

## STANDARD LOGO

1



1. Without Tagline. Use this format when logo is smaller than 1.5" wide, or anytime tagline is not needed.

2. With Tagline. Use this format only when logo is larger than 1.5" wide and tagline is necessary.

2



[WWW.CALGARYCULTURE.COM](http://WWW.CALGARYCULTURE.COM)

## EXTREME HORIZONTAL/EXTREME SMALL SPACES LOGO

1



1. Extreme Horizontal. Use this format when available height for logo is less than 0.375".

2



1. Extremely Small Space. Use this format when available width and/or height for logo is less than 0.375". For example, this would work well as an .ico for your website.

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## FULL COLOUR

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1



2



1. On White. If the background you are placing the logo on is lighter than a 25% black, use this version. The wordmark is an 85% black.

2. On Black. If the background you are placing the logo on is darker than a 60% black, you can use the same version

\*Do not place full colour logo on a background in between a 25 and 60% black background.

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## BLACK AND WHITE

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1



2



1. On White. If the background you are placing the logo on is lighter than a 50% black, use this version.

2. On Black. If the background you are placing the logo on is darker than a 50% black, use this version.

\*This version is ideal for faxing, scans, etc.

## THE COLOURS

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Calgary Culture Cyan

Wordmark Grey

Complimentary Orange/Red



Pantone  
319 U

Pantone  
Black : 70 %

Pantone  
173 U

CMYK  
52/0/19/0

CMYK  
0/0/0/70

CMYK  
0/71/94/4

RGB  
51/203/208  
33cbd0

RGB  
77/77/77  
4d4d4d

RGB  
222/84/0  
de5400

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## THE FONTS

# CALGARY CULTURE

Wordmark. The wordmark was made with Trade Gothic Condensed 18.

# WWW.CALGARYCULTURE.COM

Tagline. The v was also made with Trade Gothic Condensed 18.