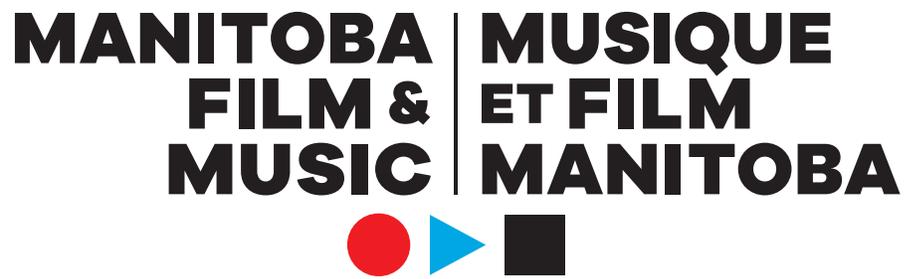


LOGO GUIDELINES FOR  
**MANITOBA FILM & MUSIC**

VINCENTDESIGN

303 - 765 MAIN ST.  
WINNIPEG, MB, R2W 3N5  
INFO@VINCENTDESIGN.CA



JULY 2020

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**LOGO & VARIATIONS**

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



**COLOUR**



CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
PMS: PANTONE BLACK C  
HEX: #00000



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**

**Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 1234567890!@#\$\$%^&\*()**

Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 1234567890!@#\$\$%^&\*()

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

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## 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.

## FILE FORMATS

Logo files are provided in 4 file types:

- .AI** The AI file is the original, editable, working file.
- .EPS** EPS files are a graphic format for vector-based images in Adobe Illustrator. They can be sized to any proportion without loss of resolution or quality. For use in printing. Preferred format.
- .JPG** Jpeg's are most commonly seen online. It is raster art that is used in desktop applications or online. It cannot be resized (up) without loss in resolution or quality.
- .PNG** PNG images are lossless, which mean they do not lose quality during editing. Most importantly however they allow for transparency.

You will receive each of these file types in full colour, black, and white for a total of 12 individual files. Logos are designed in CMYK first, but an RGB version can be requested if needed by contacting [info@vincentdesign.ca](mailto:info@vincentdesign.ca).

## DESIGN NOMENCLATURE

- SPOT:** Spot colour printing using Pantone Colour Matching System (PMS). This is used for offset printing and embroidery applications.
- CMYK:** Four-colour process. This is used when the logo will be printed digitally or offset and/or will print with full colour photography.
- RGB:** Red, Green, Blue. These colours are safe for use online and on digital screens.
- REV:** This means the artwork is 100% white. This art is especially prepared to be used when needed as one colour and to contrast a dark or solid background.
- BLK:** This art is prepared to be used when needed as one colour to contrast a light background.
- TAG:** This art includes a tagline.

The **Manitoba Film & Music** logo is the cornerstone of your brand and it reflects the character and promise of your organization. These are your brand guidelines which explain how to correctly use the new visual identity with confidence and clarity. Your guidelines have been designed to ensure consistency with your brand, helping to create strong, recognizable, and innovative communication. This document demonstrates the flexibility within the identity and should be used to inspire and motivate clear, creative expression.

If there is anything that you feel has not been covered in these guidelines or if you have any questions regarding logo usage, fonts, colors or anything else in the **Manitoba Film & Music** brand, please contact Vincent Design Inc.

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