2023

Brand and visual identity guidelines

SUNCOR

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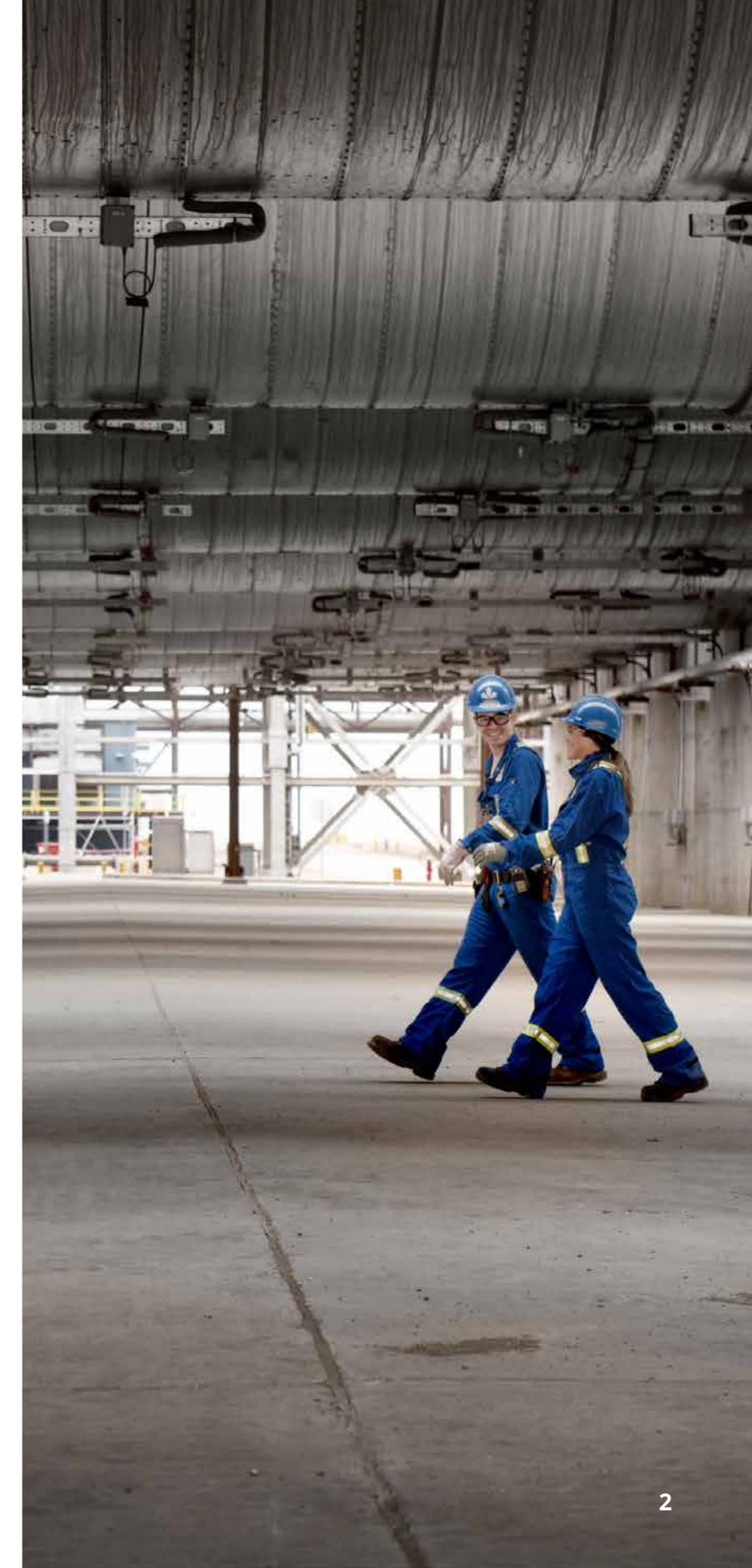
1.0
The Suncor brand

1.1 Purpose

At Suncor, we approach the future with optimism and realism. We know that together, we can transform the energy system and enable our country's low-carbon future. We also know that's not going to be an easy task because energy plays such a fundamental role in people's lives. Energy affects our health, our quality of life and our economy. Providing trusted energy that positively impacts people and the planet is a complex challenge that we will take on and tackle together.

To provide trusted energy that enhances people's lives, while caring for each other and the earth.

1.2 Our values

These principles guide the ways in which we aspire to conduct ourselves every day.

Safety above all else

If it isn't safe, we don't do it. We watch out for each other and have the courage to act so our workplace, our homes and our communities are healthy and safe.

Stronger together

Working together allows us to achieve amazing outcomes. We work to build trust with one another, stakeholders and Indigenous communities, to be inclusive and to use the experiences of others in a positive way.

Operational discipline

We use consistent standards, practices and behaviours to continuously improve our performance.

Curiosity and lifelong learning

We drive to grow, to challenge the status quo and to learn from and support each other. We listen, we share, we stretch and we adapt.

