

Central Counties Tourism
Logo Usage Guidelines

20
23



CENTRAL COUNTIES
TOURISM

Brand Style Guide

FOR EXTERNAL USE

© Central Counties Tourism Spring 2023



For logo usage approval, contact:
Sandra Quiteria
B2B Marketing & Communications Manager
squiteria@centralcounties.ca

Both the height and width of the logomark emblem are to be used as reference when determining the clearance.



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Minimum Width A:

1.25" is the minimum size in which the PRIMARY Central Counties Tourism logo can be used.

Minimum Width B:

1.75" is the minimum size in which the CENTRED Central Counties Tourism logo can be used.



Minimum Width C:

2.15" is the minimum size in which the HORIZONTAL Central Counties Tourism logo can be used.



Minimum Width D:

0.6" is the minimum size in which the VERTICAL Central Counties Tourism logo can be used.



Minimum Width E:

1" is the minimum size in which the STACKED Central Counties Tourism logo can be used.



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Avoid:

- incorporating logo below minimum size.
- incorporating logo atop colour(s) similar to brand palette.
- incorporating logo atop problematic background imagery.



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Avoid:

- vertical logo distortion
- incorporating drop shadow
- logo rotation
- horizontal logo distortion
- changing text colour
- failing to display logo mark in it's entirety



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