2019 STYLE GUIDE | RETAIL NETWORK

Make sure to comply with the graphic standards pertaining to logo usage detailed herein.
Please submit your Helix ads to the Branding team at **marque@videotron.com**.

HELIX LOGOS

SMALL VERSION

The small logo's height should be between 3 mm (20 px) and 5 mm (30 px).

Helix+Chevron_petit_4c_N.ai

Helix+Chevron_petit_4c_RENV.ai

Helix+Chevron_petit_4c.ai

STANDARD VERSION

The standard logo's height should be at least 5.1 mm (30 px).

Helix+Chevron_reg_4c_N.ai

Helix+Chevron_reg_4c_RENV.ai

Helix+Chevron_reg_4c.ai

LOGO SAFE ZONE

The safe zone equals half of the "H" letter's total height or half the Videotron square's height.

FONT

For practical reasons, you may use the ARIAL font in your communications.

ARIAL REGULAR
ARIAL ITALIC
ARIAL BOLD
ARIAL ITALIC BOLD

EQUIPMENT

Borne Helix Fi

Helix Fi gateway

Télécommande vocale

Voice remote

Terminal Helix TV

Helix TV terminal