A Corporate **STANDARDS GUIDE**
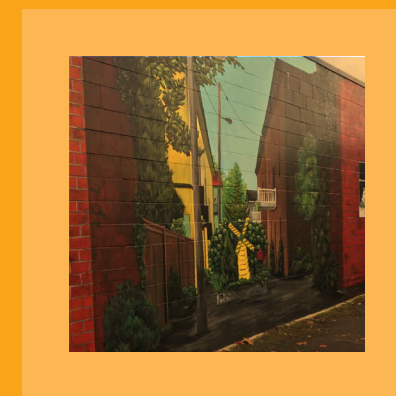
Discover
Langley City
Experience the wonder.

The LOGO

Discover
Langley City
Experience the wonder.

LOGO MEANING

The DLC logo focuses on the lifestyle and heart beat of the community. The coming together of talent, skill and imagination provides the perfect formula for one to experience the unexpected. The energized stretching figure represents unlimited inspirations that are only possible because of the network created by the heart & soul of the people who are part of The City.

How to use the logo

Vertical format with tagline

This preferred version of the logo is to be used under the following circumstances:

a)   When used in all communication platforms such as video and print communications.

b)   When used in multimedia platforms such as video, whereas the positioning line appears separately as its own entity for emphasis.

Horizontal format with tagline

This version of the logo is to be used under the following circumstances:

a)   When space restrictions occur such as the DLC website masthead.

Logo VARIATIONS + INTEGRITY

SPOT + CMYK + SINGLE COLOUR
THE DO'S + DON'T OF LOGO USE
SOCIAL MEDIA LOGO VARIATIONS

LOGO CLEARANCE
LOGO SIZE RESTRICTIONS

4 Colour + Spot (Pantone) Logo Variations

HORIZONTAL LOGO WITH TAG

HORIZONTAL LOGO WITHOUT TAG

VERTICAL LOGO WITH TAG

VERTICAL LOGO WITHOUT TAG

Reverse 4 Colour + Spot (Pantone) Logo Variations

HORIZONTAL LOGO WITH TAG

HORIZONTAL LOGO WITHOUT TAG

VERTICAL LOGO WITH TAG

VERTICAL LOGO WITHOUT TAG

Single Colour Horizontal Logo Variations

HORIZONTAL LOGO WITH TAG

HORIZONTAL LOGO WITHOUT TAG

Single Colour Vertical Logo Variations

VERTICAL LOGO WITH TAG

VERTICAL LOGO WITHOUT TAG

Reverse white Logo Variations

REVERSE HORIZONTAL LOGO WITH TAG

REVERSE HORIZONTAL LOGO WITHOUT TAG

REVERSE HORIZONTAL LOGO WITHOUT TAG

REVERSE VERTICAL LOGO WITHOUT TAG

Reverse Black + White Logo Variations

REVERSE HORIZONTAL LOGO WITH TAG

REVERSE HORIZONTAL LOGO WITHOUT TAG

REVERSE HORIZONTAL LOGO WITHOUT TAG

REVERSE VERTICAL LOGO WITHOUT TAG

Social media Logo Variations

When to Use Logo

This version of the DLC is to be used only for social media platforms such as: Facebook, Instagram and Twitter. The DLC logo for social media has qualities that are different than the logo used for print. The tagline is centered plus 10% larger and the icon has a thicker stroke.
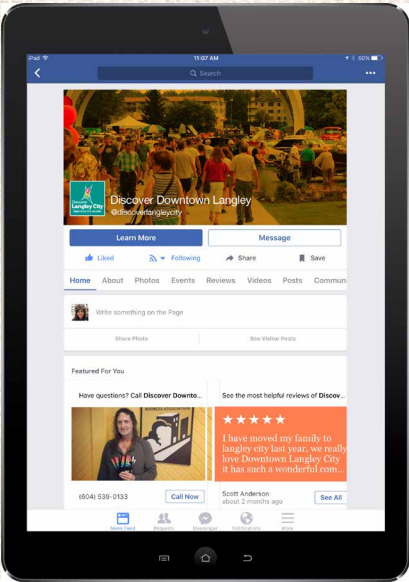
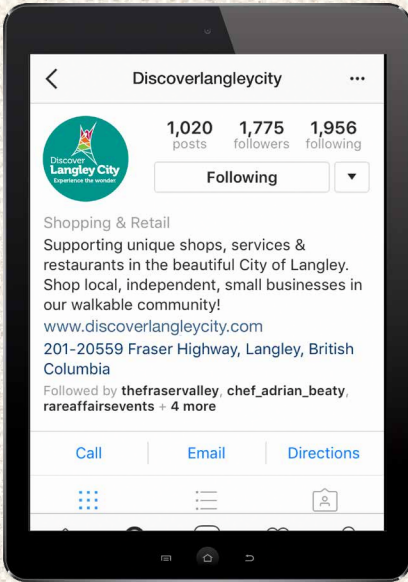Preferred version for DLC website

