

# CULTURE DAYS

## BRAND GUIDELINES

JUNE 2021

**CULTURE DAYS  
IS A NATIONAL  
CELEBRATION OF  
ARTS AND CULTURE.**

# BRAND PLATFORM

Culture Days serves as a year-round catalyst that connects individuals and creators to build measurable support for the entire sector and amplify its contributions. We seek to eliminate barriers to access and participation, and stimulate understanding, appreciation and exploration of arts and culture—so that every person in the country has a deeper connection with themselves, their communities, and Canada.

## BRAND VALUES

### LEADERSHIP

We will be the connecting force between all of our audiences that builds deeper cross-cultural understanding.

### COURAGE

We embrace the unexpected, break down barriers of understanding and are willing to take leaps of faith.

### COLLABORATION

We will work with and empower our partners and network to champion arts and culture in Canada.

### INCLUSIVITY

We invite and celebrate cross-cultural ideas, experiences and people.

## BRAND PERSONALITY

CURIOUS

ENERGIZING

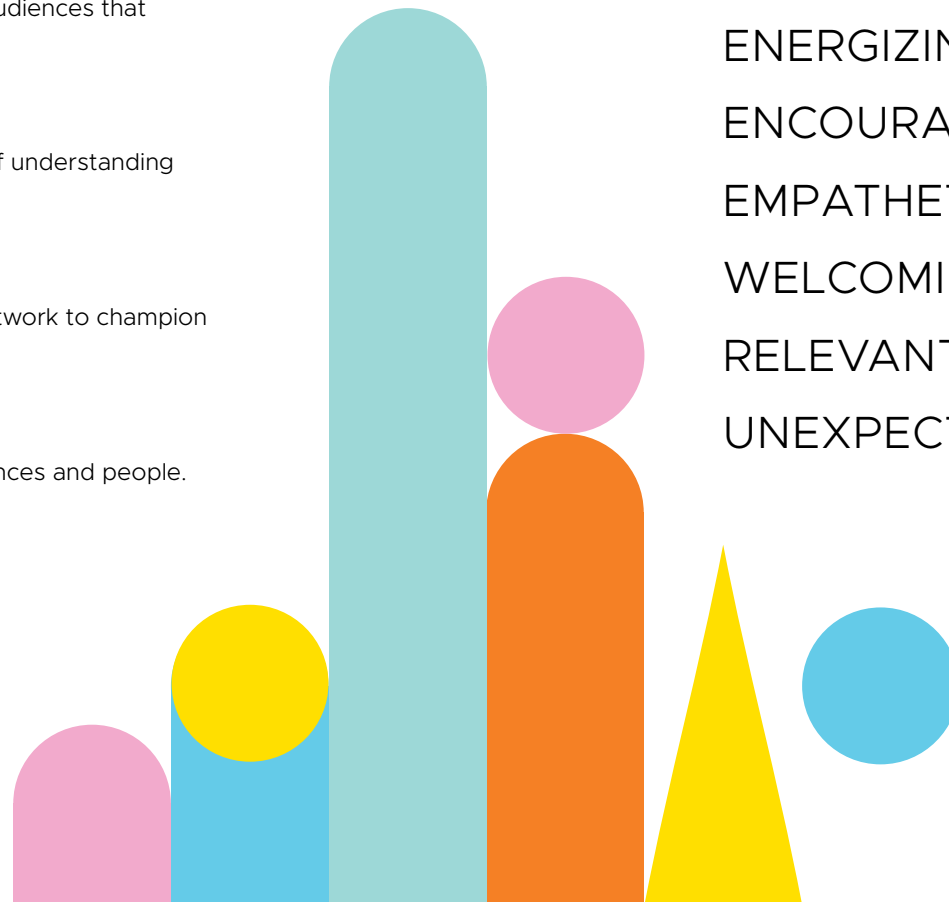
ENCOURAGING

EMPATHETIC

WELCOMING

RELEVANT

UNEXPECTED



# OUR LOGO

The Culture Days logo is the foundation of our visual identity. It is bold and impactful. The pops of bright colour contrast the black letterforms and help bring the logo to life.

The elements have been specially designed and must not be altered in any way. It should only be reproduced from the authorized artwork available at [link](#).

By following these guidelines, you will help ensure that our logo maintains its value.

