## Logo Graphic Standards



CRD Arts & Culture Support Service

Capital Regional District | Arts & Culture

## When to use the CRD Logo

Include the CRD logo on promotional materials for work related to your grant throughout the lifespan of the length of your funded activities through all promotional activities, including press materials, advertising, programs, posters and websites. <u>Learn about acknowledging CRD Arts & Culture Support Service</u>.

Contact us for logo package and for questions on acknowledgements.

## **Graphic Standards**

Maintain brand colours and the size ratios of the logo. Only include the second line 'Making a difference...together' if the wordmark is printed 2.5 cm (approx. one inch) wide or larger.

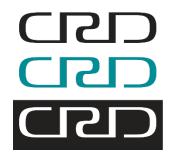






Pantone 321 CMYK: C100|M2|Y32|K12 RGB: R0|G139|B149 HTML: 008B95

Pantone **Cool Grey 11** CMYK: C48|M36|Y24|K66 RGB: R77|G79|B83 HTML: 4D4F53

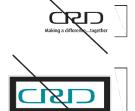






Delete outdated CRD wordmarks





No tagline on marks less than 2.5cm wide

Use a file with a transparency on dark backgrounds