

GUIDELINES FOR PARTNERS WHEN USING THE CITY OF ST. JOHN'S LOGO

MEETINGS AND CONVENTIONS

The City of St. John's requests that recipients of assistance for meetings and conventions acknowledge the contribution by the City. This can be achieved by the placement of the City's corporate logo on print materials relating to the meeting or convention, and/or acknowledgement of the City's contribution in speeches or remarks made at your event when other contributors or sponsors are noted.

RECEPTIONS

The City of St. John's requests that it be acknowledged for the contribution to your event. This can be achieved by the placement of the City's corporate logo on print materials relating to the occasion, and/or acknowledgement of the City's contribution in speeches or remarks made at your event when other contributors or sponsors are noted.

ARTS GRANTS

The City of St. John's requests that recipients of arts grants acknowledge, when possible, the contribution by the City. This can be achieved by the placement of the City of St. John's corporate logo on print materials relating to the initiative and/or acknowledgement of the City's contribution in speeches or remarks made at related events when other contributors or sponsors are noted.

OTHER GRANTS AND SUBSIDIES (INCLUDING COMMUNITY GRANTS)

The City of St. John's requests that recipients of grants and subsidies acknowledge the contribution by the City when possible. This can be achieved by the placement of the City's corporate logo on print materials relating to the activity, and/or acknowledgement of the City's contribution in speeches or remarks made at occasions relating to the initiative when other contributors or sponsors are noted.

CITY OF ST. JOHN'S CORPORATE LOGO

The corporate identity for the City of St. John's is presented with clean modern lines and iconic elements which is symbolic of the narrows and sheltered harbour. The use of capital lettering and the subtle underline brings strength to St. John's as a major city. This logo, as seen on the bottom of this page, replaces the City crest.

GUIDELINES FOR THIRD PARTY USE

The image was designed such that it can be used in multiple sizes and formats and anchored with existing program imagery and brands. The logo shall not be altered in any way, and the underline is part of the logo and is not to be removed.

There are specific requirements regarding size and protection zone when using the new Corporate ID.

Minimum size
2" (50.8 mm)





Minimum Size: For best reproduction, the logo should not be smaller than 2" (50.8 mm) wide, from the left edge of the first "s" to the right edge of the last "s".



Protection Zone: The St. John's logo must have a minimum space of the height of the "H" separating it from all other elements (including type, graphics, and other logos). This "H" height should be the height of the "H" in the logo at the size it is being used.

LOGO OPTIONS

Core logo		For use on overall city materials/communications within Newfoundland and Labrador.
National core logo		For use on corporate city materials/communications outside Newfoundland and Labrador but within Canada or where multiple provinces are involved.
International core logo		For use on corporate city materials/communications outside Canada or when multiple countries are involved.

NOTE: The line that appears under the logo is **PART OF THE LOGO** and is not to be removed under any circumstances.

POSITIVE APPLICATION

 One colour positive version

- Black

REVERSE APPLICATION



The logo may be reversed out of any colour that is dark enough to provide good contrast, but these are the preferred applications:

- Black
- Pantone 369

