

CANADIAN ASSOCIATION OF SCIENCE CENTRES
ASSOCIATION CANADIENNE DES CENTRES DE SCIENCES

LOGO STANDARDS

LOGO

Consistent and proper use of this logo will help to increase the visibility of CASC, project a strong image, and provide a cohesive and coordinated identity.

The balance between the type and elements has already been designed and should not be altered. Choose the logo version that best suits your particular need and enlarge or reduce the complete logo to the desired size. Never enlarge or reduce only one element of the logo, but rather size as a unit.

BRAND COLOURS



PMS 485

C: 5% R: 224
M: 98% G: 39
Y: 100% B: 37
K: 0%



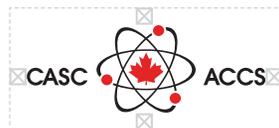
BLACK

C: 0% R: 0
M: 0% G: 0
Y: 0% B: 0
K: 100%

Colour consistency is a vital part of an identification program. The logo will appear on a diverse range of materials, and it will be difficult to control the colour variances from one product to another. Therefore, we have set out these guidelines to aid in the proper execution.

WHITE SPACE AROUND LOGO

The X-height space around the logo prevents crowding by other printed or painted elements or by the edges of display or signage panels.



FORMATS

There are 2 logo versions for CASC. The Primary or main logo is for all communication; website, stationery, advertising. The Secondary or Acronym logo can be used for promotional items or anywhere where a small logo is required.

The logo versions for all colour versions are provided in the following formats: .eps; .ai; .pdf; .tiff, .png and large (300dpi) and small (72dpi) .jpegs.

In most instances when the logo appears on a white or light-coloured background, the logo should appear in colour or black. In instances where the logo is to appear on a black or a dark-coloured background, always reverse or drop the logo out of the background colour so it appears white.

If printing is restricted to one colour in situations such as newspaper advertisements or inexpensive print runs, consider using the black, gray or the reverse logo.

PRIMARY/MAIN LOGO

Colour



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Black



CANADIAN ASSOCIATION OF SCIENCE CENTRES
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Gray



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Reverse



SECONDARY/ACRONYM LOGO

Colour



Black



Gray



Reverse