Act with integrity

We act with integrity in everything we do. We do what we say we'll do, and approach our responsibilities by being open, honest, respectful and transparent.
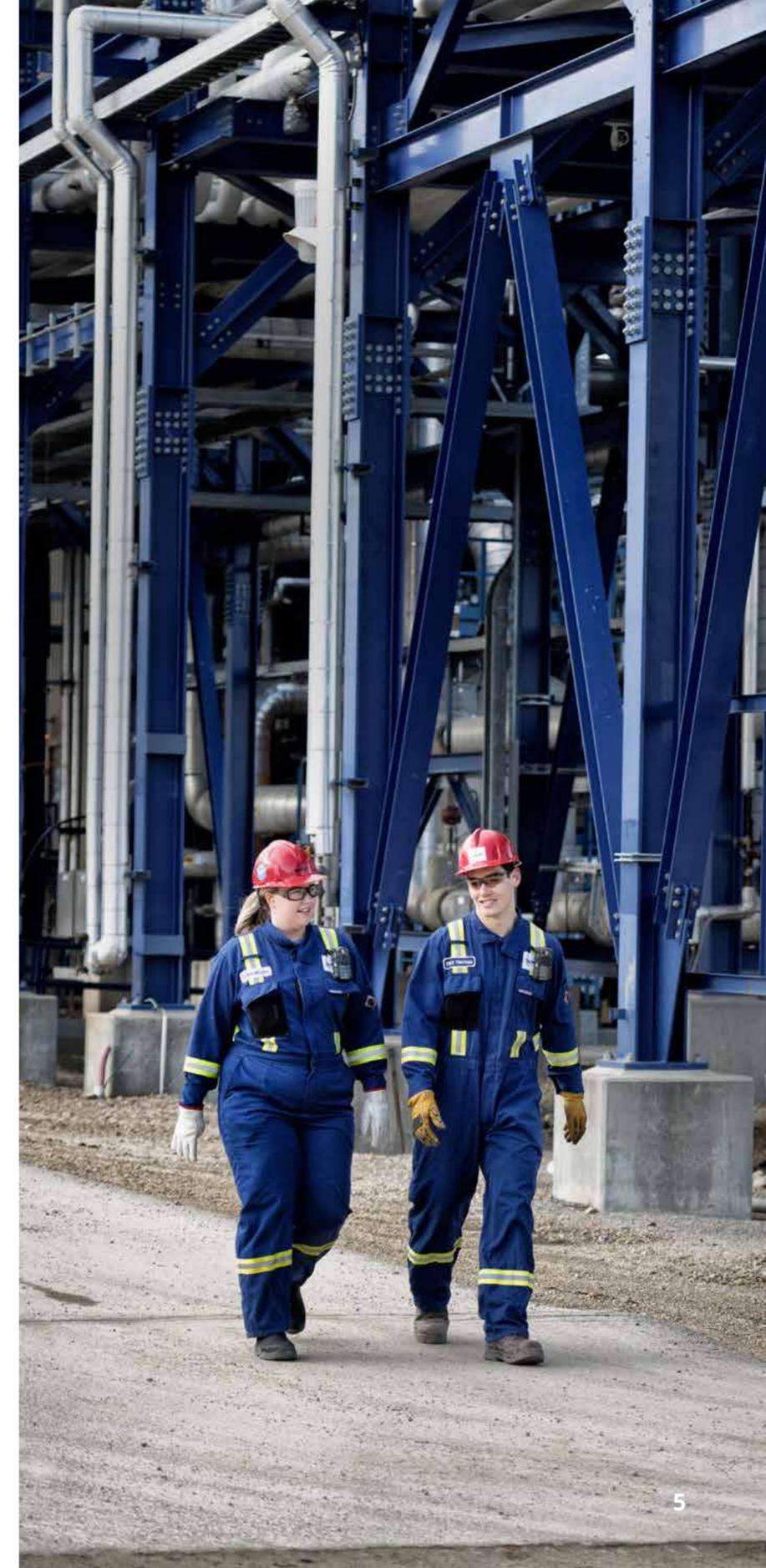
1.3 **Writing guide**

Bringing our brand to life across our communications means infusing our writing with Suncor's values. We can achieve that by finding opportunities to be authentic, engaging and direct, instead of formal and verbose.

Make your sentences more energetic by using an active voice over a passive one.

✅ Suncor invests heavily in environmental protection.

❌ Significant funds are being invested in the protection of the environment.

Be conversational. Use contractions. Ask questions. It's okay to begin the odd sentence with *and*.

✅ Let's talk about how this helps Suncor. It isn't simple, but we'll try to make simple sense of it...

❌ The positive impacts on Suncor's business are potentially significant.

Don't use jargon when there's a simpler alternative.

✅ We use new technologies to cut costs.

❌ Suncor utilizes innovative technological developments to minimize expenditures...

Bring copy to life with active calls to action.

✅ Get involved! Send us your story today.

❌ You can participate by submitting a story you would like to share.

Make each sentence purposeful and energetic. Seek to inspire.

✅ Forging strong and lasting relationships – that's how we do it.

❌ Suncor is committed to developing and maintaining positive, meaningful relationships with stakeholders in all of its operating areas.

Speak to the individual, not the group as a whole.

✅ You have the power to make our workplace safer.

❌ Each and every one of you can contribute to the enhancement of safety in the workplace.

Don't use clichés. Say what you mean and write clearly.

✅ In our quest to deliver trusted energy, Suncor never loses sight of the people and communities our business touches. Isn't that what sustainability is all about?

❌ Suncor is a unique and sustainable energy company dedicated to meeting or exceeding the changing expectations of our current and future stakeholders.

Get to the point. And quickly!

✅ This element defines the requirements for a risk-management system.

❌ The intent of this element is to establish clear requirements for the implementation of a systematic approach to identify and manage risk.

1.4 Writing and editing

Suncor uses Canadian Press style and Oxford World English spelling as found on https://dictionary.cambridge.org/. Exceptions can be found in the Suncor writing style guide. Please email creativeservices@suncor.com for the style guide.

Spelling, Style, Voice and Tone defined

Style in writing is the mechanical or technical aspects of writing — it is the way a writer writes, the technique that writer uses as defined by existing style guides. For example, CP or APA are all examples of style guides. Suncor writes using CP with some exceptions, which are outlined in the style guide found on **Suncor.com**.

Voice is the personality of the writing and the voice characteristics do not change. The Voice reflects who the writer (or company is), and defined Voice characteristics allow for consistency with multiple writers so that personality will come across regardless of the writer.

At Suncor our voice is approachable, inclusive, and clear.

