

# Shaw) Centre

Logo Usage & Application Guideline  
November 2014

Quick Reference Guide

## PRIMARY SHAW CENTRE LOGO – REVERSED

The primary Shaw Centre logo version is reversed out of the Shaw gradient background. The gradient is created by blending PMS 801 and PMS 307 (or CMYK equivalent). This version should be used as often as possible in print, online and on TV.



## SECONDARY SHAW CENTRE LOGO – POSITIVE

When it's not possible to reverse the logo out of the background, the colour logo should appear in PMS 640 / Cool Grey 9 (or CMYK equivalent) on a white background. Grayscale versions of the logo are available for situations where colour is not a possibility.



## GRAYSCALE SHAW LOGOS

When possible, the grayscale version should be white on a black or dark background. If this option is not available, an alternate version using 100% Black and 70% Black is available.



## MINIMUM SIZE

The Shaw mark in the logo must be at least 12.7 mm (0.5") wide - Minimum size for print  
36 pixels wide - Minimum size for web



## CLEAR SPACE

Clear space is the minimum area around the logo where elements (other than background images) should not be placed. The "a" in Shaw serves as the buffer height between the logo and anything else around it. This applies to all versions.



## ACCEPTABLE USES

Below are the acceptable uses for the Shaw Centre logo.



The Shaw Centre logo should appear reversed out of the gradient as often as possible.



If it is not possible to reverse the logo out of the gradient background, the Shaw Centre logo may appear reversed out of images with large flat areas of dark colour.



If it is not possible to reverse the logo out of the gradient background, the positive logo may appear on a white background.

## IMPROPER USES

Below lists how the logo should never be treated.



DO NOT use anything other than the Primary logo (on gradient background) on a busy background.



DO NOT change any of the colours.



DO NOT use components as graphics or change their position, orientation or sizes.



DO NOT place a border around the logo.



DO NOT stretch or distort the proportions of the logo.



DO NOT convert colour logo to grayscale. Always use the black or white version.



DO NOT add drop shadows to the logo.



DO NOT outline any part of the logo.



DO NOT move the sub-brand wordmark from its locked placement, or change its size.

Always use the original files—never recreate, rotate or distort the logo. The logo should always remain as a standalone and should never be combined with any other objects, logos, words, graphic devices, photos, slogans or symbols unless otherwise supplied.

**GUIDELINES APPLY TO ALL VERSIONS OF THE LOGO.**

FRENCH



BILINGUAL



ALL LOGOS with tagline

