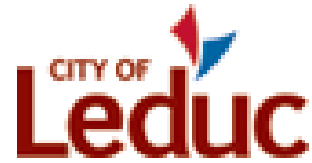


INCORRECT SIGNATURE USES

Inconsistent use of the signature will lessen its distinctiveness and diminish its value. In fact, an improperly used signature may no longer be protected by law and the owner may lose the signature entirely. Below are some examples of incorrect use of signature.



Do not use a low-resolution version of the artwork



Do not distort the signature proportions



Do not change the approved signature size relations



Do not change signature type font



Do not change the approved signature colours



Do not rotate the signature



Do not use a drop shadow



Do not rearrange signature elements



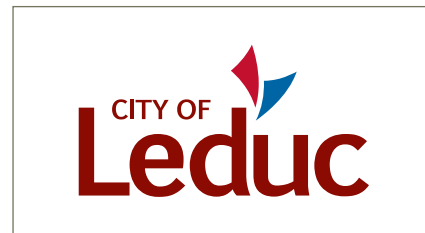
Do not use the signature in outlines



Do not reduce the signature to a size that interferes with the legibility.



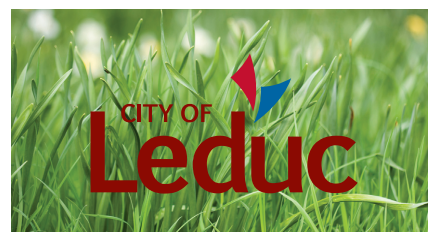
Do not screen the colours of the signature



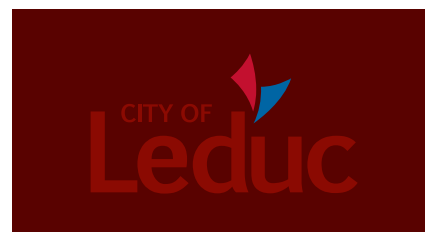
Do not box the signature



Do not add a containing shape to the signature



Do not place the signature on a background that interferes with the legibility



Ensure there is enough contrast between the signature and the background colour

IDENTITY QUICK REFERENCE GUIDE

www.leduc.standardsguide.ca

The Corporate Identity for City of Leduc is a valuable asset that distinguishes it from other organizations. When used properly and consistently the corporate identity will strengthen the overall brand; building awareness and viewer recognition.

The signature is the single most important element of the Corporate Identity and it is imperative that its integrity is protected and managed well. This quick guide explains the proper use and display of the City of Leduc signature within the Corporate Identity program. Use this guide as a reference when using the signature in any communication efforts.

APPROVED FORMATS

4 Colour



1 Colour Black



White Reverse*



NOTE: Any other configuration of the signature is not authorized for use.

* When using the signature on a coloured background, please use the white reverse signature. Do not place the signature on a white box.

APPROVED COLOURS

Colour is a critical element in creating a memorable and lasting identity. Using the approved colour palettes will lend consistency to City of Leduc communications.

Primary Colours

The primary colour palette is made up of the dark red, light red and blue used in the City of Leduc signature and must be used in all communication pieces.

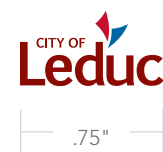
PANTONE® 188			PANTONE® 187			PANTONE® 301		
CMYK	RGB	WEB	CMYK	RGB	WEB	CMYK	RGB	WEB
0	139	8B	0	196	C4	100	0	00
97	15	0F	100	18	12	45	101	65
100	4	04	79	48	30	0	164	A4
50			20			18		

NOTE: Do not use this reproduction for colour matching. Please refer to the colour mixes.

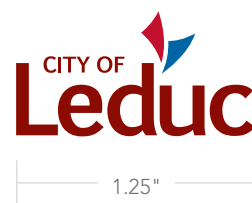
RESIZING REQUIREMENTS

The signature may be resized to be as large as you require. It may also be sized smaller, as long as all components of the signature remains easily readable.

The minimum width of the signature is 19.05mm (.75in). For web applications, the minimum size is 90 pixels (1.25in).



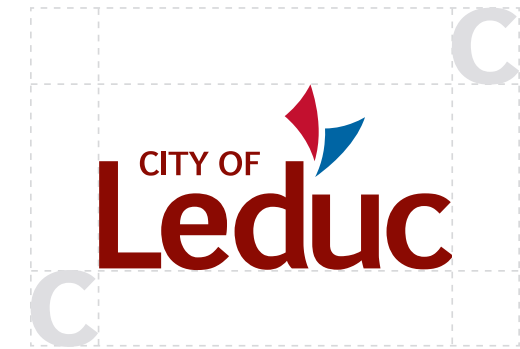
Print



Screen

SIZE REQUIREMENTS

Minimum required white space between signature and edge of paper or other graphics is the height of the letter 'C' in "Leduc."



RECOMMENDED FILE FORMATS

The City of Leduc signatures are available in EPS, TIF, JPG and PNG formats. The chart on the right will guide you in choosing the appropriate file format for you needs.

The signature is available in a variety of file formats. To download go to www.leduc.standardsguide.ca.

- EPS**
 - is a vector graphic and can be resized without distortion or loss of detail
 - preferred format for printing presses and sign production
- TIF**
 - large file size
 - good quality, loses detail when enlarged
 - supported by many programs
- JPEG**
 - smaller file size
 - loses detail when enlarged
 - preferred format for internal documents and online use
- PNG**
 - very small file size
 - loses detail when enlarged
 - preferred format for MS Office documents, PowerPoint and online use

Authorization to use the logo on any printed, electronic or promotional material is restricted to the purposes outlined in the Identity Standards Guide. Permission to use the logo for other purposes must be obtained from the City of Leduc Communications Department.

TYPE OF PROJECT	EPS	TIF	JPG	PNG
Banners	●	●		
Business Cards	Not permitted - must be produced by official printer			
Environmental Graphics	●			
Letterhead	Not permitted - must be produced by official printer			
Envelope	Not permitted - must be produced by official printer			
Newsletters	●	●	●	
Newspapers	●		●	
Offset Printing	●			
Posters	●	●	●	
Videos	●			
Vinyl Output	●			
Webpages			●	●
Promotional Items	●		●	
Signs	●			

TYPE OF SOFTWARE	EPS	TIFF	JPG	PNG
Word			●	●
PowerPoint			●	●
Publisher, InDesign	●	●		
Illustrator, Corel Draw	●			
Dreamweaver, FrontPage			●	●