APPROACHABLE	INCLUSIVE	CLEAR
Conversational, genuine, humble authentic, real, relatable	Empathetic, an "all of us" feeling	Concise, easily understood
NOT stuffy, corporate, salesy, overly familiar/ slangy	NOT exclusive, othering or creating "us" and "them"	NOT overly wordy or repetitive

Tone is how voice is brought to the page – how our voice sounds in words. Tone should be changed based on the situation that the writing is present in. Social media posts would sound the most approachable, even veering into fun and humorous, whereas a story about an accident would still be approachable and authentic but not fun or humorous. So, tone is how we dial the voice characteristics up or down based on the topic and medium of the copy.

1.5 Capitalization

Sentence case

Set most copy in sentence case for a more accessible and human voice. If it's necessary to create a visual hierarchy, use different type weights instead of uppercase letters.

Uppercase

Capital letters create a strong, determined, forceful tone. They're effective sparingly, so only use them for short statements that don't exceed a couple of lines. For all page titles and headings, capitalize only the first word and any proper nouns.

Note: See page 16 for guidelines on typography.

Trusted energy that enhances people's lives.

TRUSTED ENERGY THAT ENHANCES PEOPLE'S LIVES.

2.0
The Suncor logo
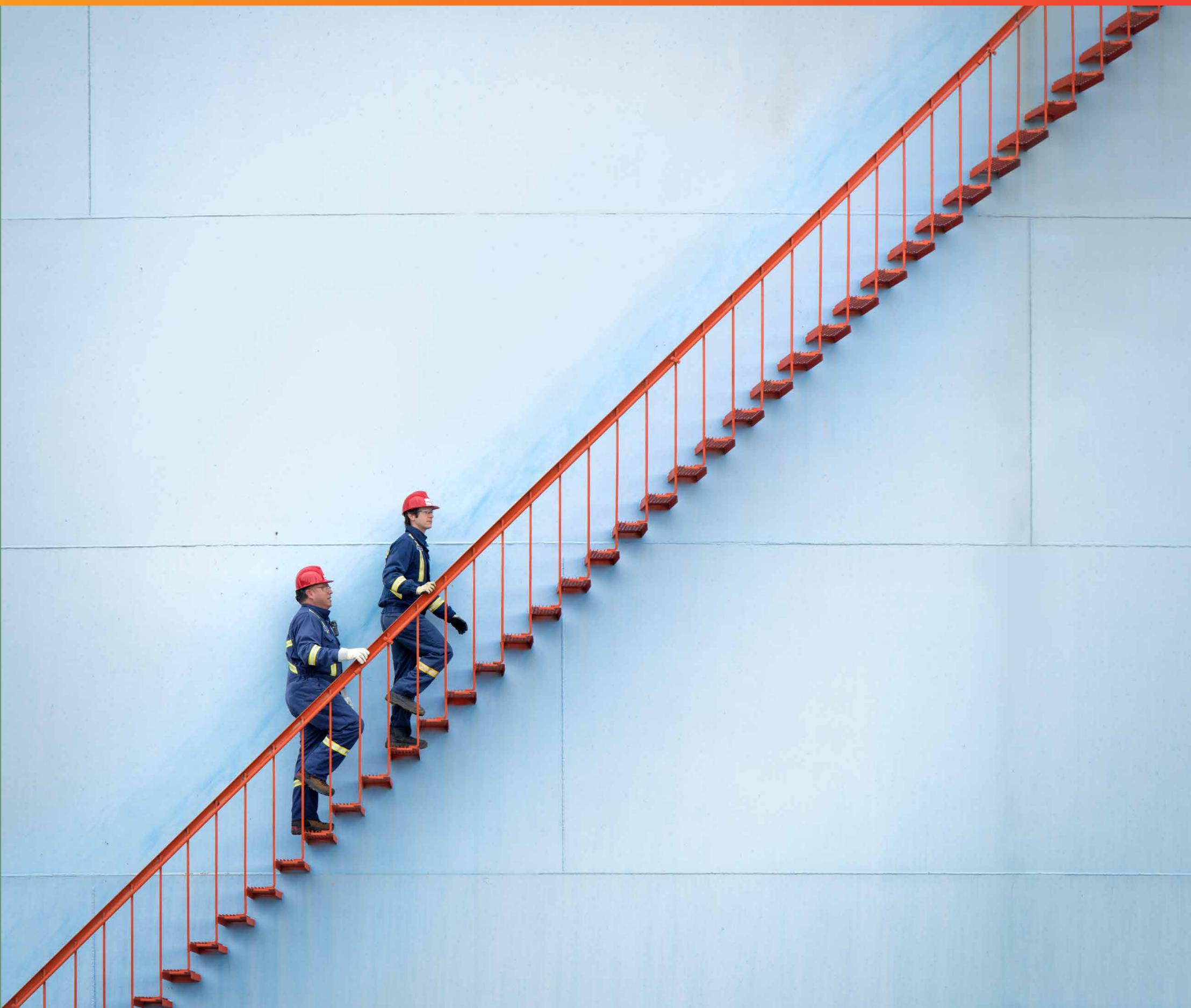
2.1 The logo

The Suncor logo is a fixed element of our identity that must never be altered or recreated. It consists of two graphic features — the logotype and the energy arc — which always appear together as shown here. The blue logotype is strong, confident and reassuring, while the energy arc represents our enthusiasm for delivering trusted energy.

2.2 Clear space and sizing

Clear space

For maximum visual impact, maintain a clear space around the Suncor logo, free from any text or graphics. The minimum clear space equals the capital 'S' in Suncor.

It's okay to place the logo over an image but only in an uncluttered area, and only if there is enough contrast between the logo and background or by utilizing a transparent overlay (see page 32).

Sizing

By respecting these minimum sizes, we can maintain clarity for our logo across formats.

