



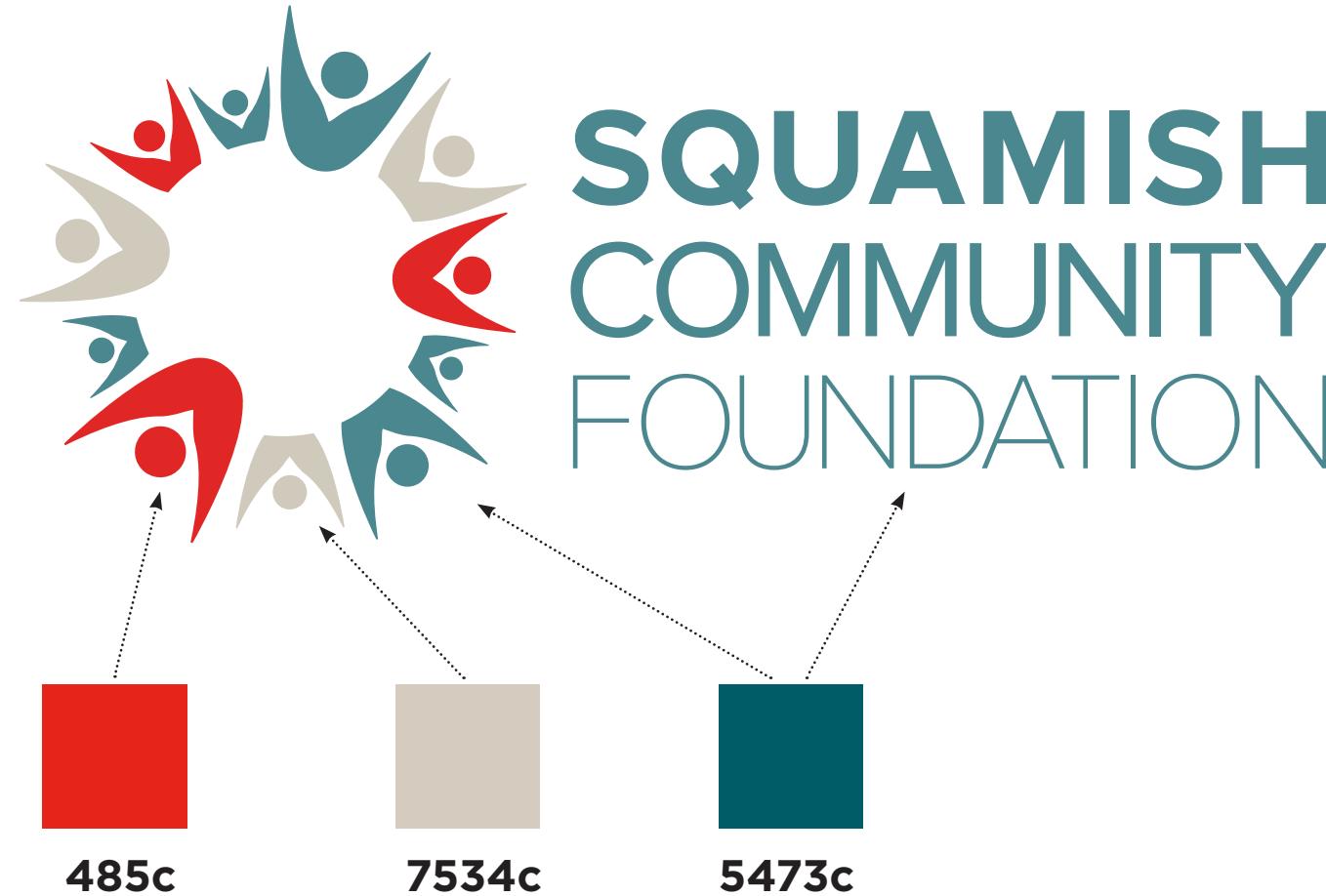
**SQUAMISH
COMMUNITY
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BRAND GUIDELINES BOOK



