

Approved Formats:

When implementing the new 'LEDUC' signature on your taxi, use a sans-serif font in all capital letters, in either 100% black or white (depending on the background). Some approved fonts that we recommend include:

- **Arial Bold**
- **Avenir Heavy**
- **Calibri**
- **Myriad Bold**

1 Colour Black - example

LEDUC

White Reverse - example

LEDUC

**When using the signature on a coloured background, please use the white reverse signature.*

Size Requirements:

Minimum required white space between signature and edge of taxi sign is the width of the gap located between the ascenders on the letter **U**.

Gap between
U ascenders

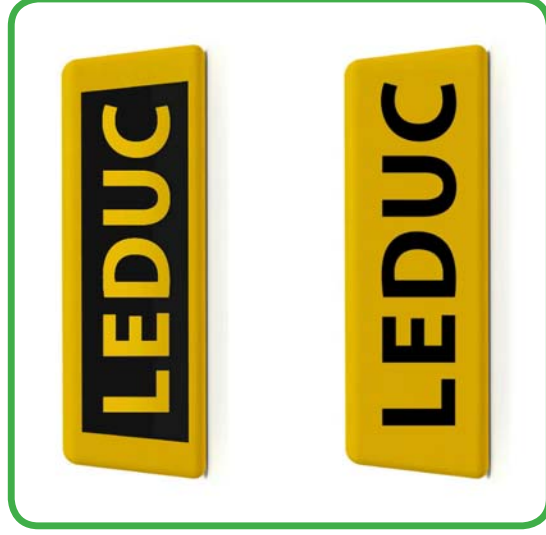
LEDUC

Proper Usage Examples:

Please use the examples below as a quick reference on how to properly implement the 'LEDUC' word mark on your taxi.



RIGHT



WRONG



Do not use decorative fonts

Leave sufficient margins around text

Do not use low-resolution graphics

Recommended File Formats:

Most printers will prefer a vector (EPS or Ai) file format when printing graphics. The City will provide you with a standard 'LEDUC' black and white logo in this approved file format. In some cases, a high-resolution TIF or JPEG can be used, however it must be clear and readable.

Top Light Standard:

The top light must be lit and be a minimum of 400mm long. The Leduc signature must be visible from the front of the vehicle.