Print
15 millimetres / 0.6 inches

15 mm

Digital
85 pixels supplied at 72 dpi

85 px
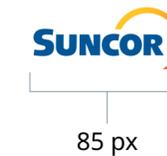
Embroidery
51 millimetres / 2.0 inches

51 mm

2.3 Colour usage

The Suncor logo is made up of colours from our primary colour palette. Using the right colour helps maintain the brand's visual integrity. Wherever possible, use the full-colour logo on a white background. When that's not an option, like when faced with budget or production constraints, we can turn to our alternative colours.

Suncor's logo files can be downloaded **here.**

Full-colour positive on a white
or light-coloured background

Full-colour reverse on a dark background

One-colour blue positive on a white
or light-coloured background

One-colour white reverse on a dark background

One-colour black positive on a white
or light-coloured background

2.4 Misuse

For consistency and brand recognition, never modify the Suncor logo.

It should not be:

- distorted
- expanded
- placed in a box
- created in any colour unspecified here
- placed on backgrounds that reduce clarity
- altered by applying effects

The logotype and energy arc should never be:

- separated
- replaced with a different typeface
- used independent of each other

Always use electronic files provided by Suncor. They can be downloaded **here.**

Note: To resize the logo proportionately, hold down the shift key and drag the logo out by its corners.

2.5 Trademarks

Together the trademarked logos (Suncor logos with the trademark symbol) and accompanying notice (wording that accompanies the trademark) communicate that the Suncor logo is a registered trademark of Suncor Energy Inc. There are two types of trademarked notices: the first is for use by, or on behalf of Suncor, and the second is for use by a franchisee or licensee. Most applications will require the trademark logo. When in doubt, use the trademarked logo. Exceptions are listed to the right.

A correctly applied trademark consists of a trademarked logo (A) together with the appropriate notice (B).

A: Trademarked logo
English, French or Bilingual

B: Suncor notice
Logo used by, or on behalf of Suncor*

B: Third-party notice
Logo used by, or for a Franchisee or Licencee*[1]

A: Trademarked logo	B: Suncor notice	B: Third-party notice
SUNCOR ™	™ Trademark of Suncor Energy Inc.	™ Trademark of Suncor Energy Inc. Under licence.
SUNCOR MC	MC Marque de commerce de Suncor Énergie Inc.	MC Marque de commerce de Suncor Énergie Inc. Utilisée sous licence.
SUNCOR TM/MC	MC Marque de commerce de Suncor Énergie Inc. ™ Trademark of Suncor Energy Inc.	MC Marque de commerce de Suncor Énergie Inc. Utilisée sous licence. ™ Trademark of Suncor Energy Inc. Under licence.

*The notice should be placed in the footnote of the page.

[1] Only approved suppliers and third-party licencees (such as partners, dealers, distributors and agents) may use our Suncor, Petro-Canada and Sunoco logos, word marks and design marks (and only with the appropriate third-party trademark notice).

Exceptions

A trademark is not required for the following applications:

- Social media graphics
- 'Logo soup' sponsorships, online and in advertising, banners, etc.
- Stationery including letterheads, business cards, envelopes and forms
- Corporate web interfaces (ex: logins for various platforms or applications)
- Email signatures
- Facility signage
- Apparel
- PowerPoint presentations
- Promotional merchandise
- Vehicle - signage, decals, wraps, etc.

Further guidance

On single-page documents, the trademark notice should appear once, typically at the bottom of the page or in the footer, away from the logo. It should match the document font. If there is more than one trademark referenced, add the trademark symbol to the first instance of each mark.

Longer and more complex commercial documents may require multiple applications of the trademark symbol and notice, and may include multiple trademark references of more than one company.

Contact **creativeservices@suncor.com** for more information and guidance.

3.0

Visual language

3.1 Typeface

Noto Sans

Noto Sans is the primary Suncor typeface. It is modern, friendly, clean, and legible. It's a typeface designed with accessibility and inclusion in mind. Noto Sans is available in multiple weights and can be used in 800 languages, including the typographic characters used in Canadian Indigenous languages. Using this typeface opens up new style, accessibility and language possibilities now and in the future.

Noto Sans is also available as a web font, so it's ideal for both print and digital use.

Aa Bb Cc Dd

Light   Regular   Bold   Black

Note: Although there are more available weights for Noto Sans, Suncor will restrict usage to the four weights above, in addition to the italic versions for each.

Noto Sans Light

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Noto Sans Regular

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Noto Sans Italic

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Noto Sans Bold

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Noto Sans Black

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

3.1.1 Type rules

Light weight can be an elegant headline.

It also makes a great subheadline. A light font at larger sizes is clean, modern and friendly.

We can also use Light at smaller sizes for body copy, and as labels on infographics, charts and graphs.

Regular weight also works for big headlines.

Just like Light, Regular has the flexibility to work as a subheading, and it looks great in large sizes.

Body copy looks great in Regular. At very small sizes, Regular is the easiest to read. This weight is very versatile and accessible and it's also great for labels and captions.

Bold weight makes an eye-catching headline.

Or a subhead. It looks great in colour.

Bold also works for charts and labels. We don't use Bold for body copy, but it can work for a short, introductory paragraph to grab attention or other call-outs.

Black weight is reserved for large headlines only. It loves to be in colour.

Note: These weights can all be used in italics, but infrequently. Only use italics for copy that needs extra emphasis, like quotes.

3.1.2 Designing with Noto Sans

How to use Noto Sans

When creating a layout, consider mixing type weights and sizes to create contrast and a visual hierarchy. For example, try a subheading in Light and a large headline in black. At larger sizes, the lighter typeface balances the strength and impact of Black.

While it is important to avoid mixing too many weights and sizes in one layout, it is equally important to avoid overusing one weight.

Pair weights that are at least two levels apart. For example, Light and Bold, or Regular and Black, but not Light and Regular.

These rules apply to design for digital use, but make sure the type is large enough for accessibility.

Report on
Sustainability

— Light

— Black

33 Million
Community Investments

— Light

— Regular

Our Purpose

To provide trusted energy that enhances people's lives while caring for each other and the earth.