LOGO BASIC ELEMENTS

Primary Format

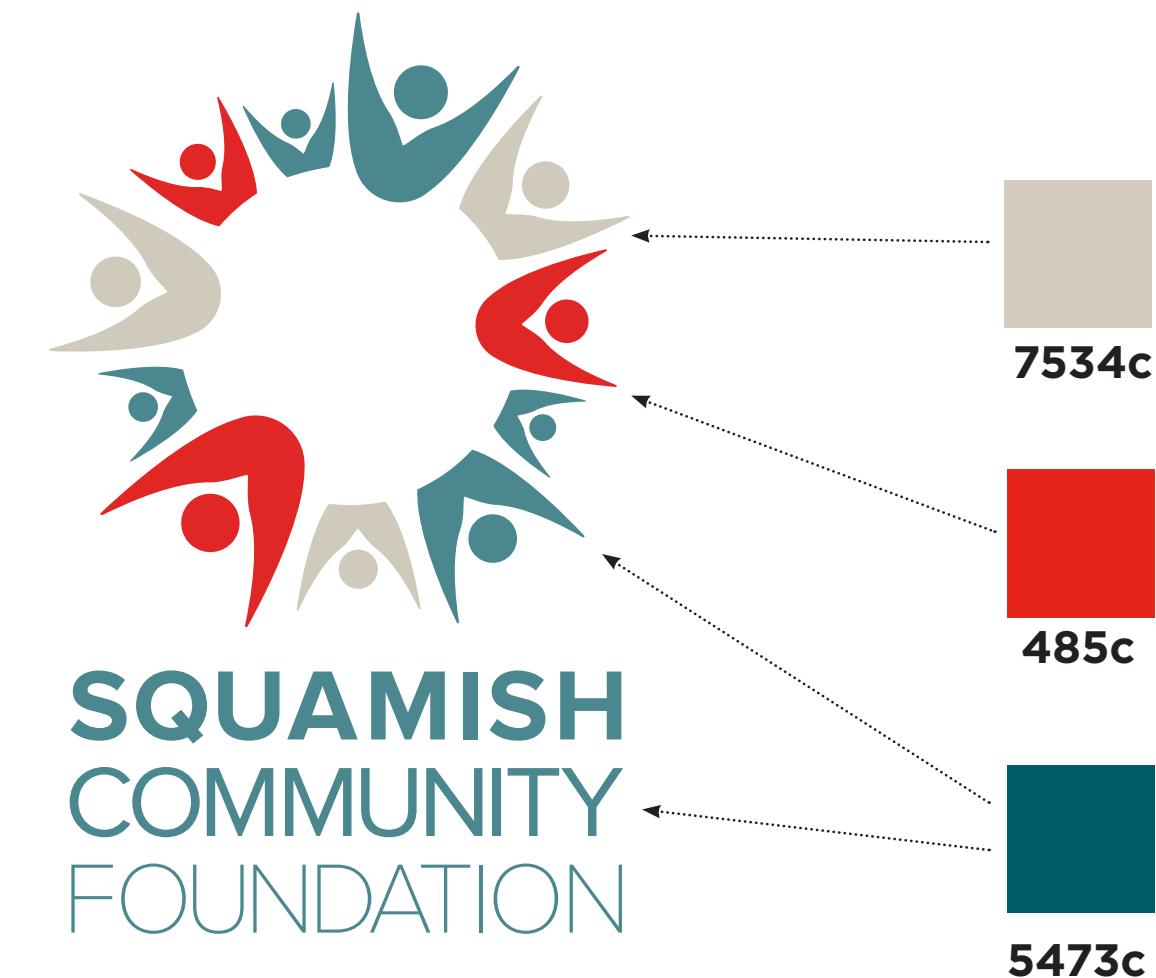


Pantone colours

COLOUR VARIATIONS



SECONDARY FORMAT



COLOUR VARIATIONS



COLOURS

Pantone colours



485c 7534c 5473c

cmyk composite



c=0
m=95
y=100
k=0
c=5
m=5
y=15
k=8
c=86
m=20
y=32
k=51

hex #



da291c d1ccbd 115e67

RGB composite



red=218 red=209 red=17
green=41 green=204 green=94
blue=103 blue=189 blue=103



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TYPEFACE

Proxima Nova

Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
1234567890

light

abcdefghijklmnopqrstuvwxyz
1234567890

Bold

Regular

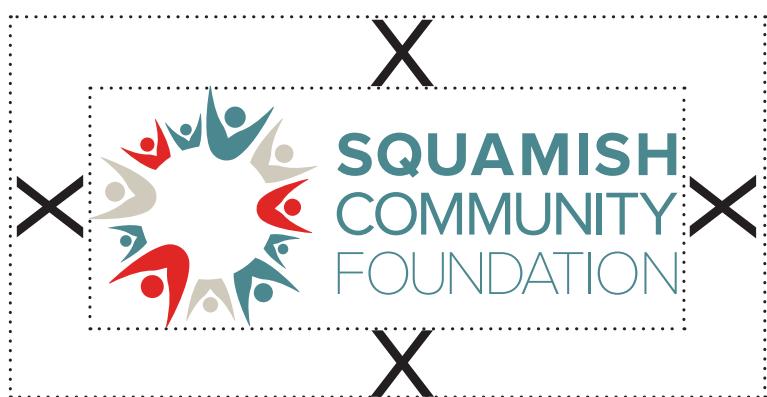
light

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CLEAR SPACE & MINIMUM SIZE

The logo should have the following Minimum amount of space around it.

