edmonton
arts
council

visual
identity

style
guide

Recipients of EAC funding must provide recognition of financial support by using the appropriate logos and language on promotional materials and media releases.

# logo use and recognition

## How do I recognize the Edmonton Arts Council, City of Edmonton, or other supporter in my media releases?

Please use the provided text in your media release.

**Edmonton Arts Council / City of Edmonton**
*[This project/organization] is supported by the Edmonton Arts Council and the City of Edmonton.*

**Edmonton Artists' Trust Fund**
*[Artist name] is a recipient of the Edmonton Artists' Trust Fund Award. Supported by the Edmonton Arts Council and the Edmonton Community Foundation, this award is dedicated to the artistic development of Edmonton artists.*
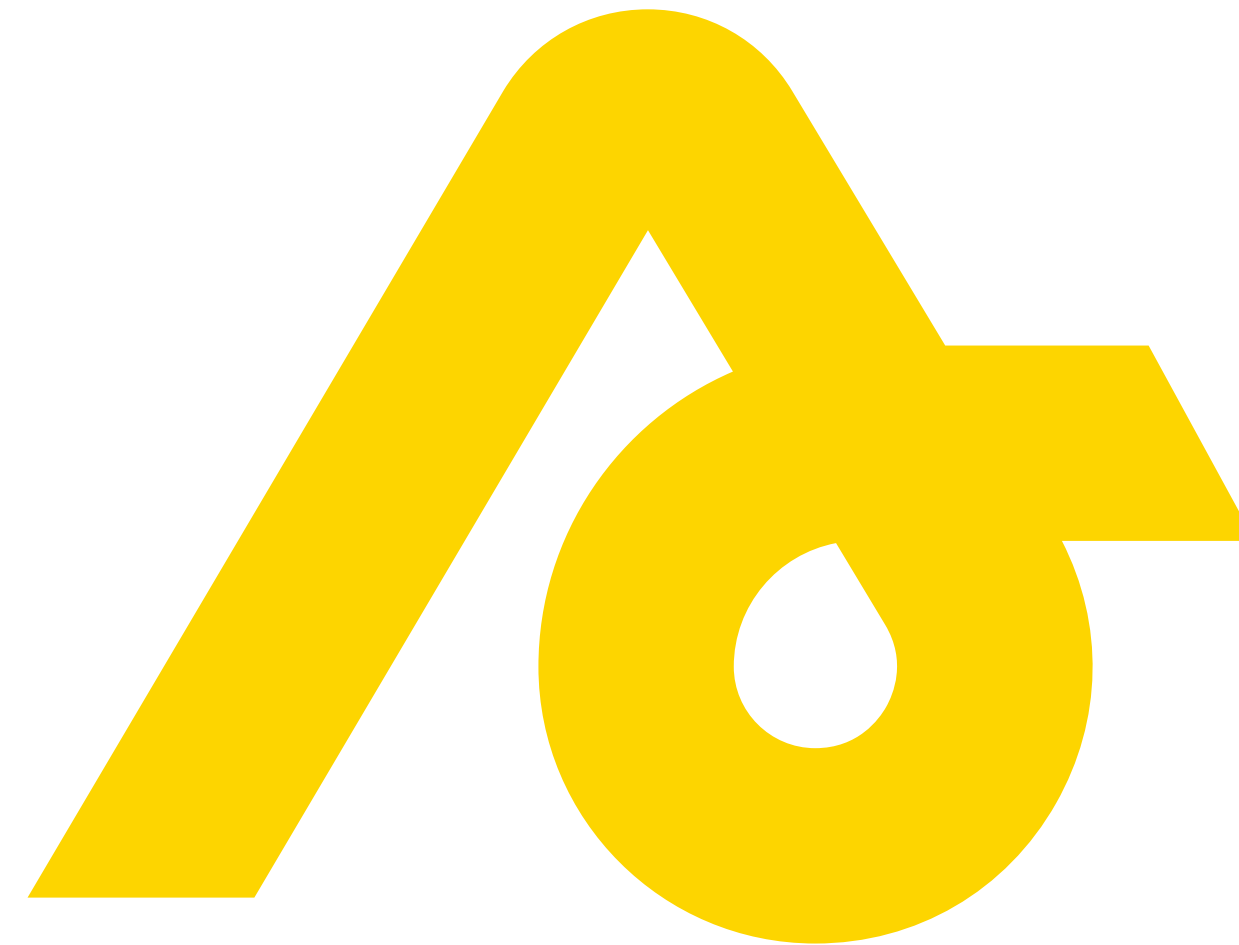
edmonton arts council

# what logos
# do I use?

Select the version of the logo that provides the greatest amount of contrast between the logo and the background.

