

SHER

VANCOUVER

BRAND GUIDELINES

APPROVED LOGOS



Primary



Secondary



Secondary

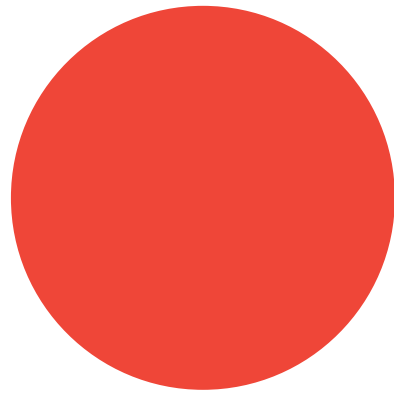


Black



Reverse

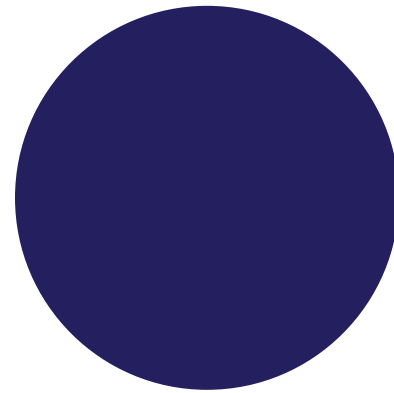
BRAND COLOURS



PANTONE: WARM RED C

C: 0%
M: 88%
Y: 82%
K: 0%

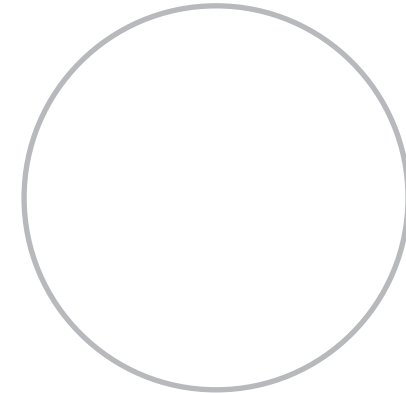
WEB: #fc4236



PANTONE: 2755 C

C: 100%
M: 100%
Y: 25%
K: 28%

WEB: #221060



WHITE

C: 0%
M: 0%
Y: 0%
K: 0%

WEB: #ffffff

INCORRECT LOGO USAGE



Do not use a dropshadow
or other effects



Do not stretch or distort logo



Do not rotate logo



Do not recreate logo
with different fonts



Do not use
horizontal layout



Do not use
unapproved colours