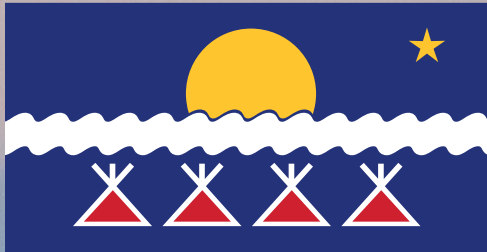


Tłıchọ Ndek'àowo



Tłıchọ Government

VISUAL IDENTITY STANDARDS

Tłıchọ Government





TABLE OF CONTENTS

COLOUR	3
LOGO	4
PROTECTIVE SPACE	5
MINIMUM SIZES	6
LOGO POSITIONING	7
APPLICATION DO'S	8
APPLICATION DON'TS	9
TYPOGRAPHY	10



COLOURS



Pantone: Reflex Blue C

CMYK: C=100, M=94, Y=14, K=12

RGB: R=38, G=51, B=123

Web: 26337B



Pantone: 186C

CMYK: C=12, M=100, Y=92, K=3

RGB: R=208, G=32, B=46

Web: #D0202E



Pantone: 123C

CMYK: C=0, M=23, Y=91, K=0

RGB: R=255, G=197, B=47

Web: #FFC52F

THE LOGO

Colour



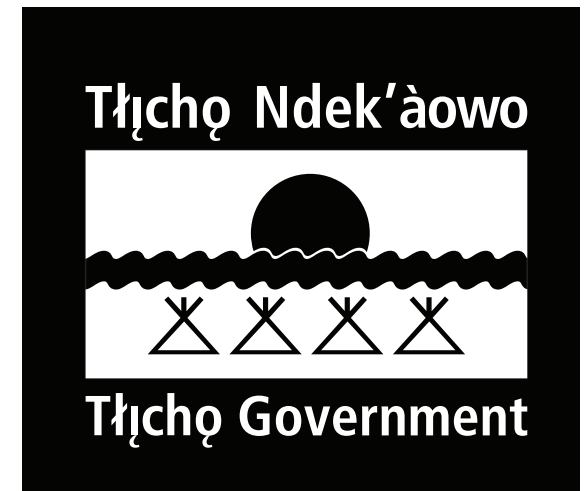
Reverse
Colour



Grey Scale



Reverse
White



PROTECTIVE SPACE

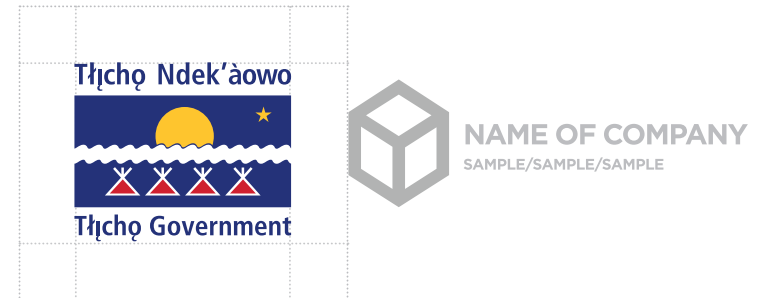
ONE LOGO APPLICATION

When used alone a minimum distance, determined by the width of the Sun, should be maintained around the logo in any application.

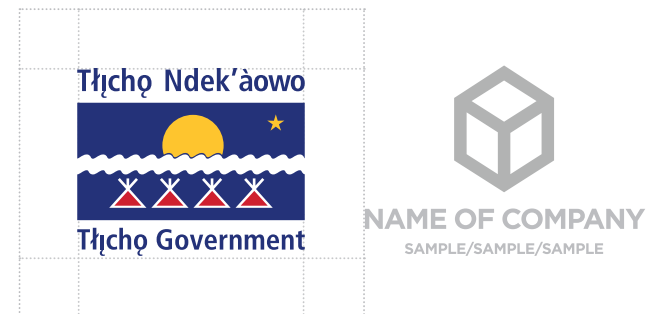


LOGO USE WITH MEMBERS AND PARTNERS

When possible separate each logo by the 'Sun Space' rule, and align the second logo with the base the government wordmark.



LOGO IN CONJUNCTION WITH SAMPLE MEMBER LOGO



LOGO IN CONJUNCTION WITH SAMPLE PARTNER LOGO

MINIMUM SIZES

PRINT

To protect the integrity and impact of the Tłıchq Government logo it should never be reproduced smaller than 0.5" tall.

