






Tourism Hamilton Logo Style Guide
Prepared by Cartographic and Graphics Services-2015

Tourism Hamilton logo

The possible logo variations are illustrated here:



Digital file formats availables

		1	2	3
		PRINT	WEB	WEB
		cmyk	rgb	rgb
Colour Positive		eps	jpg	png
Black		eps	jpg	png
Inverted		eps	jpg	png

Note:

Use the png format if you need to use transparency on a web page or office document

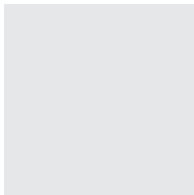
Colour Palette



PANTONE: 215 C (closest match to cmyk)
CMYK: C 23 M 96 Y 39 K 3
RGB: R 188 G 45 B 102
HEXADECIMAL (web): #bc2d66



PANTONE: 2955 CVC
CMYK: C 100 M 43 Y 0 K 34
RGB: R 0 G 87 B 142
HEXADECIMAL (web): #00578e



PANTONE: 7541 C
CMYK: C 0 M 0 Y 0 K 10
RGB: R 230 G 231 B 232
HEXADECIMAL (web): #e6e7e8



PANTONE: Pantone Process Black
CMYK: Process Black
RGB: R 0 G 0 B 0
HEXADECIMAL (web): #000000

Logo Elements

- **Logo** Usually refer as the combination of the symbol and the wordmark.
- **Wordmark**
(the lettering, fonts used and shape details)
The word **tourism** is set up in AvantGarde Md BT
The word **hamilton** and the word **.com** is set up in Liberation Sans Bold
This wordmark includes a **rectangular shape** as a background in the colour and inverted version.



Minimum Clear Space: t height



Minimum Size: 0.8" wide

Improper Uses

While it is impossible to cover all the types of improper uses, here are some common errors to avoid:

- Do not change the colours of the logo. Keep the colour palette specified in this document.
- Do not add any other type or graphic elements to the logo.
- Do not alter the relationship of the background element or change the typeface.
- Do not use the logo on busy backgrounds.
- Do not condense or expand the proportions of the logo.
- Always use original files and specify the exact official colours for reproduction.
- Do not add a shadow to the logo
- Can not be Smaller than 0.8" inches

