



Westerner Park

Identity Quick Reference Guide

The Brand Identity for Westerner Park is a valuable asset that distinguishes it from other organizations. When used properly and consistently the identity will strengthen the overall brand; building awareness and viewer recognition.

The logo is the single most important element of the Brand Identity and it is imperative that its integrity is protected and managed well. This quick guide explains the proper use and display of the Westerner Park logo within the Brand Identity program. Use this guide as a reference when using the logo in any communication efforts.












Approved Logos Any other configuration of the logo is not authorized for use.

	Pantone	1 Colour Black	White Reverse*
Horizontal Logo	 Westerner Park	 Westerner Park	 Westerner Park
Vertical Logo	 Westerner Park	 Westerner Park	 Westerner Park
Horizontal Logo w/tagline	 Westerner Park <i>Your destination for celebration!</i>	 Westerner Park <i>Your destination for celebration!</i>	 Westerner Park <i>Your destination for celebration!</i>

*When using the logo on a coloured background, please use the white reverse logo. Do not place the logo on a white box.

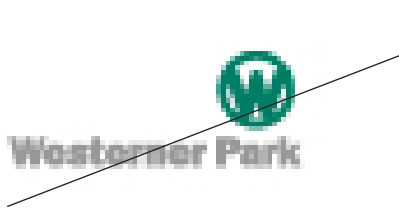
Approved Colours Do not use this reproduction for colour matching. Please refer to the colour mixes.

Colour is a critical element in creating a memorable and lasting identity. Using the approved colour palettes will lend consistency to Westerner Park communications.

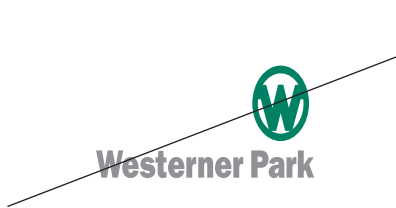
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Incorrect Logo Uses

Inconsistent use of the logo will lessen its distinctiveness and diminish its value. Below are some examples of incorrect use of logo.



Do not use a low-resolution version of the artwork



Do not change the approved logo size relations



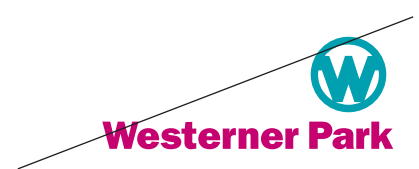
Do not change the approved logo size relations



Do not use type in conjunction with the logotype



Do not change logotype font



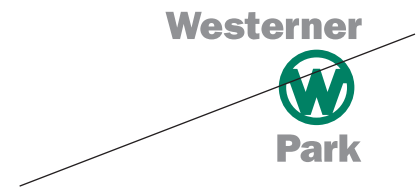
Do not change the approved logo colours



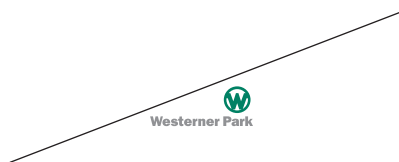
Do not rotate the logo



Do not use a drop shadow



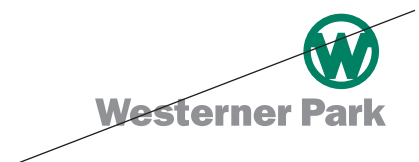
Do not rearrange logo elements



Do not reduce the logo smaller than .75"



Do not use the logo in outlines



Do not screen the colours of the logo



Do not add a containing shape to the logo



Do not place the logo on a background that interferes with the legibility



Do not place the logo on a background that does not allow enough contrast

Size Requirements

Horizontal Logo Margin Requirements

Minimum required white space between logo and edge of paper or other graphics is approximately the height of the 'W' in the logo mark.



Vertical Logo Margin Requirements

Minimum required white space between logo and edge of paper or other graphics is approximately the height of the 'W' in the logo mark.



Resizing Requirements

Horizontal Logo Resizing requirements

The logo may be resized to be as large as you require. It may also be sized smaller, as long as all components of the logo remain easily readable.

The minimum width of the logo 19.05 mm (0.75 inch). For Web applications, the minimum size is 225 pixels.



Vertical Logo Resizing requirements

The logo may be resized to be as large as you require. It may also be sized smaller, as long as all components of the logo remain easily readable.

The minimum width of the logo 12.7 mm (0.5 inch). For Web applications, the minimum size is 150 pixels.



Questions?

Whether your about to start a project, are in the midst of one or just have a general question, we encourage you to contact the:

Marketing Department
P 403.343.7800
E askus@westerner.ab.ca

Staff can provide you with options and advice, and get you moving in the right direction to ensure your piece achieves the results you're looking for and fits within the Westerner Park Identity Program.