The letter X shows the space. No more than 1/2"



This is the minimum size before the logo becomes unreadable.

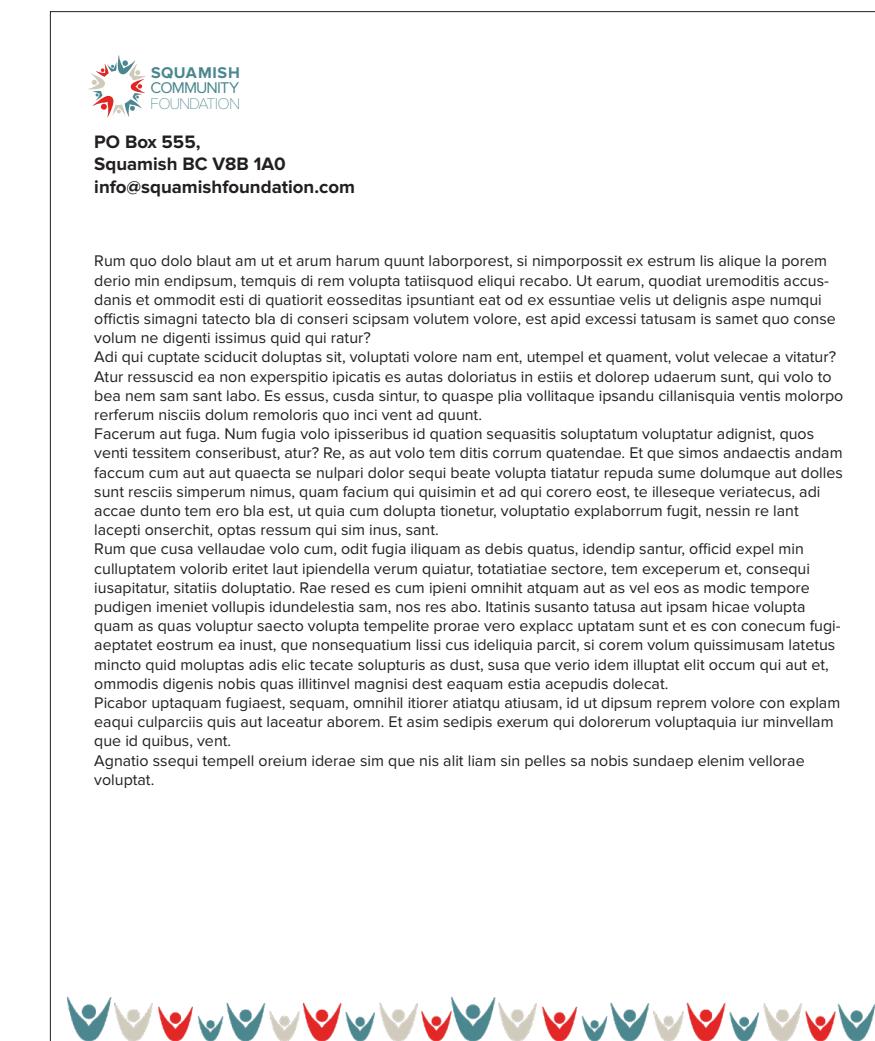


Logo should be placed at the top left corner of documents and images, whenever possible



SUPPORTING ELEMENTS

Taken from the logo and lined out in a roll, This element can be used, for example, at the bottom of a letter.



SUPPORTING ELEMENTS

Taken from just the icon of the logo at 10-20% opacity, this element can be used, for example, on a business card or letterhead.



CO-BRANDING

If the logo is ever needed to be placed alongside another company logo or brand ID, there are a series of one-colour logos made from the three primary colour palettes



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This element can also be used on photography,



**Neighbourhood
Small Grants**

USE IN PHOTOGRAPHY

If logo is needed on photography, rules are as follows: Colour logo must be placed where it can be seen; Where the colour logo is not visible enough, a white rectangle must be placed behind the logo at no less than 60% opacity; In the case of the colour logo not working at all, please use white or black logo.

