



Emblem

Standards Manual

<i>Introduction</i>	2
<i>Design Elements</i>	3
<i>Grayscale</i>	4
<i>Reverse Out</i>	5
<i>Solid</i>	6
<i>Colour</i>	7
<i>Space and Proportion</i>	8
<i>More Information</i>	8

Version 3

Updated: November 15, 2007

Introduction



Meaning

The City of Vancouver emblem (logo) conveys a vibrant, livable, healthy and natural city.

The palette captures the predominant colours of our natural environment: blue for the sea and sky that surround our city; and green for the grass, trees and our abundant plant life.

The two overlapping elements in the graphic allude to many Vancouver symbols: budding blossoms; crests of ocean waves and the peaks of mountains; birds in flight; the sails of Canada Place, a prominent city landmark; and the letter V.

The placement of the graphic element against the words “City of Vancouver” suggests a spark or fireworks... a city that is alive and growing.

The emblem, designed by Elaine Ayres, the City’s senior graphic designer, was unanimously adopted by Council on July 18, 2006.

Purpose

The new emblem is for day-to-day use.



The City’s Coat of Arms is reserved for Mayor and Council, and for more formal, ceremonial purposes.

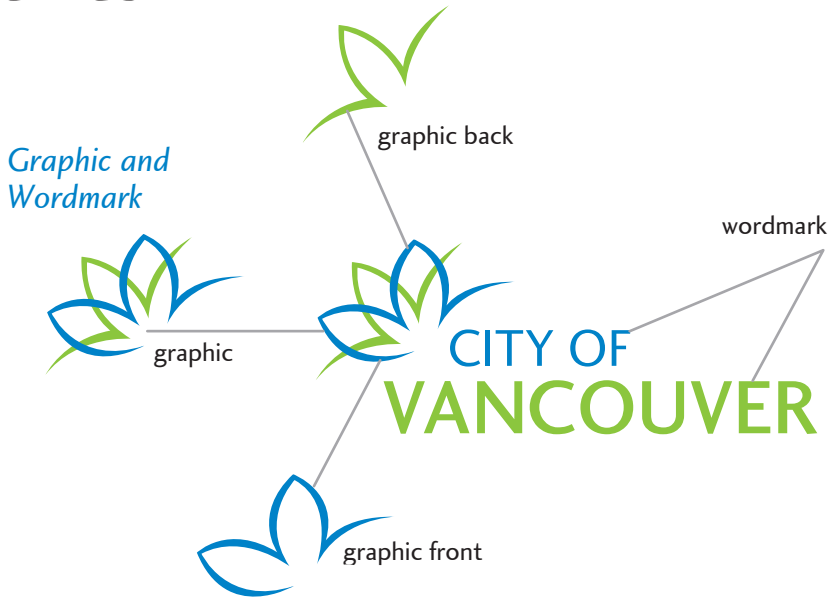


Legal

The emblem and Coat of Arms are the property of the City of Vancouver and are protected by copyright.

Material
The City of Vancouver uses 100% post-consumer stock for its business cards and envelopes.

Design Elements



Consistent Usage

The Graphic and Wordmark must always appear as a unit, in its original form. The emblem cannot be modified in any way.



Font

The font used in the emblem is Charlotte Sans.



Grayscale

The “graphic back” element always appears at 50% black transparency.



On white or light-coloured backgrounds the emblem appears as shown.



Reverse Out with Screen

In reverse out, the “graphic back” element always appears at 65% white transparency.



On black or dark-coloured backgrounds the emblem appears as shown.



Solid

You would use the solid emblem, for applications where a screen cannot be used or won't display properly, for example: faxing, silk screening, etc.



This version would either be 100% solid white or 100% solid black.

On this version, the graphic front and graphic back are not touching, unlike the grayscale or colour versions where they are.




Colour

Pantone (Two-Colour)

When the emblem appears in colour, it must be Pantone 3005 (blue) and Pantone 376 (green). Both Pantone colours appear at 100%.



Process (Four-Colour)

	Cyan	100
	Magenta	34
	Yellow	0
	Black	2

	Cyan	50
	Magenta	0
	Yellow	100
	Black	0

Web

	Red	0
	Green	129
	Blue	197

	Red	102
	Green	204
	Blue	0

One-Colour

If printing in one colour only, then the emblem can appear in that colour, although this usage is not preferred.

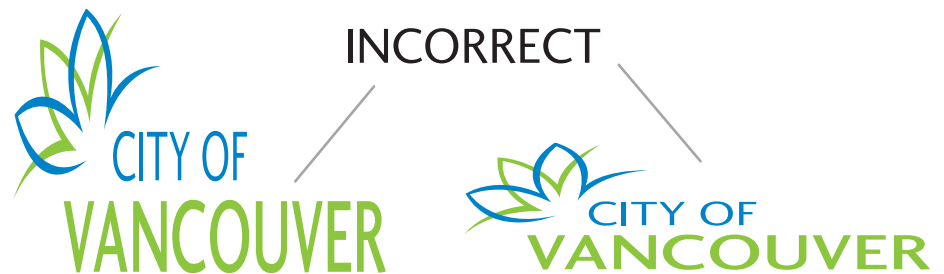


Space

The space around the emblem should be equal to the width of the “O” in the word “VANCOUVER”.



Proportion



Be careful to avoid distorting the emblem either vertically or horizontally.

More Information

For questions about these graphic standards, contact:

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