

CULTURE DAYS

WORDMARK

Our logo should appear in full-colour whenever possible. A white background is preferred for all communication materials.

Our logo should not appear on a colour that would clash with the logo or on a cluttered background or image that does not provide enough contrast for the logo to be legible and prominent. In some cases, a background image can be adjusted to be lighter or darker so that it provides enough contrast. If the background does not provide enough contrast, we suggest using the black and white versions depending on how light or dark the background is.

TYPOGRAPHY

DISPLAY

Sugo Pro Classic Regular should be used to make a bold statement in such instances as brochure titles or ad headlines. It should always appear in all caps.

TEXT

Metropolis should be used as the main supporting text for all print and digital applications. It has a full family available for download on our website.

COLOURS

Black is our primary colour with multiple colours used as accents.

Altering the colour values below is not permitted. Please refer to a Pantone® Matching System specifier for precise matching.

Care should be taken when selecting colours for text to ensure that there is enough contrast for the text to be legible. For text at or below 18 pt, the contrast ratio between text and background needs to be at least 4.5:1.

BRAND

QUICK REFERENCE GUIDE

ENGLISH LOGO

CULTURE
DAYS

FRENCH LOGO

FÊTE DE LA
CULTURE

BILINGUAL LOGO

FÊTE DE LA
CULTURE
DAYS

BLACK LOGO

CULTURE
DAYS

WHITE LOGO

CULTURE
DAYS

CLEAR SPACE

A clear space around the logo should be kept free of any text or graphics.



x = width of the letter C in "CULTURE"

MINIMUM SIZE

The logo should never be scaled below the following sizes:

CULTURE
DAYS
Colour Logo
.65"

CULTURE
DAYS
Black Logo
.5"

DISPLAY

SUGO PRO CLASSIC REGULAR (ALL CAPS)

TEXT

Metropolis Extra Light/*Italic*
Metropolis Light/*Italic*
Metropolis Regular/*Italic*
Metropolis Medium/*Italic*
Metropolis Semi Bold/*Italic*
Metropolis Bold/*Italic*
Metropolis Extra Bold/*Italic*
Metropolis Black/*Italic*

EXAMPLE

HEADLINE

SUBHEADING

Body Copy Example lorem ipsum dolor amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.



BLACK

C60 M40 Y40 K100
R0 G0 B0
#000000



PANTONE 305 C

C54 M0 Y6 K0
R89 G203 B232
#59CBE8



PANTONE 7471 C

C37 M0 Y17 K0
R126 G221 B211
#7EDDD3



PANTONE 230 C

C1 M41 Y0 K0
R244 G166 B215
#F4A6D7



PANTONE 109 C

C0 M9 Y100 K0
R255 G209 B0
#FFD100



PANTONE 1585 C

C0 M61 Y97 K0
R255 G106 B19
#FF6A13

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BRAND QUICK REFERENCE GUIDE

INCORRECT LOGO USAGE

The Culture Days logo should only be reproduced from the authorized electronic artwork. Under no circumstances should the proportions, letter forms, alignment or colours be manipulated or adjusted. Here are some examples that demonstrate improper logo usage.

✗ The logo should not be skewed, stretched or scaled disproportionately.

**CULTURE
DAYS**

✗ The words should never change position.

**CULTURE
DAYS**

✗ Different fonts should never be used in place of the original.

**CULTURE
DAYS**

✗ The orientation should not be adjusted.

**CULTURE
DAYS**

✗ Words should never be added to the logo unless provided.

**CULTURE
DAYS NEW
BRUNSWICK**

✗ The sphere and wordmark should always remain as a solid and not an outline.

**CULTURE
DAYS**

✗ The colour of the logo should not be altered.

**CULTURE
DAYS**

✗ Effects or embellishments should never be used.

**CULTURE
DAYS**

The full-colour logo should not be placed on a solid colour.

✗

✓

**CULTURE
DAYS**

**CULTURE
DAYS**

The full-colour logo should not be placed on an image.

✗

✓

**CULTURE
DAYS**

**CULTURE
DAYS**

The black and white logos should only be placed on backgrounds or images with enough contrast for the logo to be legible.

✗

✓

**CULTURE
DAYS**

**CULTURE
DAYS**