



Graphic Standards

The following files are available for use in publications and/or websites that require the Burnaby Festivals Grant Program logo. All individuals and organizations receiving funding from the Burnaby Festivals Grant Program must acknowledge the support in all promotional materials with the logo, respecting the usage and guidelines noted below.

Logo Usage

If you plan to use the files in a word processing program, such as MS Word, we recommend you download the jpg files. If you are planning to use the files in an illustration package, such as Adobe Illustrator, we recommend you download the EPS files. PNG files are provided for online use.

Logo Guidelines

The logo is most commonly reproduced as black only or as black and pms 342. These colours have been carefully selected and should not be changed.

- Avoid resizing the JPG files, they will lose their visual integrity.
- Do not make alterations from the original artwork, only resize them proportionally.
- Elements from the logo may not be used separately in any form.
- Colours: Black and PMS 342 (green).
CMYK composition is C = 96 | M = 34 | Y = 81 | K = 27
RGB composition for purple is R = 0 | G = 102 | B = 73
- Minimum space requirements: Often, the Festivals Burnaby Grant Program logo will appear alongside other logos (in sponsorship ads and partnership materials). The preferred positioning of the logo is to the right of other logos.
- The logo should always be the same size or larger than other logos with minimum reproduction size at an inch (0.5”) in height.
- It is important that an appropriate amount of “buffer space” be left to separate the logo from other design elements (i.e.: photos, text or other partner logos).
- You must not:
 - Alter the logo in any way
 - Stretch, reshape or distort the logo
 - Change the colour
 - Reset type in the wordmark
 - Use the logo smaller than specified above
 - Use the logo in any colour not specified
 - Use the logo on any angle other than horizontal
 - Use the logo without correct buffer space



Festivals Burnaby Grant Program Wordmark Black
*for white background
single colour printing*



Festivals Burnaby Grant Program Wordmark
black and pms 342
*for white background
two (or more) colour printing*



Festivals Burnaby Grant Program Wordmark CMYK
*for white background
4 colour printing*



Festivals Burnaby Grant Program Wordmark white
for dark background