WEB

For web use, wherever possible the Tłıchq Government logo should not be shown in a size smaller than 66 pixels.



LOGO POSITIONING

STANDARD POSITION - PRINT

The logo must always be used in a position that guarantees the maximum visual impact. Recommended position is the bottom left or right corner of an application, taking care to respect the exclusion zone.



BANNERSTAND



TRADESHOW DISPLAY



FLATSHEET

APPLICATION DO'S

To preserve the integrity of the Tłıchǫ Government brand, it is vital the logo be used correctly.

To the right are examples of how the different versions of the logo should be used in various applications to ensure legibility in all its parts.

It is important that the logo is used in its original form. It should always be placed on a plain background that gives enough contrast for the logo to be easily read. If there is not enough contrast, use the black or white logo.

COLOUR APPLICATIONS



COLOUR VERSIONS OF THE LOGO SHOULD BE USED ON WHITE OR LIGHT COLOURED BACKGROUNDS.



REVERSE (COLOUR) VERSIONS OF THE LOGO SHOULD ONLY BE USED ON MID-RANGE TO DARK COLOURED BACKGROUNDS.

RESTRICTIVE COLOUR APPLICATIONS



DARK VERSIONS OF THE LOGO SHOULD BE USED ON WHITE OR LIGHT BACKGROUNDS.



REVERSE (WHITE) VERSIONS OF THE LOGO SHOULD BE USED ON BLACK OR DARK BACKGROUNDS.

TONAL VARIATION



THE LOGO SHOULD ONLY BE APPLIED TO AREAS THAT ARE NOT TOO BUSY OR THAT DO NOT CONTAIN MUCH TONAL VARIATION.



WHEN NECESSARY THE LOGO SHOULD BE PLACED IN THE LEAST CLUTTERED AREA OF THE IMAGE.

APPLICATION DON'TS

It is important for our partners to have access to our logo to promote their businesses and organizations, and to promote the Tłıchǫ Government. It is equally important to preserve the integrity of the logo — all versions of the logo are trademarked symbols (pending) and cannot be altered or misused. To the right are examples of how different versions of the logo should not be used in different applications.



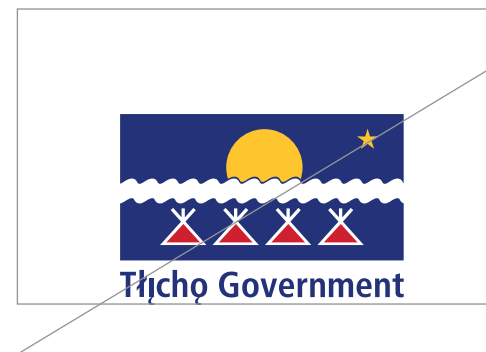
DO NOT PLACE THE LOGO OVER BUSY BACKGROUNDS WHICH MAKE THE LOGO ILLEGIBLE.



DO NOT USE A HOLDING DEVICE OR SHAPE TO CONTAIN THE LOGO.



DO NOT CHANGE THE COLOUR OF ANY OF THE ELEMENTS WITHIN THE LOGO.



DO NOT ADD OR REMOVE ANY ELEMENTS TO THE LOGO.



DO NOT SKEW THE LOGO—ONLY SCALE THE LOGO PROPORTIONALLY.



DO NOT USE THE LOGO ON COLOURS THAT ARE TOO SIMILAR IN TONE OR HUE. IN THIS SITUATION USE THE REVERSE (WHITE) VERSION.

TYPOGRAPHY

LOGO TYPEFACE

The logo typeface is Calibri.

EXAMPLE HEADER

EXAMPLE SUBHEADER

Example body- Da pa sinvenit laut aut od que latium re quam dolum, corporrum laborionet odis et aut que porrovi discien impelibus seque nossitem expelluptae dolor as dolenda eptibeates modi con num ulliqui sin conseni hicaerum rerio. Ut pro beatemq uatecaepti ium vel minctem arumquam corem nobit, aut et ende vitio officiae odi beate si cum ex et ide cuptaquia consequid qui ullacerspel illitibus quunt, vere num que miliquam fugiatquam quam es et, exceatur, cum ut quaesens diorehe

