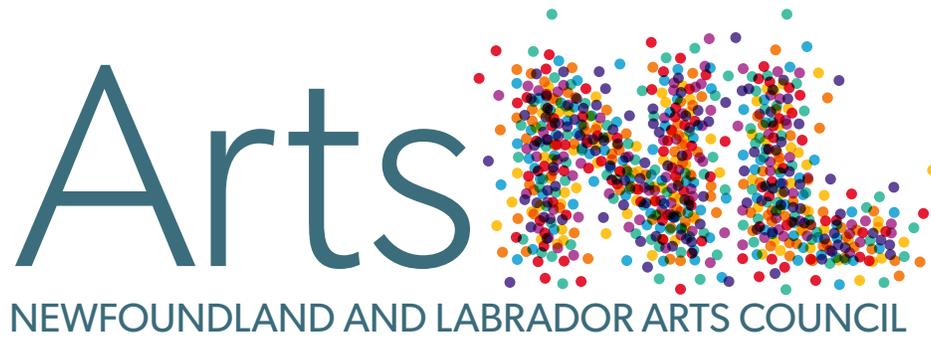


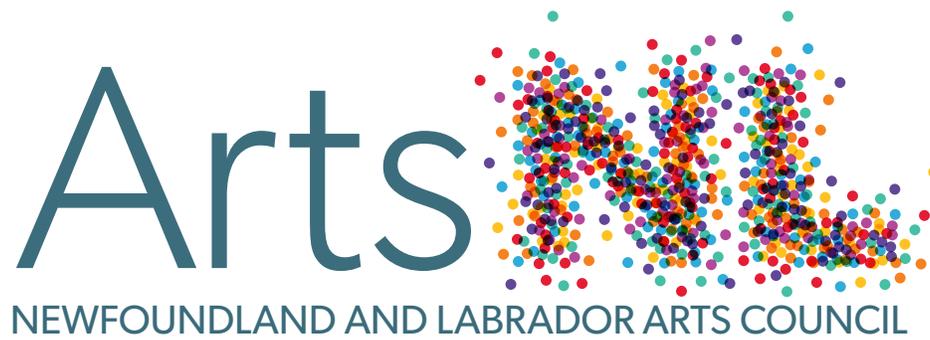
# LOGO GUIDE



prepared by

*Perfect Day*

# Logo Variations: Primary Logo



The centered logo with full provincial title type below is the primary logo.  
This is the logo that should be used on all promotional material and branding when possible.

# Logo Variations: Anniversary Logo



The "35 years" logo is a secondary logo which can be used on various promotional material, in branding/advertising during the 2015 calendar year. This logo should cease to be used after March 31st, 2015.

# Colour Logo



**C45 M0 Y5 K60**  
**R63 G109 B124**

**C0 M25 Y95 K0**  
**R255 G194 B34**

**C30 M85 Y0 K0**  
**R180 G74 B156**

**C5 M100 Y85 K0**  
**R227 G30 B54**

**C65 M0 Y45 K0**  
**R79 G191 B165**

**C70 M60 Y60 K60**  
**R97 G72 B150**

**C0 M60 Y100 K0**  
**R245 G130 B32**

**C65 M0 Y5 K10**  
**R48 G171 B216**

[CMYK colours are used for offset and digital printing. RGB colours are used for web.]

# Greyscale Logo



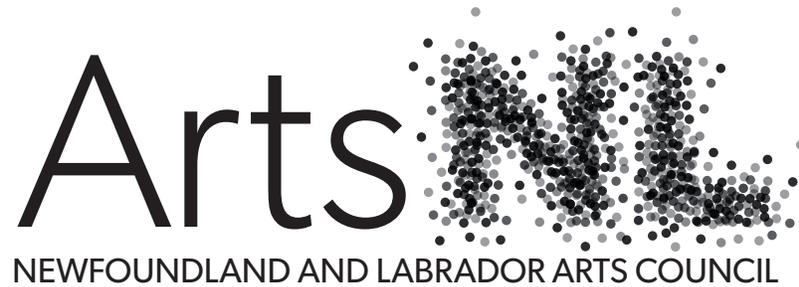
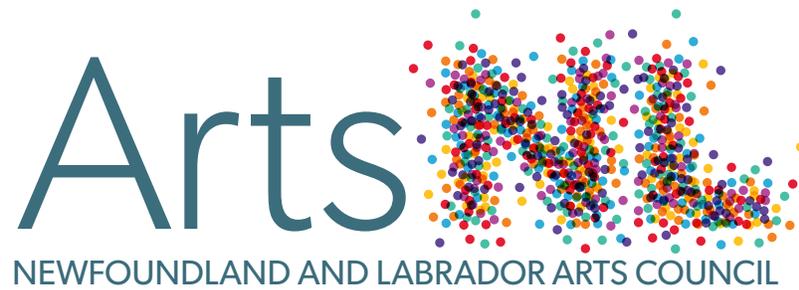
[PMS colours are used for offset printing. CMYK colours are used for digital printing. RGB colours are used for web.]

# Monotone Logo



CO M0 Y0 K100

# Logo Application: Light Background



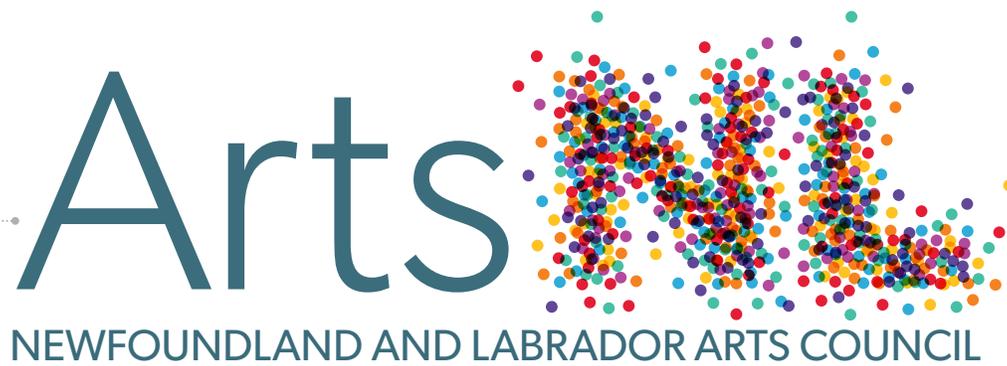
When the logo is being applied to a white or light coloured background, the main colour logo may be used, or for greyscale documents, the greyscale logo variation may be used.

# Logo Application: Dark Background



When the logo is being applied to a dark coloured background, the main colour logo with white text may be used as long as there is enough contrast to read all type. For greyscale documents, or in the instance that the colour logo is not readable, the greyscale logo variation may be used.

# Typography



**Gibson Light** is the primary font for the ArtsNL logo.  
This typeface is meant to be used in the logo and as display text for print/web.  
**Gibson Regular** is the secondary (Newfoundland and Labrador Arts Council) font for the ArtsNL logo.

Gibson Regular is main font to accompany the ArtsNL logo.  
This is the preferred typeface for body copy.

# Safety Zone



A safety area equivalent to the length of the word "council" surrounding the ArtsNL logo must be maintained.

# Minimum Size



Minimum size for the primary logo should be no less than 1.5" measured horizontally.

There is no maximum size for the logo, as long as the safety zone is maintained and no part of the logo is cropped or skewed in any way.