

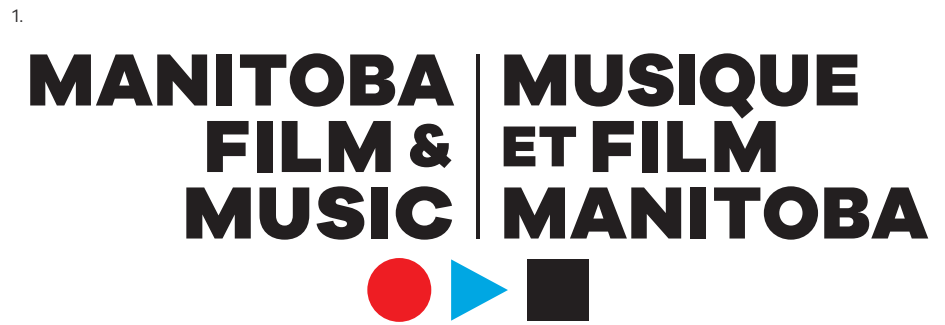
LOGO GUIDELINES FOR
MANITOBA FILM & MUSIC



LOGO GUIDELINES FOR MANITOBA FILM & MUSIC

LOGO & VARIATIONS

1. BILINGUAL VERSION
2. ENGLISH VERSION
3. FRENCH VERSION
4. BLACK
5. WHITE (REVERSE)
6. COLOUR REVERSE



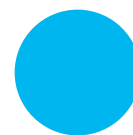
COLOUR



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
PMS: PANTONE BLACK C
HEX: #000000



CMYK: 0 / 100 / 100 / 0
RGB: 227 / 28 / 36
PMS: PANTONE 1788 C
HEX: #ED1C24



CMYK: 81 / 12 / 0 / 0
RGB: 0 / 168 / 227
PMS: PANTONE 2995 C
HEX: #00A8E3

TYPOGRAPHY

GALANO GROTESQUE

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LOGO SPECIFICATIONS

In some applications the size of the identity must be small. In order to preserve legibility and brand recognition in these cases, it should never appear smaller than 1/2 inch, in the case of web applications this minimum size is equivalent to 36 pixels at 72 ppi. The wordmark and logo proportions are to remain relative and are not to be independently rescaled. To ensure that it never obtains a distasteful appearance, the logo should always be scaled with careful observation and in constrained proportions.

In order to ensure optimal visual impact in all applications, the identity should be surrounded by a zone of clearance – a space that must be kept free of other graphic elements.



Minimum safe area around logo



Minimum logo height of 1/2 inch when printed



Minimum logo height of 36 pixels on screen

LOGO GUIDELINES FOR MANITOBA FILM & MUSIC

LOGO USAGE

The Manitoba Film & Music logos should always remain intact and never be altered.

DON'T:

✗ Skew/Stretch



✗ Warp



✗ Tilt/ Rotate



✗ Screen



✗ Recolour



When placing the logo on top of images, it is recommended to:



Use the most appropriate version of the logo which will allow for more contrast and the best legibility based on the image the logo is placed on.