# THE
INTERNATIONAL
CENTRE

LOGO OVERVIEW

The International Centre logo is a specifically drawn original piece of artwork that must never be altered, re-drawn or reconfigured in any way; nor should the logo be placed on busy, distracting backgrounds.

Modifications or alterations in any way will undermine its effectiveness. Examples of the different logo variations (colour and greyscale versions) and its reproduction requirements may be found in the following pages.

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LOGO CLEAR SPACE

Clear space should always surround the logo so that other elements never collide with or detract from it. The minimum clear space is equal the cap-height of the letters in the logo. The clear space guidelines outlined here apply to all logo versions.
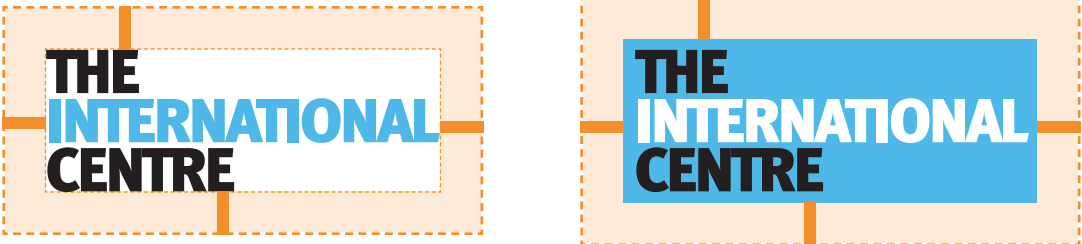
MINIMUM LOGO SIZE

The logo must not be reproduced smaller than the specified minimum sizes. Respect for the minimum size ensures that the logo remains legible when reproduced. The minimum size guidelines outlined apply to all logo versions. The minimum sizes are as follows:

Print Applications

This includes stationery, brochures, printed ads, signage, merchandise and more.

Minimum size: **1"** wide

Minimum size: **1.75"** wide

Digital Applications

This includes online ads, websites, PowerPoint presentations and more.

Minimum size: **110px** wide

Minimum size: **190px** wide

COLOUR PALETTE

The corporate colour for The International Centre is Pantone® 2915. This colour should be used in all corporate communications (stationery program, website, etc.).

Colours may appear different depending on the medium in which they are viewed. This is a combination of process (e.g. digital printing vs. conventional lithography) and substrate/medium (e.g. coated paper vs. uncoated paper vs. web/digital).

Whenever possible, Pantone® colours should be used to reproduce The International Centre logo in print applications. If Pantone® colours are not available, the appropriate four-colour process (CMYK) version should be used. The chart below outlines Pantone®, CMYK, RGB and Hexadecimal formulations.

	Colour	Pantone® (coated paper)	Pantone® (uncoated paper)	CMYK	RGB	Hexadecimal
CORPORATE COLOURS	Blue	2915 C	298 U	60 9 0 0	98 181 229	62B5E5
	Black	BLACK C	BLACK U	0 0 0 100	44 42 41	2C2A29
SECONDARY COLOURS	Orange	715 C	715 U	0 54 87 0	246 141 46	F68D2E
	Green	360 C	359 U	63 0 84 0	108 194 74	6CC24A

NOTE: The standards used to determine colours are those of the Pantone® Matching System (PMS) in the current Pantone® colour guides. When printing this guide from a desktop printer, the colours shown here may not match the PMS standards due to calibration of your printer. Please refer to a Pantone® colour specifier for precise matching.

Colour and Type

The colour palette was specifically designed to allow for coloured type to read on black or white backgrounds, as well as black or white type reading on coloured backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOGO COLOUR OPTIONS

The International Centre logo is available in three colour options as well as a greyscale option.

Corporate Logo

The corporate logo should be used in all corporate communications including the stationery program, website, and more.

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Secondary/Marketing Logos

The two secondary/marketing logos should be used to add variety to marketing materials such as ads, brochures, postcards and more.

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Greyscale Logo

The greyscale logo should be used when print quality is poor or full colour reproduction is not possible.

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STACKED LOGO

The stacked logo is the primary logo and should be used whenever possible.

Positive Stacked Logos

This is the primary version of logo and it should be used on applications with white backgrounds.

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THE INTERNATIONAL CENTRE

THE INTERNATIONAL CENTRE

THE INTERNATIONAL CENTRE

Negative Stacked Logos

This version of the logo should only be used on black or very dark coloured backgrounds.

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THE INTERNATIONAL CENTRE

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THE INTERNATIONAL CENTRE

Stacked Logos with Carrier

This version of the logo should only be used when the logo requires particular support/attention amidst a busy layout.

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HORIZONTAL LOGO

The stacked logo should be used on International Centre corporate marketing communications wherever possible, although in some cases, a horizontal logo will be more effective. Such instances could include banner signage, or complex layouts with minimal vertical space.

For further direction on when to use this logo, please contact the marketing department.

Positive Horizontal Logos

For use on white backgrounds.

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Negative Horizontal Logos

For use on black or very dark coloured backgrounds.

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Horizontal Logos with Carrier

For use when the logo requires particular support/attention.

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THE INTERNATIONAL CENTRE

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INCORRECT LOGO USAGE

When the logo is applied incorrectly, The International Centre's brand and design standards are compromised. The following are examples of incorrect logo usage and apply to all logo versions. It is unacceptable to...

...stretch, skew or modify the proportions of the logo.

...alter any part of the logo from the original artwork.

...to delete any part of the logo.

...scale the various logo elements separately from each other.

...change the order of the logo elements.

...use any colours other than those specified.

...use poor reproduction of the logo.

...apply a screen to the logo.

...allow objects such as text to intrude within the minimum clear space.

...place the negative logo on a light-coloured background.

...place the positive logo on a dark-coloured background.

...place the carrier logo on a similar-coloured background.

TYPOGRAPHY

The official typeface for The International Centre is Meta, and it should be used in all communication vehicles including but not limited to documents, brochures, posters and signage. Meta is a modern sans serif typeface with a clean character.

For International Centre use, Meta is available in five weights (plus italic cuts), each with its own purpose and style. Meta Black, for example, is heavy and ideal for grabbing attention. Meta normal, on the other hand, is sleek and easier to read in long-form copy.

Meta Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Norm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Norm Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Medi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Medi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

Meta Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!~@#$%^&*()_+:"‹›?

TAGLINE OVERVIEW

The International Centre brand also incorporates the tagline "There's something happening here." Like the logo, this is a specifically drawn original piece of artwork that must never be altered, redrawn or reconfigured in any way. As such, all guidelines outlined for correct usage of The International Centre logo will also correspond to the tagline.

Whenever possible, the tagline should be included on every communications piece. It can play a dominant role as a header, or a supporting role as sign-off together with The International Centre logo. It is available as an EPS or JPG file. When used as a headline or title, the tagline can be typeset in any of the approved corporate fonts and can be coloured in any of the approved colours.

Four-Line Setting

THERE'S SOMETHING HAPPENING HERE!

Two-Line Setting

THERE'S SOMETHING HAPPENING HERE!

One-Line Setting

THERE'S SOMETHING HAPPENING HERE!

ADDITIONAL GUIDELINES

- When using the tagline with The International Centre logo, ensure that both utilize the same colour versions.

- The tagline should never be used in a carrier.

- Unless used in a headline, the tagline should never be used larger than The International Centre logo.