

Logo Guidelines

FULL COLOUR LOGO



MÉTIS NATION

BRITISH COLUMBIA

USAGE & VARIATIONS

It is important to use the correct file types when applying the logo to a specific medium. Please use the provided Illustrator (AI) files when the logo is being applied to Print materials. For Web or Digital materials, please use the provided JPG or PNG files.

When the full colour logo is not suitable on specific backgrounds, use the alternative colour variations provided including reverse and greyscale.



COLOUR PALETTE

It is important to employ the correct CMYK, RGB or HEX values to ensure proper colour consistency. Be aware that there will be some differences in how colours are portrayed when used in different instances such as pantones (PMS) vs. web applications (RGB) but use of the values provided will allow for the closest match.



■	CMYK 0 97 74 0	RGB 238 40 66	HEX #EE2842
■	CMYK 100 88 28 14	RGB 4 54 115	HEX #043673
■	CMYK 6 0 95 0	RGB 249 237 32	HEX #F9ED20
■	CMYK 87 72 53 56	RGB 28 43 57	HEX #1C2B39
■	CMYK 53 42 44 8	RGB 124 129 128	HEX #7C8180
■	CMYK 11 7 10 0	RGB 223 225 223	HEX #DFE1DF

AVATAR

Avatar graphic provided to be used on social media sites such as Facebook, Twitter, Google+ and LinkedIn.



LOGO SPACING

For maximum legibility and prominence, the logo should have a minimum white space around it equal to one half its height.

