

ATIKOKAN-QUETICO



Atikokan-Quetico  
Canoeing Capital of Canada



Logo Identity Guidelines  
2006

CANOEING CAPITAL OF CANADA

Logo & General Guidelines	3
Colour & Typeface Specifications	4
Improper Logo Use	5



This guide is a reference tool for proper use of the Atikokan-Quetico identity.

It is important that these guidelines are followed to ensure and maintain a professional, recognizable and consistent brand identity.

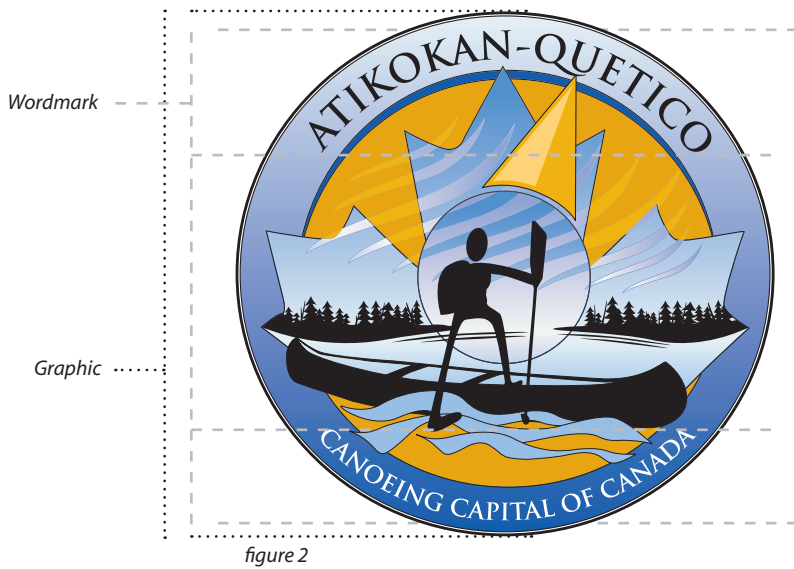
For further clarifications or scenarios not covered by this manual, please contact:

Stephanie Ash  
Firedog Communications Inc.  
4 S. Court Street, Suite 3  
Thunder Bay, ON  
CANADA  
P7B 2W4

Tel: (807) 767.4443  
Fax: (807) 767.4479

email: [stephanie@firedogpr.com](mailto:stephanie@firedogpr.com)

website: [www.firedogpr.com](http://www.firedogpr.com)



- The relationship between the Graphic & Wordmark must always remain the same in regard to aspect ratio. Both the position and proportions of the graphics are fixed. (See figure 2)
- In the occasion that the logo is printed in black and white, the logo must be represented as seen in Figure 2a. (See figure 2a)
- To ensure consistent legibility, the logo should not appear smaller than 1.75" wide with the Wordmark. However, in cases in which the logo must be outputted even smaller (i.e. pens, apparel etc), the Typeface may be removed. This format allows the logo to reproduce at a size of 0.75" wide. (See figure 3)
- In order to maximize the visual impact of the logo, a blank zone should always separate the logo from any paper edge or other graphic element and text. This blank zone should be .75" at minimum. Ideally, this blank zone would be as large as possible. (See figure 1)

**PLEASE DO NOT:**

- place the logo in any orientation other than along it's horizontal axis
- place the logo over another strong graphic element –must always maintain the suggested white space
- remove the Typefaces in an output that is larger than 1.75" in width.
- substitute any other text for the preferred Typeface illustrated above.
- alter the horizontal and vertical proportions of the logo by squishing or stretching it

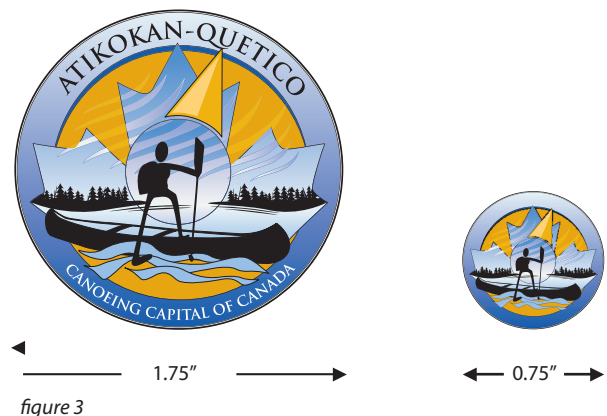




figure 4

- Consistency of colour ensures continuity in brand across different media and a coherent visual identity in the marketplace.
- The official colours to be used in outputting the Atikokan-Quetico logo in Pantone & Process Print applications are illustrated on this page. Pantone & CMYK values are provided (See Figure 4)
- RGB versions of th logo are provided on this CD and MUST be implimented for correct screen representation. This is due to how the CMYK and RGB spectrum reproduce with great varience on TVs, Computer monitors, etc. , compared to Print media output.
- Black or White is acceptable in one-colour applications.
- Designers and printers should not output the logo in any other shades of the official colours.
- Print bureaus vary in their ability to reproduce colours. It is advised that the printer be responsible for the truest possible colour output.

	PANTONE®	131 C
	Process (CMYK)	C0 M32 Y100 K9
	Web Hex	#E7A614

	PANTONE®	1225 C
	Process (CMYK)	C0 M17 Y62 K0
	Web Hex	#E7A614

	PANTONE®	2728 C
	Process (CMYK)	C96 M69 Y0 K0
	Web Hex	#005CAB

	PANTONE®	278 C
	Process (CMYK)	C39 M14 Y0 K0
	Web Hex	#96C0E6



Seen above is an accurate representation of the Atikokan-Quetico Identity that conforms to the visual identity standards outlined in this document. Below are some examples of improper use of the logo.

- ❖ The Atikokan-Quetico logo must not be modified or distorted.
- ❖ Reproduction of the logo must conform to the guidelines outlined by the document.
- ❖ **ONLY high resolution output** of the logo is acceptable, such as 4 colour process printing (press), digital, and/or by professional print bureau.
- ❖ The Atikokan-Quetico logo is designed to function as a single unit and should not be separated except in the scenarios outlined by this document.
- ❖ Only authorized original versions of the logo (wordmark) may be used. **ATTEMPTS AT RECREATING THE LOGO (WORDMARK) ARE UNACCEPTABLE** Authorized versions are provided on this CD.

**These examples DO NOT conform to the visual identity standards outlined by this document.**