Social media

PREFERRED VERSION FOR SOCIAL MEDIA
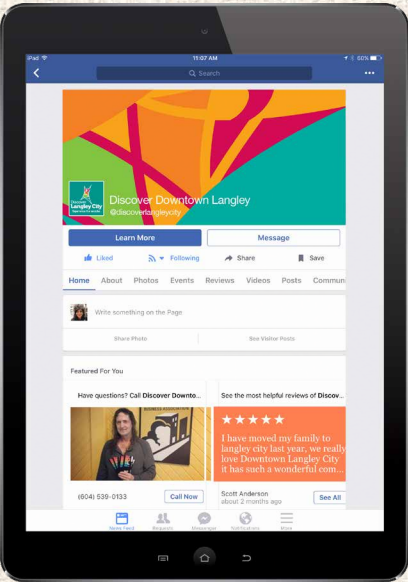
FACEBOOK Option 1

FACEBOOK Option 2

INSTAGRAM

The Do's + Don'ts of Logo Use

Maintaining Logo Integrity.

Not to be placed in white box on dark back ground.

Do not place over a pattern or dark, or complex photo. Find the least busiest area of the photo instead.

Do not space out letters, apply 3D qualities or special effects.

No pattern or graphic placed inside logo elements.

Text positioning & element relationship not to be altered.

Logo colours is not to change outside brand palette.

Logo Clearance

Clearance

MINIMUM CLEARANCE AREA

In order to enhance the impact and legibility of the Discover Langley City logo a minimum area should remain free of all graphics elements and text.

Margins at the top and bottom of the corporate zone are "1x" and are represented by the capital letter "C" in "City". This is the amount of space that should be left clear at all times.

Logo Size Restrictions

Minimum Size Restrictions

In order to maintain the legibility of the Discover Langley City logo a minimum size has been established. The logo must never be reproduced smaller than indicated below. This applies to both the logo with and without the tagline.

VERTICAL LOGO

Minimum size width	Cm	Inches	Pixels
With tagline	4.0217 cm	1.5833 "	114 px

HORIZONTAL LOGO

Minimum size width	Cm	Inches	Pixels
With tagline	2.5452 cm	1"	72.147 px

Colour **PALETTE**

Colour Palette

Primary + secondary with specifications

PRIMARY COLOUR PALETTE

Name	Pantone Number	CMYK	RGB	HTML Hex Code
Energy	Pantone 7636	C0 M100 Y45 K12	R188 G32 B75	BC204B
Joy	Pantone 137	C0 M41 Y100 K0	R255 G163 B0	FFA300
Inspire	Pantone 3272	C94 M0 Y48 K0	R0 G150 B139	00A499
Youth	Pantone 376	C54 M0 Y100 K0	R132 G189 B0	84BD00
Connect	Pantone 1585	C0 M61 Y97 K0	R255 G106 B19	FF6A13

PMS 180	PMS 5635	PMS 3135	PMS 123	PMS 5615
Energy	Joy	Inspire	Youth	Connect
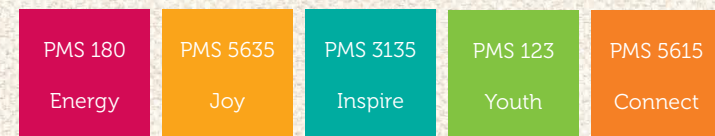
SECONDARY COLOUR PALETTE

Name	Pantone Number	CMYK	RGB	HTML Hex Code
Ambition	N/A	C0 M0 Y0 K100	N/A	N/A
Strength	Pantone 7545	C58 M32 Y18 K54	R66 G85 B99	425563
Honest	Pantone 3308	C94 M28 Y74 K73	R3 G70 B56	034638
Earth	Pantone 469	C124 M79 Y100 K73	R105 G63 B35	693F23

Black	PMS 7545	PMS 3308	PMS 469
Drive	Strength	Honest	Strength
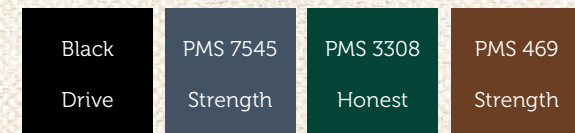
Font FAMILY

Font Family

Primary + Secondary

PRIMARY FONT
MUSEO

This font is to be used for all communication including but not limited to: print and digital communications, signage & video titles, etc.

Headline	**Museo 700** *Museo 700 italic*
Dramatic Headlines	Museo 100 *Museo 100 italic*
Subheads	**Museo 500** *Museo 500 italic*
Body emphasis	Museo 300 *Museo 300 italic*
Body text & Headlines	Museo 100 *Museo 100 italic*

SECONDARY FONT
BITTER

When the font Museo is unavailable, Bitter may be substituted for both print and online applications.

Headline	**Bitter bold**
Subheads	**Bitter Bold**
Body emphasis	**Bitter Bold**
Body text	Bitter Regular *Bitter Regular italic*

Font Family

Primary

Museo 100

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

Museo 100 italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

Museo 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

Museo 300 italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

Museo 500

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

Museo 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10