



Logo Guidelines

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Metro Toronto Convention Centre Official Corporate Logos



An Agency of the Government of Ontario

(with strapline)

Use in official stationery and for major publications
such as Operating Guidelines, Business and
Marketing Plan.



(English Only)

For general use: signage, advertisement, premiums, etc.

Logo Standards – Colour[†]



Primary Colours:

<p>PMS 287C</p> <p>CMYK 100/68/0/12</p> <p>RGB* 36/84/151</p> <p>HTML: 245397</p>	<p>PMS 207C</p> <p>CMYK 0/100/43/19</p> <p>RGB* 169/15/80</p> <p>HTML: A90F50</p>
<p>PMS 287 (80%)</p> <p>PMS 287 (60%)</p> <p>PMS 287 (40%)</p>	<p>CMYK 0, 0, 0, 50</p> <p>RGB* 128, 128, 128</p> <p>Example: strapline</p>

[†]Applies to all the Metro Toronto Convention Centre corporate logo versions. *Colour Settings: U.S. Web Coated (SWOP) v2, Adobe RGB 1998.

Logo Standards – Variations[†]



Colour (PMS, CMYK, RGB)



Reverse
(White on dark background)



Black
(100%)

[†] Same principles applies to all the Metro Toronto Convention Centre corporate logo versions. *Colour Settings: U.S. Web Coated (SWOP) v2, Adobe RGB 1998.

Logo Standards – Fonts



Primary Font Family – Univers LT Std*

* Only available for Marketing Department

Univers 63 Bold Extended (e.g. Title)

Univers 65 Bold (e.g. Title, Section Title)

Univers 55 Roman (e.g. Title, Subtitle, text)

Univers 45 Light (e.g. text)

(Please use other weights sparingly, such as this one – 57 Condensed – e.g. caption)

Secondary Font Family – Arial (Online, word documents, etc.)

Arial Black (e.g. Titles, Section Title)

Arial Bold (e.g. Title, Subtitle)

Arial Regular (e.g. text)

(Please use other weights sparingly, such as this one – Arial Narrow – e.g. caption)

Logo Standards – Safety Area[†]



When using the official corporate logo, the letter "t" from the spelling of "toronto" should be used for measuring proper logo safety clearance. Three "t"s stacked horizontally will create the proper safety area around the logo.

[†] Same principles applies to all the Metro Toronto Convention Centre corporate logo versions.

Logo Standards – Minimum Size[†]



In Print:

When using the official corporate logo, the minimum size that it should be used is 1" in total width.



Online:

When using the official corporate logo, the minimum size that it should be used is 72 pixels in total width.

[†] Same principles applies to all the Metro Toronto Convention Centre corporate logo versions.

Logo Standards – Improper Usage[†]



The following, among others, are some samples of the Metro Toronto Convention Centre logo used improperly.



X Do not alter the relationship between the icon and the lettering.



X Do not use parts of the logo on its own.



X Do not distort in any way (squeeze / stretch).
✓ Always scale proportionally.



X Do not try to re-create the brand logo.



X Do not use any other colour except for the ones instructed by the official logo standards.



X Do not rotate.



X Do not put the brand logo in a box / frame or any other shape.



X Do not use this form of abbreviation.



X Do not place on a busy background.
X Do not apply special effects OR outline.
✓ Consider black or reverse colour logo versions for bright or dark colour backgrounds.

[†] Same principles applies to all the Metro Toronto Convention Centre corporate logo versions.