

YORK REGION LOGO USE

STYLE GUIDE FOR FUNDED AGENCIES

The Regional Municipality of York logo consists of the York Region name and the rising star above the wordmark. The York Region logo must be used as a whole and not separated.

Logo use

The logo must be easily visible and positioned properly to accurately reflect that it is a York Region product or service.

Corporate colour

Pantone: PMS 287C Blue

CMYK: 100% 65% 0% 5%

RGB: 0 84 155

Hex: #00539B

Three approved logo colours are as follows:
Corporate blue (values above), black and white.
No other colours are to be used.



Safety area

The safety area refers to the amount of white space surrounding the logo. The size minimum of the safety area should be no less than the height of the "Y" in "York."

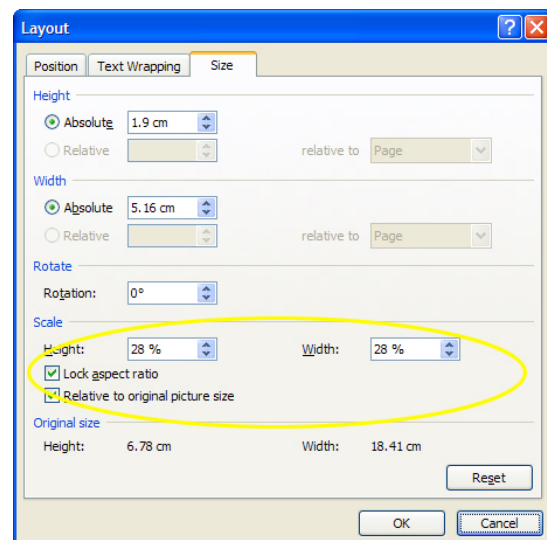


Size

Print: The logo must be at least .75 inches in width

Online: The size of the logo must be at least 96 pixels wide with a resolution of 72 pixels per inch (PPI)

The size of the logo may increase or decrease proportionally, but should not be reproduced at an unreadable size. When changing the size of the logo, ensure that it is scaled proportionally.



Placement

The York Region logo:

- Must appear prominently on all communication products
- Must be located below or to the right of the funding statement; "Funded by The Regional Municipality of York".
- Should be placed on the bottom right (preferred placement) or bottom centre on promotional materials.

Funded by
The Regional Municipality of York



Funded by
The Regional
Municipality of York



York Region support for an organization-led initiative

Example: A United Way program that is funded by York Region is sending out invitations for an event.

Two options for preferred logo placement:



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The Regional Municipality of York



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