PRIMARY LOGO

PREFERRED VERSION - "VRCA Logo"

VRCA
Vancouver Regional Construction Association

ALTERNATE 1 - "VRCA Horizontal"

VRCA Vancouver Regional
Construction Association

ALTERNATE 2 - "Logo Only"

VRCA

CLEAR SPACE

Blue indicates Clear Space The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the upercase letters - "Vancouver Regional Construction Association" known as the 'x-height'.)
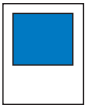
COLOURS AND MINIMUM SIZES

COLOUR LOGO STYLE

VRCA
Vancouver Regional Construction Association

COLOURS

PMS 300	Black
C100 M44 Y0 K0	C0 M0 Y0 K100
R9 G90 B165	R0 G0 B0
#095AA5	#000000

1 COLOUR LOGO STYLE

VRCA
Vancouver Regional Construction Association

VRCA
Vancouver Regional Construction Association

MINIMUM LOGO WIDTH PRINT

VRCA
15mm
WITHOUT FULL NAME

VRCA Vancouver Regional
Construction Association
35mm
WITH FULL NAME BELOW
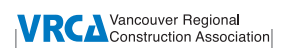
VRCA
Vancouver Regional Construction Association
40mm
WITH FULL NAME BELOW (PREFERRED)

MINIMUM LOGO WIDTH SCREEN

VRCA
42px
WITHOUT FULL NAME

VRCA Vancouver Regional
Construction Association
96px
WITH FULL NAME BELOW

VRCA
Vancouver Regional Construction Association
100px
WITH FULL NAME BELOW (PREFERRED)

USAGE GUIDELINES

DO: USE THE LOGO ACCORDING TO SPECIFICATIONS

DO NOT: STRETCH

DO NOT: ROTATE

DO NOT: CONDENSE

DO: PLACE THE LOGO ON APPROPRIATE PHOTOS

DO NOT: PLACE ON BUSY BACKGROUND

DO: PLACE OTHER LOGOS OUTSIDE OF CLEAR SPACE

DO NOT: PLACE OTHER LOGOS WITHIN CLEAR SPACE

DO: USE THE REVERSE VERSION WHEN REQUIRED

DO NOT: PLACE ON CLASHING COLOUR