Lower Mainland Christmas Bureau

Logo & Brand Identity Guidelines : Colour & Font

Colour

The colour version is the primary logo for use in all applications except B&W.

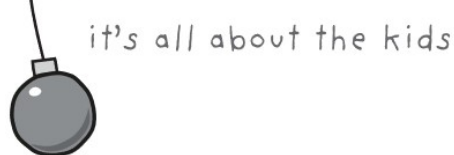Do not change, alter, or modify any part of the logo.

Lower Mainland Christmas Bureau
it's all about the kids

Greyscale

The greyscale version can be used for B/W print reproduction, where a finer halftone screen is used.

Lower Mainland Christmas Bureau
it's all about the kids

Font Usage:

Providence Sans is used for: Lower Mainland Christmas Bureau and the tag-line.

As well it is also used for text on business cards and stationery applications.

Providence Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^¢*()

Do not resize or change the position of the logomark.

Do not use any other font, no matter how close it might look to Providence Sans

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

Lower Mainland Christmas Bureau

Logo & Brand Identity Guidelines : Colour Specifications

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Pantone 53-16U
PROCESS C21 M100 Y94 K12
SCREEN R177 G26 B41

it's all about the kids

Pantone 52-16U
PROCESS C9 M100 Y85 K1
RGB R216 G36 B53

Pantone 179-3U
PROCESS C17 M12 Y12 K0
RGB R209 G211 B212

Pantone 179-16U
PROCESS C0 M0 Y0 K100
RGB R29 G29 B27

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