SUNCOR
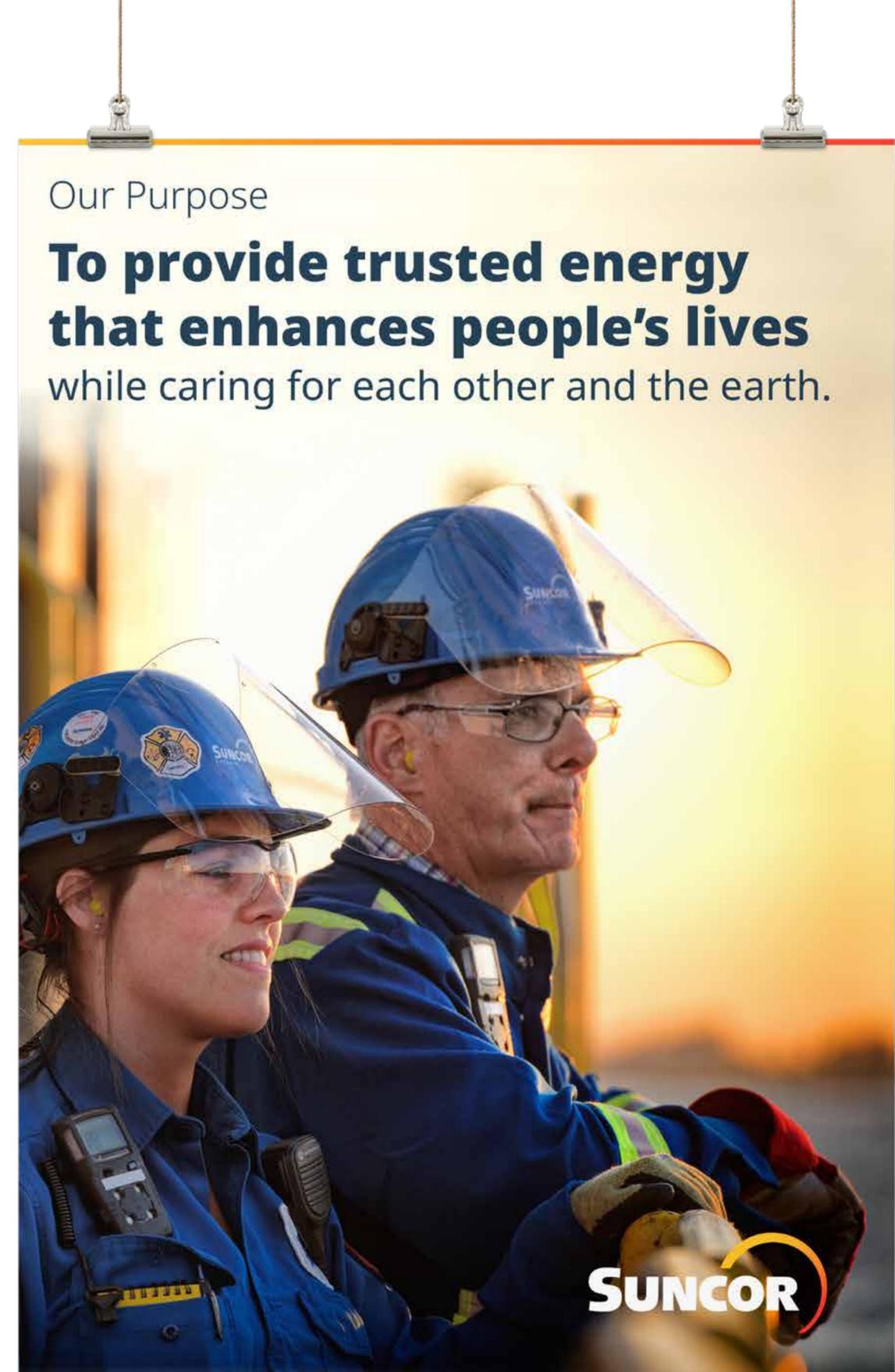
3.1.3 Secondary typeface

Arial

Arial can be used within PowerPoint and word processors when Noto Sans isn't available. While it doesn't have the same variety of weights as Noto Sans, Arial is a reliable typeface that is widely accessible. Avoiding other system fonts helps us maintain consistency.

Arial Regular
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Arial Italic
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Arial Bold
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345

Note: Suncor will restrict usage to the weights listed above.

Regular

Use Regular for body copy. At larger sizes, it can be used as a headline, subheading or label.

Italic

Both weights can be used in italics sparingly, for copy that calls for extra emphasis, like quotes.

Bold

Bold is reserved for headlines, subheadings and introductory paragraphs. It can also be used for labels in charts and graphs, but never at small sizes.

3.2 Colour: logo

The logo palette

The colours of the Suncor logo have long been a core element in representing the brand, but as we evolve, **these colours will only be used within the logo.** By limiting this colour palette to the logo, we have opened up an entirely different palette for our communications, as seen on the next page.

Suncor Blue

CMYK	100 / 58 / 0 / 21
RGB	0 / 85 / 150
PMS	294
HEX	005596

Gradient Yellow

CMYK	0 / 24 / 94 / 0
RGB	255 / 196 / 41
PMS	123
HEX	FFC429

Gradient Orange

CMYK	0 / 60 / 100 / 0
RGB	245 / 130 / 32
PMS	158
HEX	F58220
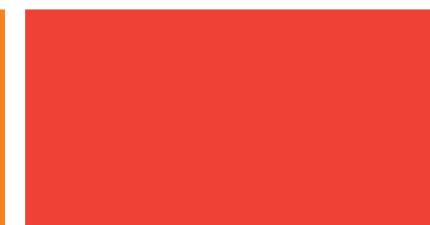
Gradient Red

