

OWC LOGO USAGE REQUIREMENTS

IMPORTANT:

Please provide this logo specification sheet to your vendor when you are sending a logo file to be printed or to be placed on a piece of promotional material or even signage. This will provide your vendor with the necessary information required to produce an accurate high quality reproduction of our corporate logos.



SIZE

- * the logo can not be stretched or sized disproportionately
- * the logo elements must be scaled together – never separate any of the elements
- * the logo can not be smaller than 1 inch wide from the 'C' to the 'e' of Conference
- * only the following colours are acceptable – never on a patterned background
 - pms 1815 (webcode #660000) and black 0000 on a light background
 - white punched out of a solid pms 1815 or a dark background

SPACE AROUND LOGO

- * there must be clear space around the logo - nothing can touch or be close to the logo
- * the "e" height in the logo defines the required clear space.



CORPORATE FONT

- * Hypatia Sans Pro
- * Alternative Fonts: Myriad, Ariel

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LEGAL TEXT

- * "All Rights Reserved - the OWC logo is property of Ontario Writers Conference - Copyright 2011"
- * legal text must show on the same piece logo is used
- * 5 to 6 point font size
- * must appear on all advertising and business literature

USAGE POLICY

Tagline logo used in all instances (except by written approval of OWC executive for URL logo usage)

PLACEMENT

- * never place the logo in a sentence
- * if placed with another company's logo, it must be of equal size and weight

CORPORATE COLOURS

#CCCCCC
PANTONE 420

#708090
PANTONE 7544

#928F72
PANTONE 5773

#660000
PANTONE 1815

IMPORTANT NOTES

- * these guidelines must be given to all vendors each time the logo is used
- * never attempt to scan or recreate the logo – only use provided authorized logos

PROOFS

Do not proceed to print or publish until receiving final written approvals for logo usage (bhunt@thewritersconference.com)