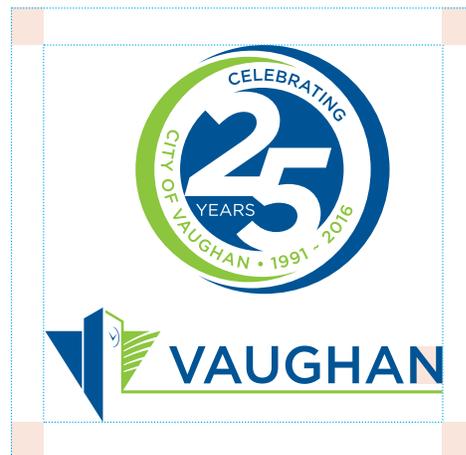## City of Vaughan, Vaughan 25 Logo

## General Guidelines

The Vaughan 25 logo is to be used together with the current corporate City of Vaughan logo for a one-year period beginning January 1, 2016 ending December 31, 2016.

This combination logo is required to appear on print, digital and web communications to commemorate the City of Vaughan's 25th anniversary.

Depending upon the available space, this commemorative logo can be used in a horizontal or vertical format.

To achieve maximum impact and ensure the logo stands out clearly from its environment, there is a protection space which must be kept free of any graphic or typographic elements.

The measure of the protection space around the logo is determined by the square within which the letter "N" is inscribed.

## Improper Usage

To successfully reinforce the corporate identity, it is important that the City of Vaughan logo is presented accurately.

Under no circumstance should any component of the logo be redrawn, modified or altered in any way.

To ensure its legibility, do not reproduce the combined logo where the total width of the logo is less than 2 1/2 inches.

For website applications, the minimum logo width for the horizontal format is 230 pixels at 72 dpi. The minimum pixel width at 72 dpi for the vertical format is 137.

**The circular commemorative logo, logo clock tower and triangle graphic cannot be used as a stand-alone image.**

## Co-Branding

When placing the City's logo with a partner's logo(s), the Vaughan logo must be placed beside the other logo(s) and at an equivalent size.

**Do not** enclose the logo in a box unless the box is outside the required protection space.

**Do not** change the official colours of the positive logo.

**Do not** distort, stretch, skew or rotate the logo.

**Do not** create an outline around the logo.

**Do not** position logo on backgrounds that are textured or have insufficient contrast.

Positive
Full Colour:

Positive
One Colour:

Reversed
One Colour: