City of north vancouver

Logo Usage Quicksheet

For questions regarding logo usage or if you require a logo file, please contact the City of North Vancouver Communications Office at communications@cnv.org.

MINIMUM SIZE

Use the standard logo at the minimum width of 0.375".

0.375"

city of north vancouver

SACRED AREA

The sacred area is the area around the logo where no type or imagery should enter. This area is equal to half the height of the logo on all 4 sides.

LOGO COLOUR PALETTE

PMS 7460   PMS 362   Black

Colour	PMS (offset press)	CMYK (laser printing)	RGB (digital use)	HEX (for web)
CNV Blue	7460	100-32-15-0	0-133-183	0085B7
CNV Green	362	75-15-100-0	76-157-42	4C9D2A
Black	-	0-0-0-100	0-0-0	000000

TYPOGRAPHY

Applications using Microsoft Office use the Arial font family. All other collateral materials use Open Sans or Helvetica Neue

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USING THE LOGO WITH OTHER MARKS

Using a line no less distance than the specified sacred area, other logos should be placed an equal distance from the line on the right of the City of North Vancouver logo and be no larger than the height of it.

city of north vancouver | BRITISH COLUMBIA

LOGO FORMATS

Logos come in EPS and PNG formats. EPS can be scaled infinitely, and is the preferred version for use. PNG is for use in electronic and web applications.

(FOR OFFSET PRESS)

city of north vancouver
CNV_logo_PMS

(FOR LASER PRINTING)

city of north vancouver
CNV_logo_CMYK

(FOR B&W PRINTING)

city of north vancouver
CNV_logo_K

city of north vancouver
CNV_logo_reverse

LOGO DO'S & DON'TS

Never place the logo over a busy image.
Use a wide swatch of very dark or light colour.

When using the logo over single colours use the black or white versions only.

Never stretch or squish the logo, use only with original proportions.

Never place a white box behind the logo.