



## graphic standards

The following files are available for use in publications and/or websites that require the Burnaby Festivals Grant Program logo. All individuals and organizations receiving funding from the Burnaby Festivals Grant Program must acknowledge the support in all promotional materials with the logo, respecting the usage and guidelines noted below.

### logo usage

If you plan to use the files in a word processing program, such as MS Word, we recommend you download the TIFF files. If you are planning to use the files in an illustration package, such as CorelDraw or Adobe Illustrator, we recommend you download the EPS files. JPG files are provided for online use.

### logo guidelines

The logo is most commonly reproduced as black only or as black and pms 2622. These colours have been carefully selected and should not be changed

- Avoid resizing the TIFF files, they will lose their visual integrity.
- Do not make alterations from the original artwork, only resize them proportionally.
- Elements from the logo may not be used separately in any form.
- Colours: Black and PMS 2622 (purple).  
CMYK composition for purple is C = 66 | M = 92 | Y = 32 | K = 20  
RGB composition for purple is R = 99 | G = 48 | B = 99
- Minimum space requirements: Often, the Festivals Burnaby Grant Program logo will appear alongside other logos (in sponsorship ads and partnership materials). The preferred positioning of the logo is to the left of other logos.
- The logo should always be the same size or larger than other logos with minimum reproduction size at an inch (0.5") in height.
- Files are available in TIFF, EPS and JPG format for the web. TIFF files have been created with Adobe Photoshop CS4. EPS files have been created with Adobe Illustrator CS4, all text has been converted to outlines.
- It is important that an appropriate amount of "buffer space" be left to separate the logo from other design elements (i.e.: photos, text or other partner logos).
- You must not:
  - Alter the logo in any way
  - Stretch, reshape or distort the logo
  - Change the colour
  - Reset type in the wordmark
  - Use the logo smaller than specified above
  - Use the logo in any colour not specified
  - Use the logo on any angle other than horizontal
  - Use the logo without correct buffer space

**questions?** contact us at: [Parkscommunications@burnaby.ca](mailto:Parkscommunications@burnaby.ca)



Festivals Burnaby Grant Program Workmark Black  
*for white background  
single colour printing*



Festivals Burnaby Grant Program Workmark  
black and pms2622  
*for white background  
two (or more) colour printing*



Festivals Burnaby Grant Program Workmark CMYK  
*for white background  
4 colour printing*



Festivals Burnaby Grant Program Workmark white  
*for dark background*