



An Agency of the Government of Ontario



BRAND GUIDELINES

Metro Toronto Convention Centre Official Corporate Logo Guidelines: Logo Graphic Versions



An Agency of the Government of Ontario

With Strapline - Agency of the Government of Ontario (AGO)

Use in official stationery and for corporate reporting publications such as Annual Report, Business and Marketing Plan.



For general use in marketing collateral, signage, advertisement, premiums, etc.



Metro Toronto Convention Centre Official Corporate Logo Guidelines:

Logo Exclusion Zone / Fonts



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 exclusion zone around the logo. It should remain clear of any text or other graphic elements.

Univers 63 Bold Extended **Univers 65 Bold** (i.e. Title, Section Title)

Univers 55 Roman (i.e. Subtitle, text)

Univers 45 Light (i.e. text)

Univers 57 Condensed (i.e. caption)

Arial Black (i.e. Title) **Arial Bold** (i.e. Title, Subtitle)

Arial Regular (i.e. text)

Arial Narrow (i.e. caption)

Univers

Univers Font family is used in creation of the corporate logo. It is also a primary font choice for any official Corporate, Sales and Marketing design and publication.

Arial - Secondary Font

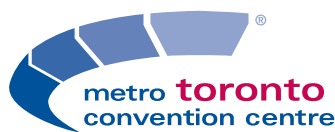
(online, Word documents, etc.)

Arial Font family is used as a second option when Univers is not available or not applicable. It is also a primary font choice for any official Corporate, Sales and Marketing design and publication.







† Same principles applies to both of the Metro Toronto Convention Centre corporate logos.

Metro Toronto Convention Centre Official Corporate Logo Guidelines:

Colour Palette



Primary Colours:

SWATCH:						
PANTONE:	287C	Tint: 80%	Tint: 60%	Tint: 40%	207C	Silver/Grey
CMYK:	100/68/0/12	80/55/0/10	60/40/0/7	40/27/0/5	0/100/43/19	0/0/0/50
RGB/HEX#:	245397	4A67A4	6E82B7	94A1CA	A90F50	929496

† Primary colours applies to both of the Metro Toronto Convention Centre corporate logos.
 *Colour Settings: North America Prepress 2 (CMYK U.S. Web Coated (SWOP) v2, Adobe RGB 1998).
 ** Secondary and Complementary colour npallets are NOT to be used in corporate logo.

Metro Toronto Convention Centre Official Corporate Logo Guidelines:

Colour Palette

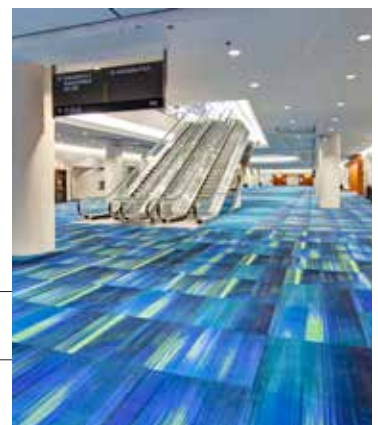
Secondary Colours:



CMYK	15/100/15/40	0/70/30/0	85/100/5/40	40/100/0/0
RGB/HEX#	770052	D67184	33195D	8B288B



CMYK	100/95/0/15	50/0/10/0	80/0/95/5	40/0/50/0
RGB/HEX#	2B3281	94CDE0	5FA755	ADD19D



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Metro Toronto Convention Centre Official Corporate Logo Guidelines:

Colour Palette

Complementary Colours:



CMYK	100/85/30/20	95/70/5/0	75/35/0/0	60/25/5/0
RGB/HEX#	2B3C69	365CA0	5A8BC8	79A0CB



CMYK	0/85/100/0	0/45/100/0	0/25/100/0	0/10/70/0
RGB/HEX#	D14F2A	E39B30	EFC031	F9DF72

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Metro Toronto Convention Centre Official Corporate Logo Guidelines: Logo Usage

Minimum/Maximum Size:



— min. 1" in print —

— min. 72 px online —

Minimum width for the logo to be no less than 1" in print and 72 pixels in digital applications.

The maximum logo size is determined by the medium on which the logo to be used. The solution must be elegant and not overpowering. Where applicable tone-on-tone on premiums is acceptable (embossing, foil stamp, screen print.) Contact Director of Marketing for approval.

What NOT to do:



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 put the brand logo in a box / frame or any other shape.



X Do not rotate.



X Do not use this form of abbreviation.



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.