

Size Requirements

Horizontal Signature Margin Requirements

Minimum required white space between logo and edge of paper or other graphics is approximately the height of the 'W' in the logo mark.



Vertical Signature Margin Requirements

Minimum required white space between logo and edge of paper or other graphics is approximately the height of the 'W' in the logo mark.



Resizing Requirements

Horizontal Signature Resizing requirements

The logo may be resized to be as large as you require. It may also be sized smaller, as long as all components of the logo remain easily readable.

The minimum width of the logo 19.05 mm (0.75 inch). For Web applications, the minimum size is 225 pixels.



Vertical Signature Resizing requirements

The logo may be resized to be as large as you require. It may also be sized smaller, as long as all components of the logo remain easily readable.

The minimum width of the logo 12.7 mm (0.5 inch). For Web applications, the minimum size is 150 pixels.



Questions?

Whether you are about to start a project, are in the midst of one or just have a general question, we encourage you to contact:

Erin Gobolos
Marketing and Sponsorship Manager
P 403.309.0207
E ezubiak@westerner.ab.ca

Staff can provide you with options and advice, and get you moving in the right direction to ensure your piece achieves the results you're looking for and fits within the Westerner Park Identity Program.

LOGO STANDARDS










Quick Reference Guide

- Trade Shows
- Agricultural Events
- Entertainment
- Sporting Events
- Conferences
- Meetings
- Banquets
- Trade Shows
- Agricultural Events
- Entertainment
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- Banquets






Westerner Park

Approved Logos & Colours

	Pantone	1 Colour Black	White Reverse
Horizontal Signature	 Westerner Park	 Westerner Park	 Westerner Park
Vertical Signature	 Westerner Park	 Westerner Park	 Westerner Park
Horizontal Signature w/tagline	 Westerner Park <i>Your destination for celebration!</i>	 Westerner Park <i>Your destination for celebration!</i>	 Westerner Park <i>Your destination for celebration!</i>

Colour Specifications

	<table border="0"> <tr><th>CMYK</th><th>RGB</th><th>WEB</th></tr> <tr><td>100</td><td>0</td><td>00</td></tr> <tr><td>0</td><td>130</td><td>82</td></tr> <tr><td>67</td><td>101</td><td>65</td></tr> <tr><td>29</td><td></td><td></td></tr> </table>	CMYK	RGB	WEB	100	0	00	0	130	82	67	101	65	29				<table border="0"> <tr><th>CMYK</th><th>RGB</th><th>WEB</th></tr> <tr><td>0</td><td>135</td><td>91</td></tr> <tr><td>1</td><td>134</td><td>91</td></tr> <tr><td>0</td><td>134</td><td>95</td></tr> <tr><td>51</td><td></td><td></td></tr> </table>	CMYK	RGB	WEB	0	135	91	1	134	91	0	134	95	51				<table border="0"> <tr><th>CMYK</th><th>RGB</th><th>WEB</th></tr> <tr><td>69</td><td>69</td><td>54</td></tr> <tr><td>0</td><td>173</td><td>B9</td></tr> <tr><td>100</td><td>22</td><td>48</td></tr> <tr><td>0</td><td></td><td></td></tr> </table>	CMYK	RGB	WEB	69	69	54	0	173	B9	100	22	48	0		
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PANTONE® 341		PANTONE® Cool Grey 9		PANTONE® 361																																														

Typeface Specifications

Arial Regular, Arial Bold and Rockwell Regular, Rockwell Bold are the only approved font styles. As a general rule, Rockwell is to be used for headlines or "read me first" text and Arial for body text. Arial is the preferred corporate typeface and should be used for all communications.

Although there are other variations of Arial and Rockwell they are NOT part of the approved family of fonts.

Mac based designs may also choose to use Helvetica Neue Black as an alternative headline text, the typefont from the logo mark.

Approved Font Styles
















Arial Regular
Arial Bold
Rockwell Regular
Rockwell Bold

Incorrect Font Styles

Arial Black
Arial MT
Arial Narrow
Arial Rounded MT Bold
Arial Unicode MS
Rockwell Condensed
Rockwell Extra Bold

Incorrect Signature Uses

Inconsistent use of the logo will lessen its distinctiveness and diminish its value. Below are some examples of incorrect use of logo.

 Do not use a low-resolution version of the artwork	 Do not change the approved logo size relations	 Do not change the approved logo size relations
 Do not use type in conjunction with the logotype	 Do not change logotype font	 Do not change the approved logo colours
 Do not rotate the logo	 Do not use a drop shadow	 Do not rearrange logo elements
 Do not reduce the logo smaller than .25"	 Do not use the logo in outlines	 Do not screen the colours of the logo
 Do not add a containing shape to the logo	 Do not place the logo on a background that interferes with the legibility	 Do not place the logo on a background that does not allow enough contrast