



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

Full-colour logo – Black & PMS 3258U (turquoise) & PMS 382U (green)
(for full-colour or 3-colour printing and web applications)



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2-colour logo – Black and PMS 3258U
(for use with green band (PMS 382U) or 2-colour applications)



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1-colour logo – Black & White
(for 1-colour applications, other colours should not be used)



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1-colour reverse logo – Black & White
(for 1-colour applications dropping out of a very dark colour background)

LOGO FILE FORMAT USAGE

- Provide Illustrator EPS (CMYK) vector files to professional printers/publications (can be custom sized)
- Provide PDF (CMYK) files to anyone who can't use EPS files for printing (should not be enlarged)
- Provide JPEG (RGB) files for online usage and reduce file size accordingly (72 px for web)

CMYK is cyan, magenta, yellow, black for printing with inks.

RGB is red, green, blue for web or digital colours.

PANTONE COLOURS FOR PRINTING (CMYK): Turquoise: PMS 3258U Green: PMS 382U

RGB & WEB COLOURS: Turquoise: R53 G196 B175 (HEX#35C4A4) Green: R186 G216 B10 (HEX#BAD80A)

FONTS

- Primary font for logo and stationery: **Scala Sans**; Secondary Sans Serif font for stationery: **Interstate**
- Suggested font for letters or memos: serif font such as **Georgia** or **Times New Roman**