**Edmonton Arts Council logo**

- Use the **primary** colour version of the EAC logo (as shown) whenever possible.
- Use the CYMK format for 4 colour process and digital printing.
- Only use the 2 colour Pantone version for spot colour printing.
- Use the RGB .jpg or .png format for all digital applications.
- Use the reversed logo when applying the logo to black, similarly coloured or dark value backgrounds.
- The black logo may be used when colour is not an option.
- Photographic backgrounds must provide adequate contrast for all logo elements to be clearly visible.
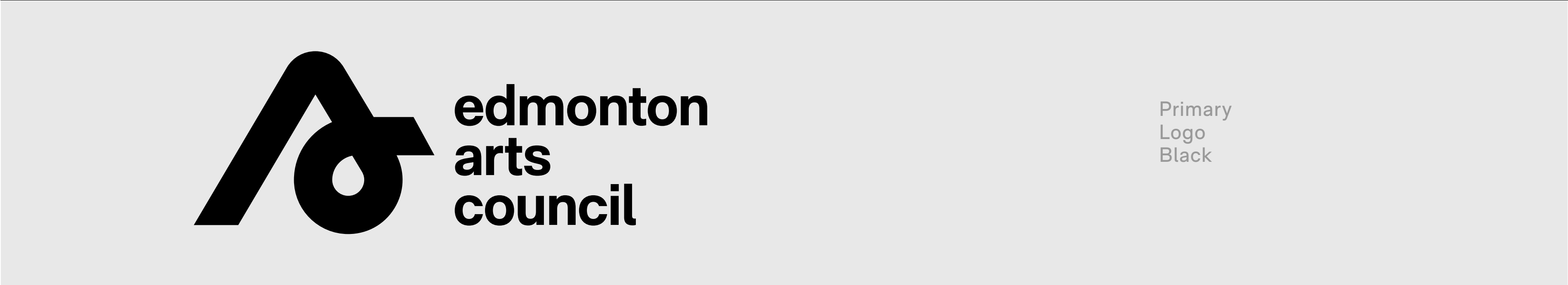
**Do not misuse the logo or compromise the logo in any way and always ensure the logo is legible.**

**City of Edmonton logo**

Grant recipients **MUST** also acknowledge the City of Edmonton.

edmonton
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Primary
Logo

edmonton
arts
council
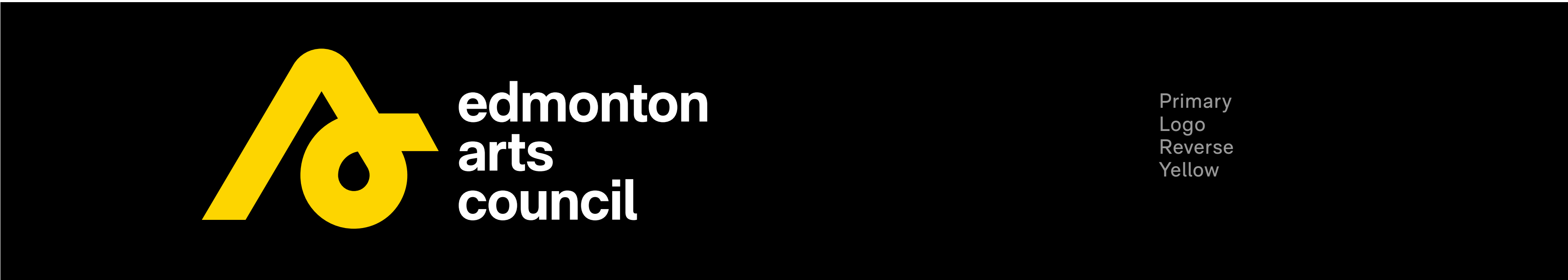
Primary
Logo
Reverse
Yellow

edmonton
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council

Primary
Logo
Black

edmonton
arts
council

Primary
Logo
Full
Reverse

4

# usage and colour

## Minimum Clear Space

Clear space for the EAC logo is defined by twice the height of the letter 'a' taken from the wordmark. When positioning other graphic elements in relation to the logo, clear space should be applied on all sides in order to protect the integrity of the logo.

