REGIONAL DISTRICT OF NANAIMO

Graphic Standards

HORIZONTAL VERSION

RDN_logo-H

The purpose of this standards manual is to provide staff and graphic vendors with guidelines for use of the Regional District of Nanaimo logo, colours and fonts properly across a variety of media.

VERTICAL VERSION

RDN_logo-V

For layouts and applications where a the primary logo (horozontal format) does not fit well, use the vertical or stacked verson of the logo.

Note - For legibility, do not reduce the logo smaller than 1” in height.

EVENING SKY

MOUNTAIN GREEN

OCEAN BLUE

REGIONAL DISTRICT OF NANAIMO

COLOURS

BLUE
PANTONE® #301C
CMYK - 100/34/0/40
RGB - 0/82/147
HTML - 005293

Printing on Uncoated
PANTONE® #2945U
CMYK - 100/34/0/20

GREEN
PANTONE® #362C
CMYK - 70/0/80/10
RGB - 63/156/53
HTML - 3F9C35

Printing on Uncoated
PANTONE® #369U
CMYK - 60/0/80/0

BLUE
50% PANTONE® #301C
CMYK - 50/15/0/20
RGB - 112/144/183
HTML - 7090B7

Printing on Uncoated
50% PANTONE® #2945U
CMYK - 50/5/0/10

SECONDARY COLOURS

ACTION (ORANGE)
PANTONE® #144C
CMYK - 0/52/100/0
RGB - 233/131/0
HTML - E98300

Printing on Uncoated
PANTONE® #130U
CMYK - 0/25/100/0

ACTION (CRANBERRY)
PANTONE® #206C
CMYK - 0/100/48/0
RGB - 203/0/68
HTML - CB0044

Printing on Uncoated
PANTONE® #1935U
CMYK - 0/100/45/0

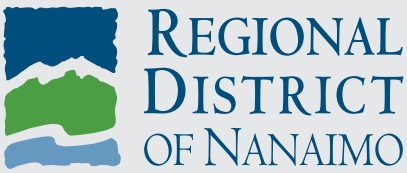
NEUTRAL (CLOUD)
#Warm Grey 1C
CMYK - 15/12/17/0
RGB - 230/229/216
HTML - E6E5D8

Printing on Uncoated
#Warm Grey 1U
CMYK - 15/12/17/0

COLOUR VERSIONS

To ensure adequate brand recognition, the logo is only to be placed on a white, grey, corporate blue or corporate green background.
Allowed shades and colour combinations are as follows:

COLOUR: REGULAR



GREY BACKGROUND MAXIMUM10% BLACK

COLOUR: REVERSE APPLICATIONS

GREY BACKGROUND MINIMUM 70% BLACK

BLACK BACKGROUND

BLUE BACKGROUND MINIMUM 70%

BLUE BACKGROUND

GREEN BACKGROUND MINIMUM 80%

GREEN BACKGROUND

MONOCHROME VERSIONS

BLACK INCLUDING SCREENS OF BLACK

EVENING SKY

MOUNTAIN

OCEAN

COLOURS

100% BLACK (K)

80% BLACK (K)

50% BLACK (K)

NON SCREEN VERSION

For certain non screening applications (i.e. fax) an all black version of the logo is to be used.

COLOUR: ALL BLACK, NO SCREEN

LICENSED OPTION - fonts for purchase

PRIMARY*, Use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, identifiers (cut-lines), or dense body copy.

SECONDARY*, Use for body copy text, secondary headlines, captions, or callouts.

CALIBRI

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 1234567890

Regular
Italic
Bold
Bold Italic

Times

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstu
vwxyz 1234567890

Regular
Italic
Bold
Bold Italic

50 YEAR MARK

To recognize this historic milestone, the following marks can be used. Similar brand application guildelines form this document must be adhered to.

