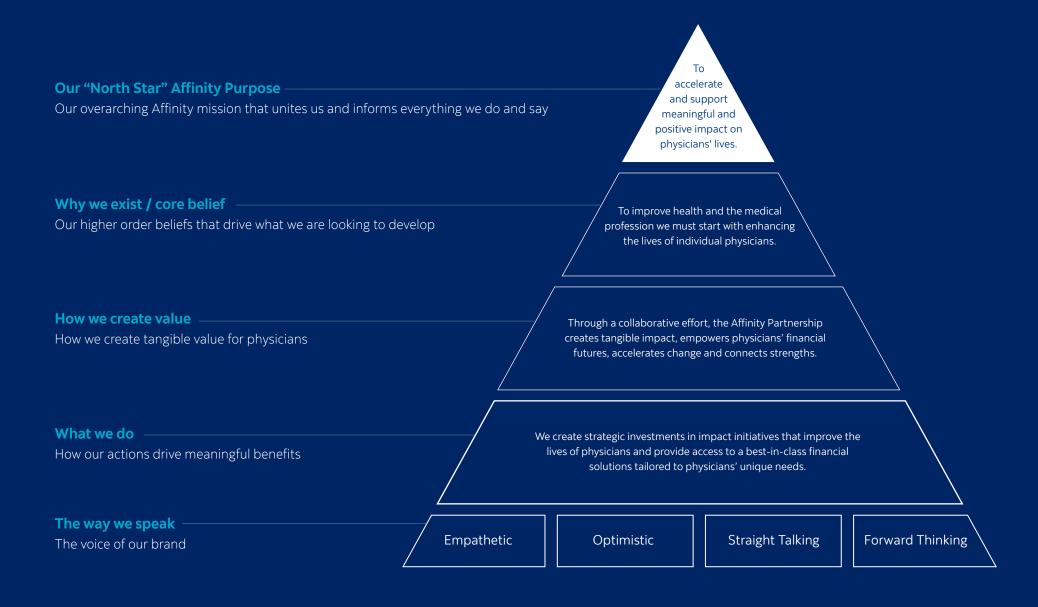
May 2021







Strategic Narrative



Creative Platform

Putting physicians first.

Physicians, their families and the entire medical community are known for putting the needs of others at the top of their list.

That's why the Canadian Medical Association, MD Financial Management and Scotiabank are firmly committed to supporting the medical profession and advancing health in Canada.

We're here to put physicians first, and to make a genuine impact in their lives both at work and beyond.

Logo Lock-Ups

The Affinity logo lock-up represents the partnership in its purest form. Carefully designed for equal and consistent visual weight, the Affinity lock-up should always be used in its original, unaltered state. Modifications, such as reordering or altering the logos' relative size, or changing colours, are not allowed. The full-colour version of lock-up should be used for most day-to-day scenarios. A reverse version has also been supplied for special situations, such as when printing in one colour, or when the lock-up requires placement on a dark-coloured background.

The integrity of the lock-up should also be maintained by surrounding it with ample clear space and never reproducing it below its recommended size.

Tri-brand lock-up





Scotiabank

Reverse Version



Clear Space & Minimum Size



French Lock-Ups

The French logo lock-ups should be used on all French-language communications.

The French Affinity lock-up follows the same usage guidelines as the English version, including size, clear-space, and colour rules.

Tri-brand lock-up





Banque Scotia...

Reverse Version



Clear Space & Minimum Size



Brand Guidelines | 05