

LOGO GUIDELINES





USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The cmyk logo can be used for all full colour print work such as in ads, brochures, business cards, etc.

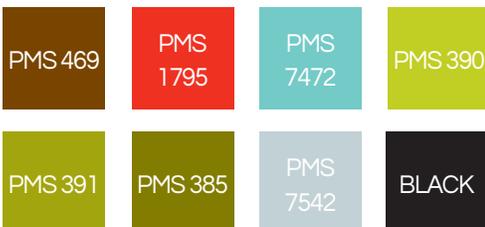
FULL COLOR - SPOT



PMS 469 - accent lines & pine cones
Black - Mountaineer Lodge
70% Black - Lake Louise Alberta
PMS 390 - pine cone branches, mountain icon
PMS 1795 - flower icon
PMS 7472 - snowflake icon



PMS 469 - accent lines & pine cones
Black - Mount Robson Inn
70% Black - Jasper Alberta
PMS 390 - pine cone branches, grass
PMS 391 - trees
PMS 385 - shrubs
PMS 7472 - hills



USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The spot logo is set up for all colour matching work such as embroidery or signage, in which a specialty colour must be custom-mixed and matched to. These PMS versions are optimized for Coated Paper.

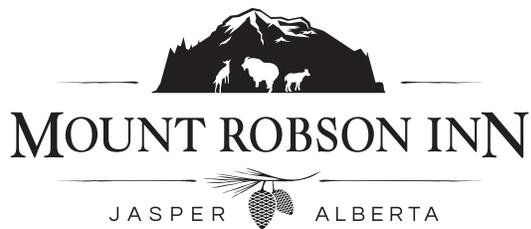
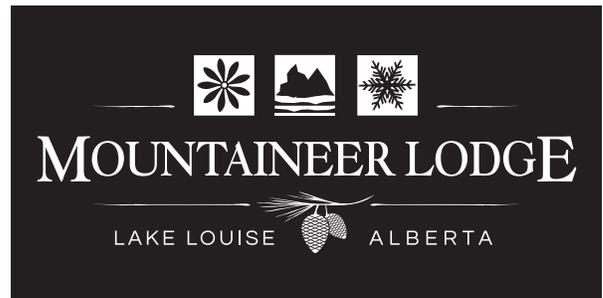


USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The RGB logos are set up for all online usage such as website, e-newsletters, email signatures, etc. A jpeg with a solid white background is available as well as a transparent png file.

ONE COLOR - SPOT



USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The one colour logos have been set up for budget printwork where only one colour is printing. In both cases, the optimal print colour is either black ink or white reverse of the dark colour.

TWO COLOR - GRAYSCALE



PMS 469

PMS
7472

USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The two colour logos have been set up for budget printwork where only two colours are permitted to print such as letterhead. Black can be substituted for the brown PMS 469.

ONE COLOR - GRAYSCALE



PMS 469

BLACK

PMS
7472

USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The one colour logos have been set up for budget printwork where only one colour is printing. The black only ink version of the grayscale logo is designed to be optimally printed on black and white applications. Other acceptable 1-colour versions can include the brown PMS 469 and the blue PMS 7472

LOGO GUIDELINES



NO ADDITIONAL ELEMENTS SHOULD INTERSECT THE LOGO'S NEGATIVE SPACE



NO ADDITIONAL ELEMENTS SHOULD INTERSECT THE LOGO'S NEGATIVE SPACE

USAGE:

Respect the logo. Leave enough negative space around the artwork to create a presence.

LOGO GUIDELINES



DO NOT SQUEEZE THE LOGO



DO NOT STRETCH THE LOGO



DO NOT WARP THE LOGO



DO NOT SUBSTITUTE COLOURS.
USE ONE OF THE MANY
COLOUR OPTIONS PROVIDED



DO NOT SUBSTITUTE ANY
OF THE FONTS

USAGE:

Respect the logo. Leave enough negative space around the artwork to create a presence.