Full Colour

Black

Grayscale

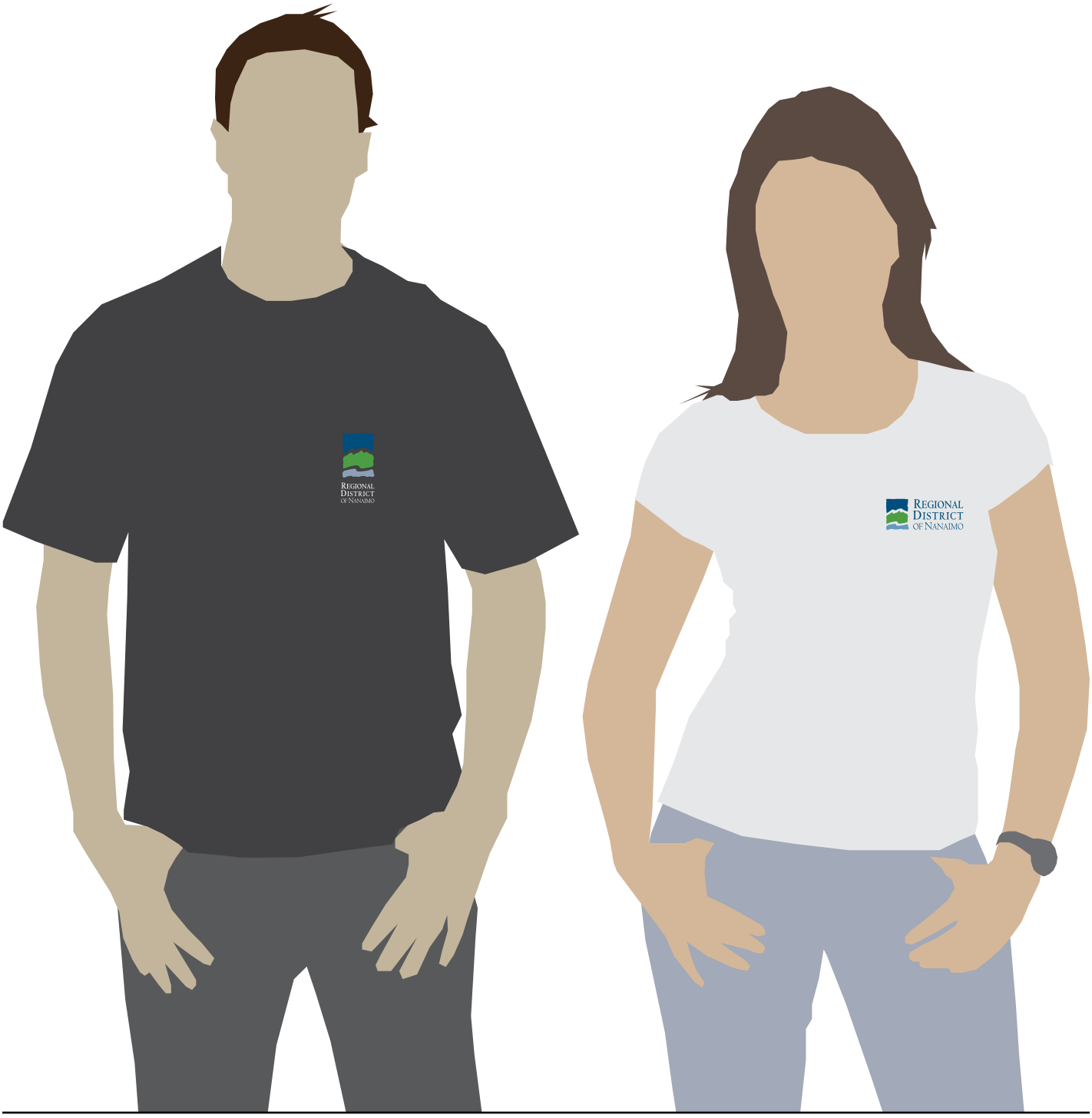
LAPEL PINS

For lapel pins we reccomend soft enamel die-struck pins for high volume hand-outs, and die struck brass with optional gold plating for retirements and VIP recipients.

1″

GARMENTS

When screenprinting or embroidering, the full colour version can be used on white shirts but a white release needs to be added when decorating on dark garments. Prefered location is left chest. Alternately the left sleeve can be decorated where a safety vest may cover the logo. This placement applies to T-shirts, polos, hoodies and jackets. Refer to illustration below and detail to the right.



FILE STRUCTURE

Logo	File Name	Detail	Application
Logo - Horizontal			
	RDN-4C-H.ai	Colour logo	Process printing on coated papers (Glossy)
	RDN-Blk-H.ai	All black logo	Fax, vinyl
	RDN-2C-H.ai	Colour logo	To be used when printing with spot colours (Pantone inks) on coated papers
	RDN-Greyscale-H.ai	Greyscale logo	To be used when printing with a laser printer on coated paper with black only (i.e. in house photocopying)
	RDN_RGB-H.jpg	Colour logo	Screen application like website or Office documents (Word, Power Point)
	RDN-REV-H.ai	Logo all white	When printing one colour on dark background (knock-out)

Logo	File Name	Detail	Application
Logo - Horizontal - UNCOATED APPLICATIONS			
	RDN-4C-UNCOATED-H.ai	Colour logo	Process printing on uncoated papers
	RDN-2C-UNCOATED-H.ai	Colour logo	To be used when printing with spot colours (Pantone inks) on uncoated papers
	RDN-Greyscale-UNCOATED-H.ai	Greyscale logo	To be used when printing with a laser printer on uncoated paper with black only (i.e. in house photocopying on Bond)

50 YEAR MARK

File structure wil be the same as above and on the facing page except with -50 added after.
i.e. RDN-4C-H.ai will be RDN-4C-H-50.ai

FILE STRUCTURE

Logo	File Name	Detail	Application
Logo - Vertical			
	RDN-4C-V.ai	Colour logo	Process printing on coated papers (Glossy)
	RDN-Blk-V.ai	All black logo	Fax, vinyl
	RDN-2C-V.ai	Colour logo	To be used when printing with spot colours (Pantone inks) on coated papers
	RDN-Greyscale-V.ai	Greyscale logo	To be used when printing with a laser printer on coated paper with black only (i.e. in house photocopying)
	RDN_RGB-V.jpg	Colour logo	Screen application like website or Office documents (Word, Power Point)
	RDN-REV-V.ai	Logo all white	When printing one colour on dark background (knock-out)

Logo	File Name	Detail	Application
Logo - Vertical - UNCOATED APPLICATIONS			
	RDN-4C-UNCOATED-V.ai	Colour logo	Process printing on uncoated papers
	RDN-2C-UNCOATED-V.ai	Colour logo	To be used when printing with spot colours (Pantone inks) on uncoated papers
	RDN-Greyscale-UNCOATED-V.ai	Greyscale logo	To be used when printing with a laser printer on uncoated paper with black only (i.e. in house photocopying on Bond)

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PREPARED BY

Primal

design@primalcommunications.com
www.primalcommunications.com