CMYK	0 / 90 / 86 / 0
RGB	239 / 65 / 53
PMS	032
HEX	EF4135
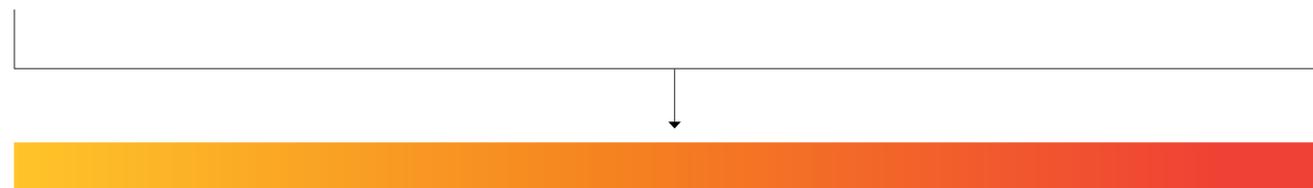
3.2.1 Colour: brand

Colour and the Suncor visual language

A colour palette with greater range allows for design flexibility, while still maintaining consistency across our communications. This colour palette should be used for all background colours, typeface. As mentioned on the previous page, the colours in the Suncor logo are restricted to the logo only.

The palette consists of three categories: neutrals, accents and greys. A tinted version of each colour can also be used to create subtle texture and contrast.
All tints are 70% or 40%.

For guidance on accessibility, consult page 24 for print and digital, and page 25 for colours specific to the Suncor website.

Neutrals
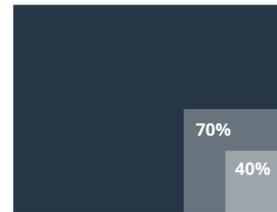
Midnight
CMYK	86 / 69 / 50 / 45
RGB	37 / 55 / 70
PMS	7546
HEX	253746

Dusty Blue
CMYK	66 / 40 / 28 / 11
RGB	88 / 121 / 141
PMS	5415c
HEX	58798D

Moss
CMYK	**65 / 31 / 63 / 0**
RGB	**106 / 147 / 119**
PMS	**5555**
HEX	**6A9377**

Dusk
|	
CMYK	70 / 60 / 14 / 0
RGB	98 / 109 / 161
PMS	7668 C
HEX	626DA1

Slate
CMYK	15 / 0 / 0 / 50
RGB	124 / 141 / 151
PMS	Cool Grey 8
HEX	7C8D97

Sand
CMYK	10 / 23 / 51 / 3
RGB	229 / 193 / 138
PMS	3596 C
HEX	DCBA85

Black
CMYK	60 / 40 / 40 / 100
RGB	0 / 0 / 0
PMS	Black C
HEX	000000
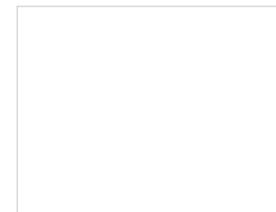
White
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	FFFFFF

Accents

Gold
CMYK	0 / 30 / 90 / 0
RGB	253 / 185 / 51
PMS	130
HEX	FDB933

Orange
CMYK	0 / 61 / 99 / 10
RGB	222 / 117 / 30
PMS	715
HEX	DE751E

Sky
CMYK	54 / 0 / 10 / 0
RGB	102 / 203 / 225
PMS	305
HEX	66CBE1

Clover
CMYK	55 / 0 / 90 / 0
RGB	126 / 195 / 82
PMS	361
HEX	7EC352

Greys

Dark Grey
CMYK	15 / 0 / 0 / 88
RGB	56 / 65 / 71
PMS	Cool Grey 11
HEX	384147

Light Grey
CMYK	0 / 0 / 0 / 20
RGB	209 / 211 / 212
PMS	427 C
HEX	D1D3D4

3.2.2 Colour guide

Accents (1-4)

✅ **Best use:**   ❌ **Avoid:**

Headlines   Backgrounds
Charts & graphs   Body copy
Icons   Overlays
Buttons   Logo
Accents
Call-outs

Dark & Light Grey (5-6)

✅ **Best use:**   ❌ **Avoid:**

Light: Backgrounds
Accents   Copy
Charts & graphs   Overlays
                                   Four-colour logo
Dark:
Headlines
Body copy
Charts & graphs
Overlays

Black & White (7-8)

✅ **Best use:**   ❌ **Avoid:**

Black: Backgrounds
Headlines   Overlays
Body copy   Buttons (except as copy)
Icons

White:
Background   Overlays
Copy
Icons

Neutrals (9-14)

✅ **Best use:**   ❌ **Avoid:**

Headlines   Body copy**
Charts & graphs
Icons
Buttons
Accents
Call-outs
Overlays*

70% Tint
40% Tint

Tints:

✅ **Best use:**   ❌ **Avoid:**

Charts & graphs   Body copy
Accents   Overlays
Call-outs
Backgrounds
Texture

*Sand should **not** be used for overlays
Midnight **can be used for body copy

3.2.3 Colour and the logo

It is important to consider the Suncor logo when choosing a background colour, as certain colours do not provide enough contrast with the energy arc. Different colours support different versions of the logo, as demonstrated here. The four-colour or four-colour reverse logos are preferred, whenever possible.

✅ **Four-colour reverse or single reverse:**

70% tint also acceptable

70% tint also acceptable

✅ **Single colour positive:**

❌ **Avoid logo placement on top of these colours:**

3.2.4 Colour and accessibility

What is accessibility?

Maintaining enough contrast between the text and background colour helps makes our content more legible and accessible for people with visual disabilities. Choosing a dark background and light text — or vice versa — can help achieve this contrast. This applies to text, as well as any buttons and icons.

The combinations shown are validated AA or AAA compliant. Although these combinations are all AA accessible, not all contrast combinations are appropriate for the Suncor visual language. Refer to the colour guide on page 22 for specific usage examples. Also refer to page 25 for the colour guide specific to website use.

