PACM Graphic Standards – June 2016

1) Why does PACM need Visual and Graphic Standards?

A strong and consistent visual identity, with a strong graphic presentation, is a necessary element for all communications emanating from PACM.

A vibrant identity projects excellence and professionalism, an image that is critical in attracting, retaining and engaging support from our audiences. Consistency of communication to both internal and external audiences reinforces a strong PACM identity and reputation.

2) Logos

Logos are available on the PACM website in jpeg, eps, ai and tif formats.

3) Colours

Digital – Gold 137 and Green 377

Print – Pantone Gold 7406 and Green 376

Single Colour

When using the single colour version of our logo, the entire graphic should appear as 100% black.

Single Colour Reverse

When using the single colour version of our logo on a dark background, the entire graphic should appear as white.

Clear Space

The logo should be separated from other visual identifiers. It should have clear space around it, equal to or greater than the width and height of the letter 'P' at whatever size the logo is

4) Logo Usage Guidelines

The logo is composed of 3 elements – the "body", PACM and Physical Activity Coalition of Manitoba; the "body" and PACM must not be used seperately.

It must be used in the exact format and proportions as stipulated in these guidelines and may not be modified in any way.

The logo has specific proportions. Do not change its dimensions or orientation in any way by editing, retouching, redrawing, skewing, flipping, tilting, rotating or distorting it (see incorrect application of the logo).

Do not move any of the elements of the logo into any other position, shape or size.

Do not substitute other fonts or attempt to re-create the wordmark.

Use only the specified colours in the logo.

4.1) Unacceptable Logo Applications

Never change the colour designations assigned to each component of the logo. Even if the colours are correct, they must not be reassigned to different components.

Do not use the logo elements in any other arrangement or stacking order.

Do not print the logo on a dark background that does not permit enough contrast of each of the colours. Use the reverse or single colour version of the logo in this instance.

Do not print the reverse logo on a pale background that does not permit enough contrast of each of the colours. Use the black positive version of the logo in this instance.

Do not alter the logo colours when a reverse application is required. Refer to the Colours section of this guide for reverse applications.

Do not place the logo on a complex background such as a busy photo or illustration. If using the logo on an image, place it in an area that has little or no detail and which allows enough contrast.

Do not create outlines around the logo to create contrast.

Do not "screen back" any part of a single colour logo or use grey tones to try to simulate the effect of a full colour logo.

Do not bitmap the logo.

Do not skew, stretch or compress the logo.

Never tilt or rotate the logo.

Never duplicate the graphic to create a wallpaper.

4.2) Usage That Does Not Require Written Permission

Below are the guidelines for use of the PACM logo where, as long as you are in compliance with the guidelines, no advance written permission is necessary. In all cases, use is permitted only provided that:

- the use is only in connection an event, activity, promotion or communication in which PACM is an acknowledged participant

- the use is not disparaging to PACM.

- the use does not imply sponsorship or endorsement by PACM.

- the Logo Usage Guidelines are strictly observed

4.2.1. Noncommercial and community web sites

Community members may seek to show support for PACM by:

- placing the PACM logo on a personal web site or blog to support the activities of PACM

- making a page on a social networking web service to support the activities of PACM

- linking to the PACM website to provide information or show support for the activities of PACM

The guidelines relating to such usage are set forth in this section.

It is permissible to use the PACM logo on websites to show your support for the activities of PACM, provided that:

- where possible, the logo hyperlinks to the PACM website, www.pacm.ca , or if that is not possible, the site includes a prominent link to the PACM website at www.pacm.ca

- the Logo Usage Guidelines are strictly observed

- the site indicates clearly that it is not affiliated with or endorsed by PACM; in addition, where possible:

    - the site must include the text "This site is not affiliated with or endorsed by PACM" prominently on any page that includes the PACM Logo, and

    - if the PACM logo appears in a page header or any area that is designed to be presented on more than one page, the notice must also be designed to be presented on all of those pages as well. (i.e., if the PACM logo appears in a site-wide header, the informational text must appear in that header or an identically site-wide footer.)

- the site does not use visual styling that could be confusing to viewers or visitors as to whether the site is hosted by or on behalf of PACM.

4.2.2. Publications

It is permissible to use the PACM logo in the title and content of a publication, provided that:

- the use is clearly in reference to the activities of PACM

- the use does not imply sponsorship or endorsement of the publication by PACM

- the Logo Usage Guidelines are strictly observed

5) Enquiries

Please direct any enquiries regarding the PACM logo usage to info@pacm.ca