Guidelines for the Usage of the SGC Logo

OFFICIAL COLOURS & FONT

Green: HEX #339900
                         CMYK   67, 0, 100, 40

Red: HEX #cc0000   CMYK   0, 100, 100, 20

Gold: HEX #ff9900   CMYK   0, 40, 100, 0

Font: Myriad Pro

LOGO OPTIONS

The logo can be used with the official colours, inverted (white), in black or in gray scale.

full colour

inverted

black

grey scale

SIZING & CLEAR SPACE

The logo must be reproduced at an appropriate size to maintain legibility. Standard measure should be a minimum of the logo should be 0.5". This will guarantee that the text is legible.

The logo and all of its elements must be surrounded by minimum open space from other text, as indicated in the example below. Y is the width of the logo.

Example: If Y is 8 cm, then there should be a clear space of 1 cm around the logo.

IMPROPER USAGE

Except for resizing the logo, other alterations and modifications of the logo are not permitted. Do not outline or add drop shadow.

Do not distort, ensure even scaling.

Do not change colours.

Do not crowd logos.

Do not use full colour logo on green, red or yellow background. Use inverted (white) or black option.

RECOGNIZE YOUR FUNDER

To recognize you funder, please add the logo to your material. Examples are, but not limited to:

- Brochures
- Posters
- Flyers
- Event programs
- Newsletters
- Social media sites and websites

WHERE TO GET LOGOS

The SGC logo files are available from the office.

SASKCULTURE/SASKLOTTERIES LOGOS

The SaskCulture and SaskLotteries logo should be used as well. Review their guidelines at
http://www.saskculture.ca/programs/funding-programs/recognize-your-funder