On darker backgrounds, certain colours could even be accessible at a 40% tint. For example, 40% Dusk on a 100% Midnight or Dark Grey is AA accessible. Be sure to always confirm accessibility with a **contrast checker.**

Aa Bb Cc Aa Bb Cc Aa Bb Cc Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc
Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc
Aa Bb Cc	Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc
Aa Bb Cc Aa Bb Cc	Aa Bb Cc Aa Bb Cc Aa Bb Cc	Aa Bb Cc

3.2.5 Colour: Suncor website

Accessibility for the Suncor website

In order to achieve accessibility compliance for the Suncor website, we have standardized different HEX and RGB values for Dark Grey, Slate, Moss and Dusty Blue which allows for better contrast for all text sizes.

Note: The colours values shown on the right are only to be used on the Suncor website. For all other digital applications please refer to the brand colour palette on page 21.

As noted on the previous page, please be sure to always confirm accessibility with a **contrast checker.**

Aa Bb Cc   Aa Bb Cc   Aa Bb Cc   Aa Bb Cc

Dark Grey - Web
RGB   31 / 37 / 40
HEX   1F2528

Dark Grey - Brand

Aa Bb Cc   Aa Bb Cc   Aa Bb Cc   Aa Bb Cc

Slate - Web
RGB   104 / 121 / 131
HEX   687983

Slate - Brand

Aa Bb Cc   Aa Bb Cc

Moss - Web
RGB   90 / 124 / 101
HEX   5A7C65

Moss - Brand

Aa Bb Cc

Dusty Blue - Web and Brand
RGB   88 / 121 / 141
HEX   58798D

3.3 Photography

The role of photography

Photography plays a key role in representing any brand. For Suncor, people are at the core of what we do, so it's especially important to create an emotional connection through our photography choices. While images of operations, machinery, sites and landscapes might be necessary in some places, our external communications should feature people front and centre.

People first

When featuring our own employees, make sure they're in uniform and adhering to safety standards. Email creativeservices@suncor.com if you have questions about safety standards in photography.

Diversity

The images we use should collectively represent the diversity of people and perspectives across the company and the country.

Subject

Our photography falls into four categories: in action, portrait, reflective and asset.

Stock images

These principles are all just as important when selecting stock photography. Images should be dynamic, candid and authentic.

Using employee names

Use first and last names for offiers of the organization — VP level positions and above. For all others use first name only.

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3.3.1 Subject matter

✅ In action (preferred)

- Suncor employees immersed in an activity or interacting with each other
- Candid and not looking at the camera
- Best for referencing Suncor's actions
- Applies to Suncor photography (left) and stock photos (right)

Portrait

- Suncor employees looking directly into camera
- Suitable for internal use
- Best for external use when referencing Suncor personnel
- Not appropriate for stock images

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3.3.1 Subject matter continued

Reflective

- Suncor employees looking out over landscapes or work sites, with a thoughtful expression

- Best in the context of big ideas, values or referencing the future

- Use sparingly

- Not appropriate for stock images

Asset

- Machinery

- Production plants

- Use when required

- Must be a Suncor asset (not stock)

3.3.2 Photography style

Look for:

People in action

People interacting with each other

Dynamic composition

Clear space for copy, if needed

Avoid:

Gradient or solid colour overlays

Unnatural or dramatic lighting

Filter effects

Black and white

3.4 The Energy Path

The energy gradient has a long tradition for the brand and as Suncor evolves, the way we use this has also evolved. The new Energy Path reflects a simpler, more sophisticated design system. This change allows us to move forward while respecting an important foundational brand element.

The Energy Path serves as a subtle design element, rather than a dominant one. And it can only be used once in a layout.

Guidelines for using the Energy Path can be found on the next page.

SUNCOR

Annual Report 2020

3.4.1 Using the Energy Path

Size

Small: 4 point stroke

• Printed assets smaller than letter size

Medium print: 5 point stroke

• Letter, legal or tabloid-sized prints

• Magazine ads, printed reports

• PowerPoint presentations

Medium digital: 6 pixel height

• This is the minimum digital size

• Banners

• Website carousels and headers

Large digital: 11 pixel height

• Social posts

• High-resolution screens and video

Large print: varied

• Billboards at 20'x10' use 2-3 inch thickness

• For all others, select a width that matches the typical ratio of the Energy Path, when taking the height of the layout into account