## Minimum Size

To ensure legibility at minimum size, the EAC logo must never appear smaller than 1 inch in width, approximately 90 pixels for digital applications.

## Colour

Consistent colour use is important for the EAC brand. The approved colours are Black and Arts Yellow, listed here. The EAC colours must be reproduced correctly and consistently in all applications and mediums.



edmonton arts council

PRINT
1 inch

DIGITAL
90 px

Arts Yellow

**CMYK** - 4 colour process printing
0 / 14 / 100 / 0

**Pantone (PMS)** - spot colour printing
123 C

**RGB** - digital use ONLY
253 / 213 / 0

**Hexidecimal (HEX)** - alternate digital use
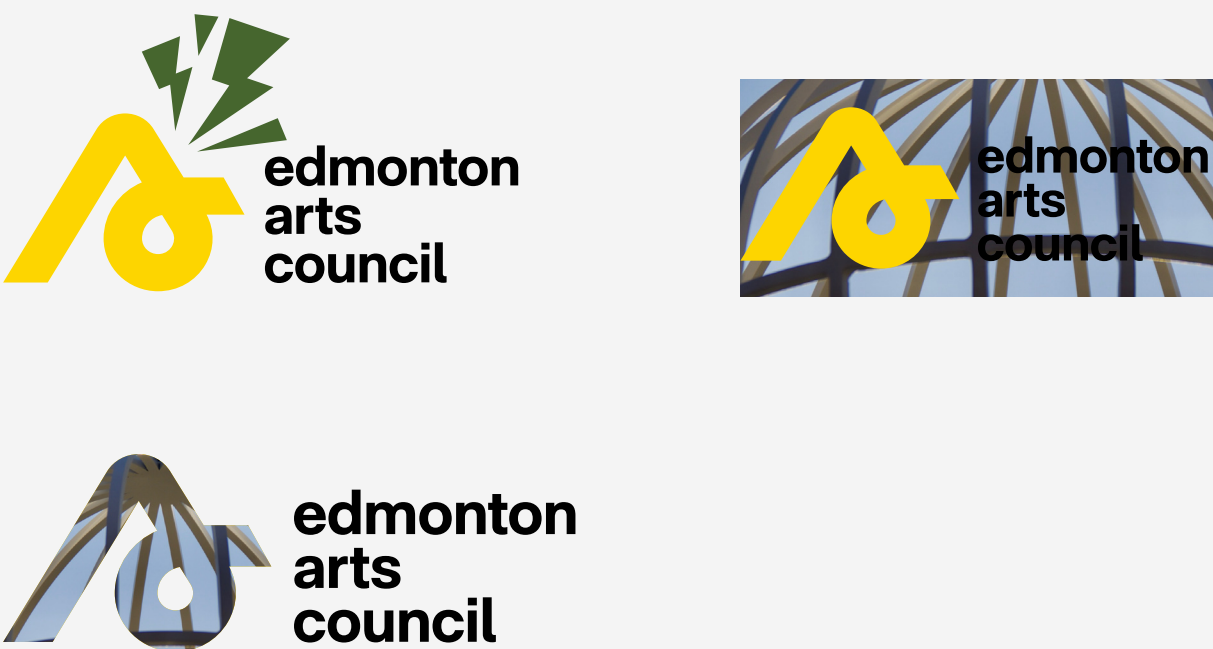FDD500

# incorrect
# logo use

**DO NOT** distort, skew, alter the proportions or rotate the logo.

**DO NOT** alter the colours or fonts.

**DO NOT** place on complicated backgrounds or embellish with graphic elements.

questions?

contact
info@edmontonarts.ca
or call 780-424-2787

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