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VIRTUAL MUSEUM 🍁 CANADA

DESIGN GUIDELINES

Using THE
Logotype

Canadian
Heritage

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GUIDELINES AND SPECIFICATIONS

The following guidelines for the application and use of the VMC/MVC logotypes include reproduction quality logo designs that can be used in publications, advertisements, kiosks or other publications.

The reproducible logo versions contained in this guide are for one and two-colour applications. This document provides distinct guidelines and artworks for print and reflective promotional vehicles, and the Web and multimedia applications.

Use of the logo is subject to the following guidelines:

1) Designs and graphic illustrations that incorporate the logo are permitted, however, modification or alteration of the logo and wordmark – which is trademark protected – **is not permitted**.

2) The logo should be used in its two-colour version wherever possible.

3) The electronic files supplied with this document can be placed, not modified or interpreted. The constituents of the logos, textual or graphic, CANNOT be re-typed or recreated. The VMC/MVC logos can only be used in their integrity, as shown in this document.

ALL produced material which incorporates the VMC/MVC logotypes must be approved by the marketing staff of the Canadian Heritage Information Network prior to release. Any release must be absolutely identical to the one approved.

Ce document est également disponible en français.

TWO-COLOUR APPLICATIONS — DESIGN CONTEXTS

Only the following three reproduction contexts are allowed when using the VMC logo. Each context demands a different artwork: positive, reversed and outline.

No other colour can be assigned to any of the constituents of the logos.

Positive Artwork
On a white or pale colour background

Reversed Artwork
On a black or dark colour background

Outline Artwork
On a medium gray or mid-range hue colour background

ONE-COLOUR APPLICATIONS

When reproduced in one colour, the logo can be used in only three manners: positive, reversed and outline.

The logo must be reproduced as a line art – its constituents CANNOT be screened.

Preferably, the logo should be reproduced in black. If the printing specifications cannot accommodate the use of black, the VMC logo will then be reproduced in the darkest of the colours used, or reversed out of the darkest colour.

NOTE: On the Web and in multimedia applications, the logo MUST appear in one of the three permitted two-colour uses – in these cases the one-colour versions are NOT options. See page 5 of this document for the Web and multimedia specifications.

Positive Artwork
On a white or pale colour background

Reversed Artwork
On a black or dark colour background

Outline Artwork
On a medium grey or mid-range hue colour background

ARTWORKS FOR PRINT AND REFLECTIVE VEHICLE APPLICATIONS

Figure 1 illustrates the smallest size at which the VMC logo can be used. The logo cannot be any smaller than this in print.

Figure 2 illustrates the smallest size at which the VMC logo with outline can be used. The outline, .5 pt in this version, will simply increase proportionately when the logo is larger.

Figure 3 illustrates the only colours permitted when reproducing the logo in print and reflective vehicle applications (see page 3 of this document for one-colour specifications).

Figure 1
Smallest permitted size: 11pt.

Figure 2
Smallest permitted size: 11pt.

Figure 3
Reproducing the logo in colour.

Four colour process

Black + C0/M100/Y100/K0

Two spot colours

Black + PMS 485

ARTWORKS FOR WEB AND MULTIMEDIA APPLICATIONS

Figure 1 illustrates the smallest size at which the VMC logo can be used. The logo cannot be smaller than this in Web and multimedia applications.

Figure 2A illustrates the smallest size at which the VMC logo with outline can be used on the Web and in multimedia applications.

Figure 2B illustrates the only intermediary size allowed in between the 12.75 and 22pt sizes.

   The anti-aliasing which occurs while creating Web graphics does not accurately render lines that are less than 1 pt, which explains the need for more than one artwork for the outline version of the logo.

Figure 2C illustrates the 22pt version of the logo for which the outline increases proportionately when the logo is larger.

Figure 3 illustrates the only colours permitted when reproducing the logo on the Web and in multimedia applications.

Figure 3
Reproducing the logo using the Web safe colour palette.

Black
RGB: 0/0/0
Hexidecimal: #000000

Red
RGB: 255/0/51
Hexidecimal: #FF0033

Figure 1
Smallest permitted size: 12.75pt.

Figure 2A
Smallest permitted size: 12.75pt.

Figure 2B
Next size up permitted before using the 22pt size.

Figure 2C
22pt logo: outline is to increase proportionately when the logo is larger.

PERMISSION AND APPROVAL WHEN USING THE VMC LOGO

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