

## The Calgary Arts Development Logo: Usage Guidelines

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The Calgary Arts Development logo, with its weave design, illustrates how the fabric of Calgary is created by citizens, arts organization, and artists who are connected, working, and living together.

In order to preserve presentation clarity, please follow these rules and guidelines when applying the Calgary Arts Development logo to any published material.

### The Logo

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The standard Calgary Arts Development logo is used on any background that is lighter than 50% grey.



This inverted version may be applied on backgrounds darker than 50% grey, although the surrounding border also makes it appropriate for lighter backgrounds.



The outline of the rounded rectangle must always be visible in presentation.



In black and white reproduction, use the black and white version of the logo.

## Clear Space



## Colours



Pantone® 1665  
CMYK: 3, 68, 91, 0  
RGB: 238, 115, 50  
HEX: #ee7332



Pantone® 429  
CMYK: 32, 21, 18, 4  
RGB: 170, 180, 188  
HEX: #aab4bc



Pantone® Black  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000