

Guidelines for use of the Arts Council/B.C. logo lock-up

FORMATS

Full colour (both CMYK and RGB colour)



Black and white



Reversed



Always use the logo files as they are provided. Select the format that best suits the design.

SUPPORTED BY

If the logos are reproduced separately, ensure the stand-alone "Supported by" provincial logo is in close proximity to the Arts Council logo and is reproduced at the same size as the Arts Council logo. It should be used only once on the product/page.



MINIMUM SIZE

Minimum height

Ensure the logos are readable at all times.



PROTECTIVE MARGIN

Provide a clear protective margin all around. Do not crowd the logo lock-up.



USE OF THE LOGO LOCK-UP

The logo lock-up is to be used at all times by grant recipients. It is the primary identifier used by viaSport.

For information regarding the use of the "Supported by" provincial logo, refer to: http://www.corporate.gov.bc.ca/print-ads/Govt_of_BC_Logos/Support.html

PROPORTIONS AND RESIZING

Always scale or resize the logo lock-up proportionally.

