

# 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. [Learn about acknowledging CRD Arts & Culture Support Service.](#)

[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.

 Making a difference...together	 Making a difference...together		  	   	<p>Delete outdated CRD wordmarks</p> <p>Maintain ratio, do not stretch</p> <p>No tagline on marks less than 2.5cm wide</p> <p>Use a file with a transparency on dark backgrounds</p>
<p>Pantone 321 CMYK: C100 M2 Y32 K12 RGB: R0 G139 B149 HTML: 008B95</p>			<p>Pantone Cool Grey 11 CMYK: C48 M36 Y24 K66 RGB: R77 G79 B83 HTML: 4D4F53</p>		