Placement
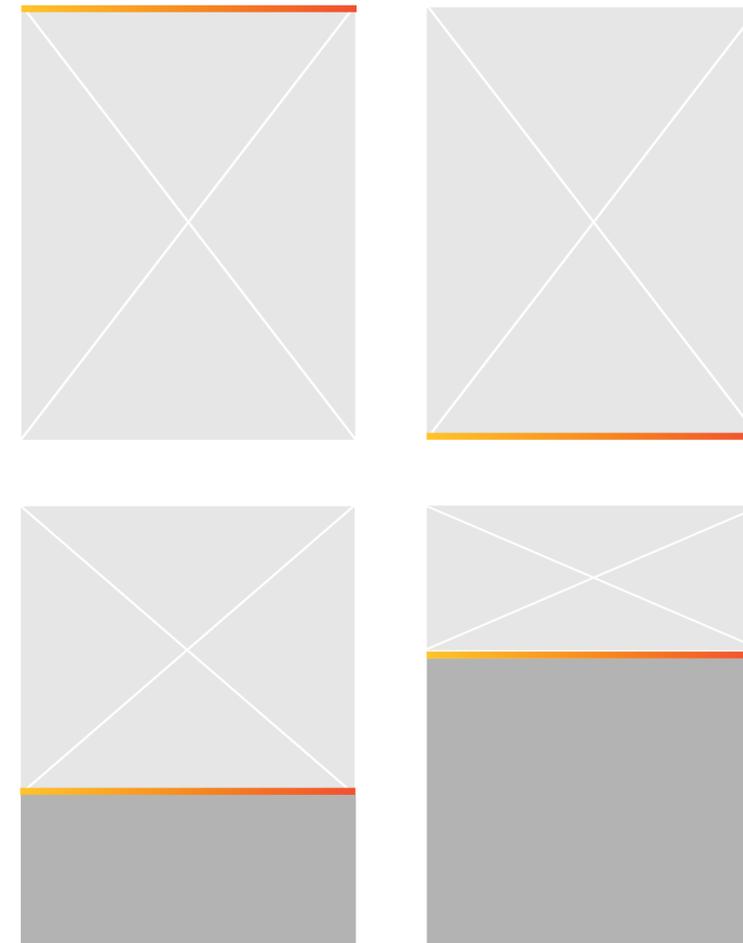
Top or bottom edge

• Most flexible option, works on any layout

Divider line

• Ideal to create separation in a layout with a large image and space for copy

• Print ad or cover page

The Energy Path is to be used as a divider between colour and image, or at the top or bottom for full bleed images or solid backgrounds. When used as a divider, the thickness/stroke must be set to 5pt. When used at the top or bottom, it must be set to 10pt to account for cropping errors.

Best practice

✅ **Best use:**

• The Energy Path can only be a horizontal line

• Must go edge to edge

• Can only occur once per layout

• Only for use on important designs like a cover, title page or single page ad

• Must be placed at the top or bottom edge, or as a divider between an image and the rest of the layout

• Gradient colours must go **left to right, from yellow to red.**

❌ **Avoid:**

• Large blocks of the gradientw

• Adding type onto it

• Incorporating it into an image

• Random placement

• Do not add to every page of a document or presentation

• Do not use on printed assets smaller than a 4x6 postcard, or on digital assets with a height smaller than a big box banner (300px x 250px)

3.5 Transparent overlays

Using transparent overlays

Transparency can be a great way to add text onto an image, while keeping it legible. It opens up the potential for more layouts and can make certain images more appropriate for layouts.

✅ **Best use:**

- Use a single colour
- Pick a colour that contrasts well with the text and is fitting for the image
- **Set the opacity to 80-90%, depending on the image**
- Use a solid shape, do not add a fade
- Keep the overlay just in the area under text

❌ **Avoid:**

- Gradients and fades
- **Covering the entire image with an overlay**
- Covering faces with the overlay

Overlays can also help make type more accessible.

Climate related risk management

September 4, 2020

Ideal colours for overlays
Regarding typography for the overlay shapes, while white text with a midnight background is best for accessibility, please refer to pages 22 and 24 other colour options.

Midnight	Dusk
Dark Grey	Dusty Blue

3.6 Iconography

Suncor's icon set

Icons can enhance a brand's storytelling abilities and provide clarity for content. Suncor is currently exploring a set of icons to approve for use across our communications and until those icons are available please use the icons available in Microsoft programs. New icons can be created as needed, but they must match the approved system. To inquire about a new or additional icon email creativeservices@suncor.com.

Publications and PowerPoint

Icons can support storytelling in reports just as much as online, by breaking up content and creating a hierarchy. They can also be used for infographics and visualizing other data.

Online

Use icons for standard navigational purposes and calls-to-action. Icons can also be used to break up copy on a webpage, making content easier to navigate while helping storytelling.

Just like text, icons need to meet accessibility standards for size and colour contrast when used online.

3.6.1 **Using icons**

Best use:
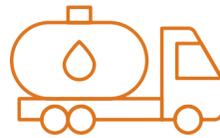
Stick to one colour
per icon

Aim approximately 2pt
stroke, can be made thicker
dependent on size of icon

Use a 1pt stroke for
icons smaller than 5px

Financial Report

Add a text label to
enhance clarity

Avoid:

Adding a fill or using
more than one colour

Using unapproved
icons or clip-art

Changing stroke
to be too thick

Creating new icons that
are complex and vague

Other considerations:

Icons are often used excessively or incorrectly. Here's
a checklist to make sure you're using an icon well.

Does your icon:

☐ Communicate an idea quickly and easily?

☐ Save space by representing an idea visually?

☐ Break up content and create a hierarchy?

☐ Support storytelling?

☐ Contribute to the overall visual language
of the brand?

☐ Need to be accompanied by a text label?
(Especially if the icon has multiple meanings.)

☐ Serve a function and isn't just purely decorative?

☐ Do more than just fill blank space?

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3.7 Creating layouts

Communications should always be clean, minimalist and simple. The goal is to create layouts that are concise and easy to understand. Less is always more.

The rule of thirds

This theory maintains that by dividing a composition into thirds, both vertically and horizontally, you will find natural focal points. This is not always a magic formula, but starting this way can help achieve balance in a layout.

Use a grid

Use a grid structure in your layout to organize information. This allows for easy alignment and balance in design, and consistency across communications.

Grids are especially important in digital communications, when designs need to have enough structure to allow flexibility across multiple devices.

Negative space

Also referred to as "white space" negative space provides clarity, legibility and hierarchy. Cluttered layouts quickly lose the viewer's attention, with crucial messaging being missed.

Alignment

In most cases, type should be left-aligned. Centred type should only be used in special circumstances that require it. Never use right-aligned type.

Safety above all else.

If it isn't safe, we don't do it. We watch out for each other at work and at home.

Nunc suscipit molestie nisl et suscipit. Nam eget sapien tristique lorem neque luctus lacinia et sit amet arcu. Ut facilisis vel nibh.

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All typography is left-aligned. Type weight, size and colour all help achieve a clear visual hierarchy.

By incorporating negative space without unnecessary design element, the messaging stands out clearly and is ready to read.

2/3

The layout is divided into three vertical parts; the image occupies two-thirds of the height, with copy in the bottom third.

1/3

1 2 3 4 5 6 7 8 9 10 11 12

This layout uses a 12-column grid, with gutters in between. Rows help organize the components vertically.

For questions or more information, please contact creativeservices@suncor.com

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