



PMS 312U or PMS 306C



PMS 382U or PMS 376C



PMS Orange 021U or PMS 1585C



PMS Rubine RedU or PMS 214C



Black



The following standards should be applied at all times when using the Tourism Vancouver Member of logo.

### Constandcies

The Primary logo in a vertical format should be used unless otherwise specified.

The word mark must always be used in conjunction with the symbol.

The logo proportions including size and spacing ratios must be maintained.

The logo cannot be skewed or distorted in any way.

Always use the specified logo colours.

The symbol must appear in its entirety, not cropped or running off the edge of a page or frame.

There must be a minimum of 0.25" space around the logo at all times. (This proportion must be kept as the logo is enlarged or reduced in size).

### Primary Logo : Vertical Format

Wherever possible the vertical logo should be reversed out to white on any of the colours listed below. Where a design does not use large areas of these solid colours, the logo should appear in the following colours on a white background :

#### Uncoated Colours

PMS 312U

PMS 382U

PMS Orange 021U

PMS Rubine RedU

#### Coated Colours

PMS 306C

PMS 376C

PMS 1585C

PMS 214C

The curved box around the Tourism Vancouver Member of logo is not a part of the Primary logo and should never be used as a part of the logo. The boxes are used to show the reversed logo only on the designated colours. The Primary logo is vertical.

The 100% black logo on white background, or the white logo on a black background should only be used if appropriate colours are not available.

# Tourism Vancouver Graphic Standards

## Size Restrictions, Secondary Logo & Colour Palette



Secondary Logo

### Standard Size

w = 1.175 "

### Minimum Size

w = 0.75"

### Minimum Space

There must be a minimum of 0.25" space around the logo at all times. (As the logo is increased in size, so must the white space be increased proportionately, in all applications).

### Secondary Logo : Horizontal Format

Whenever possible, the Primary logo should be used over the Secondary logo. For the Secondary logo use the same constancies and the same colour variations specified for the Primary logo.

### Coated

#### Primary Colours

Pantone #	C	M	Y	K
PMS 376C	50	0	100	0
PMS 306C	75	0	7	0
PMS 1585C	0	56	90	0
PMS 214C	0	100	15	4

#### Text

PMS 7531C	0	10	27	50
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### Uncoated

#### Primary Colours

Pantone #	C	M	Y	K
PMS 382U	29	0	100	0
PMS 312U	96	0	11	0
Orange 021U	0	53	100	0
Rubine Red U	0	100	15	4

#### Text

PMS 447U	16	10	31	82
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note: the printed colours above are not accurate, but representations of the PMS colours only.