



BRAND **GUIDELINES**

TOURISM

vaughan



This document is an essential tool that outlines how to mobilize the visual components of the City of Vaughan's tourism brand. It guides businesses, partners, and affiliates on how to appropriately use our marks, colours, and typefaces – and used correctly – will secure brand continuity across media channels and marketing materials.

For further clarification on this guide, or to access brand files, please contact:

Tourism, Arts & Cultural Development
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905-832-8526

Introduction

PRIMARY LOGO



SECONDARY LOGO





TOURISM

vaughan



TOURISM

vaughan



TOURISM

vaughan



TOURISM

vaughan

Sizing Restrictions

For sizing restrictions, I wonder if we broaden a touch? 'Our vertical logo should never appear smaller than 1.25 inches wide, while our horizontal variation should never be smaller than 2 inches wide.'



Space to Breathe

In order to maintain the visual integrity of our brands, we need to give each logo space to breathe. This space can be represented by the measurement 'X'. Each logo should have at least X amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



Logo Dont's



X Please don't use new letters



X Please don't give it a makeover



X Please don't flip it upside down or position it diagonally



X Please don't squish or stretch it



X Please don't leave it somewhere congested

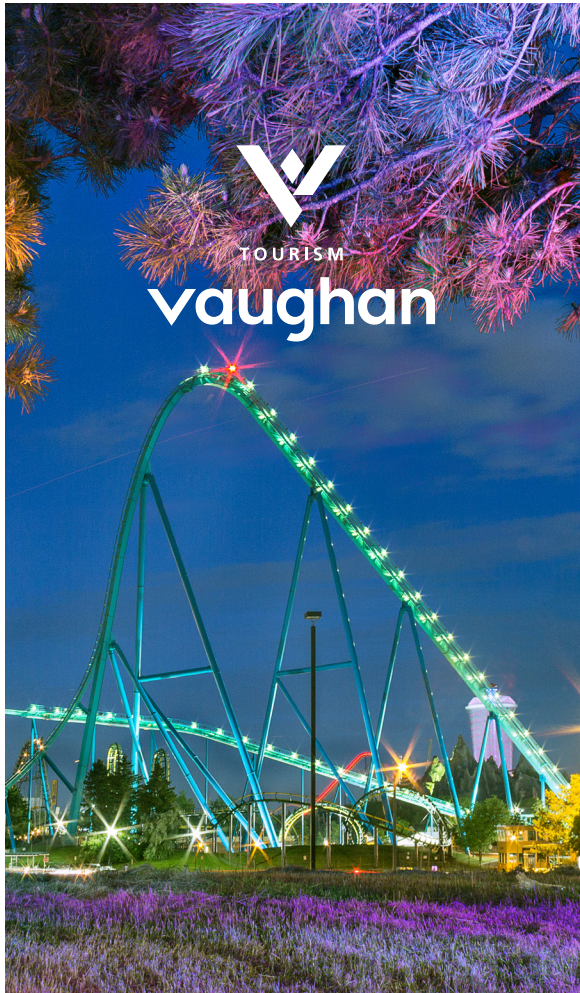


Co-branding and Sponsorship

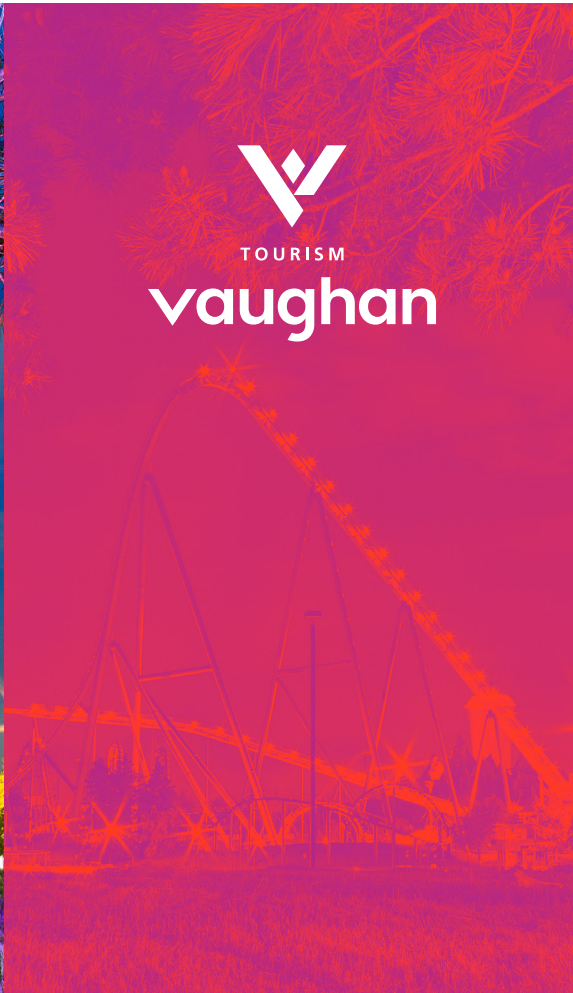
If or when our logo is being partnered alongside others, it should be sized so that it's visually equal and spaced a comfortable, equal width apart from the others.

Integration with Imagery

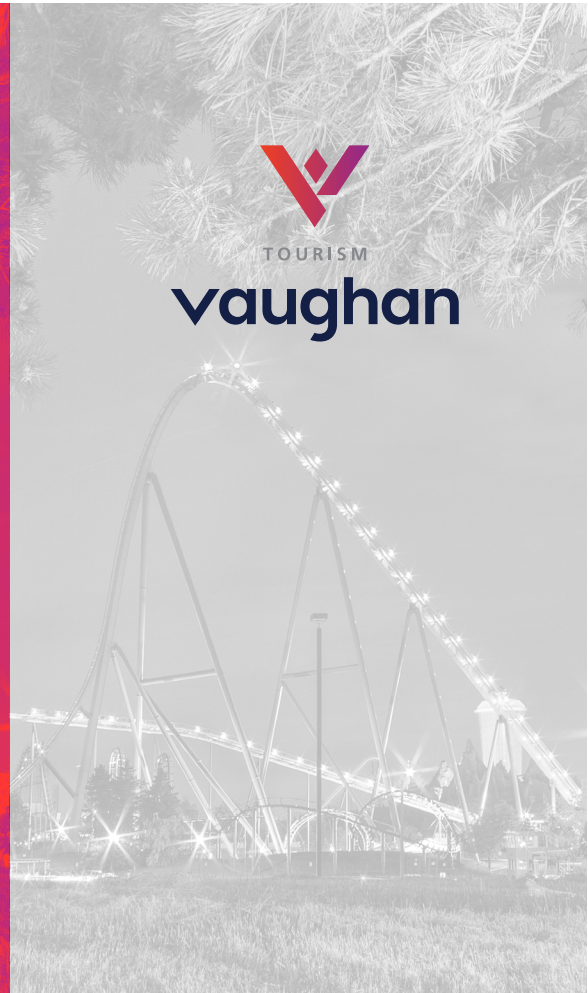
Our logo is designed to work with and within the imagery surrounding it. Although images should stray from being too busy, they can be either:



Full colour



Gradient mapped



Black and white