## ENGLISH LOGO

The English logo features the words "CULTURE" and "DAYS" stacked vertically. The letters are in a bold, sans-serif font. The word "CULTURE" has colored accents: the 'C' is blue, the 'U' is orange, the 'L' is yellow, and the 'E' is green. The word "DAYS" has a blue 'D' and a yellow 'Y'.

## FRENCH LOGO

The French logo features the words "FÊTE DE LA" and "CULTURE" stacked vertically. The letters are in a bold, sans-serif font. The word "FÊTE" has a blue 'Ê' and a yellow 'T'. The word "CULTURE" has a blue 'C', an orange 'U', a yellow 'L', and a green 'E'.

## BILINGUAL LOGO

The bilingual logo features the words "FÊTE DE LA" and "CULTURE DAYS" stacked vertically. The letters are in a bold, sans-serif font. The word "FÊTE" has a blue 'Ê' and a yellow 'T'. The word "CULTURE" has a blue 'C', an orange 'U', a yellow 'L', and a green 'E'. The word "DAYS" has a blue 'D' and a yellow 'Y'.

## BLACK LOGO

The black logo features the words "CULTURE" and "DAYS" stacked vertically in a bold, sans-serif font. The letters are black.

## REVERSE LOGO



## MINIMUM SIZE

To maintain impact and legibility across media, the logo should never be scaled below the following sizes:

### PRINT

The print colour logo is shown at a minimum size. It features the words "CULTURE" and "DAYS" stacked vertically. The letters are in a bold, sans-serif font. The word "CULTURE" has colored accents: the 'C' is blue, the 'U' is orange, the 'L' is yellow, and the 'E' is green. The word "DAYS" has a blue 'D' and a yellow 'Y'.

Colour Logo  
.65"

The print black logo is shown at a minimum size. It features the words "CULTURE" and "DAYS" stacked vertically in a bold, sans-serif font. The letters are black.

Black Logo  
.5"

**Print:** Vector-based logo preferred, otherwise minimum resolution of 300 DPI in CMYK colour mode

### DIGITAL

The digital colour logo is shown at a minimum size. It features the words "CULTURE" and "DAYS" stacked vertically. The letters are in a bold, sans-serif font. The word "CULTURE" has colored accents: the 'C' is blue, the 'U' is orange, the 'L' is yellow, and the 'E' is green. The word "DAYS" has a blue 'D' and a yellow 'Y'.

Colour Logo  
70px

The digital black logo is shown at a minimum size. It features the words "CULTURE" and "DAYS" stacked vertically in a bold, sans-serif font. The letters are black.

Black Logo  
60px

**Digital:** Minimum resolution of 72 DPI in RGB colour mode

## CLEAR SPACE

Maintaining clear space around the logo is important to ensure maximum legibility and prominence. The space indicated below should be kept free of other graphics, type and competing backgrounds.



✕ = width of the letter C in "CULTURE"

# CORRECT LOGO USAGE

Our logo should appear in full-colour on a white background whenever possible. The full-colour logo should not be placed on coloured backgrounds and images. In these cases, the black or white, single-colour versions should be used (see below). The logo should not appear on a background that does not provide enough contrast for the logo to be legible and prominent. Backgrounds should be changed or adjusted to provide enough contrast.

BLACK LOGO (ON SOLID BRAND COLOUR)



BLACK LOGO (ON SOLID COLOUR)



WHITE LOGO (ON SOLID COLOUR)



WHITE LOGO (ON UNCLUTTERED IMAGE)



BLACK LOGO (ON UNCLUTTERED IMAGE)



# TYPEFACES

## DISPLAY

**Sugo Pro Classic Regular** should be used to make a bold statement on brochure titles or ad headlines. It should always appear in **all caps**, never in sentence case.

For correspondence or PowerPoint/Keynote presentations, the system font **Impact** may be substituted.

## TEXT

**Metropolis** should be used as the main supporting text and headlines for all print and digital applications. It was selected for its strong character and for its legibility at all sizes and applications. It has a full family of weights and styles to convey any expression. It is available for download on our [website](#).

For correspondence or PowerPoint/Keynote presentations, the system font **Arial** may be substituted.

### TYPEFACES IN USE

## HEADLINE EXAMPLE

Intro copy example lorem ipsum dolor amet, consectetur adipiscing elit labore et. Praesent pellentesque gravida pulvinar.

## SUBHEADING EXAMPLE

Body copy example lorem ipsum dolor amet, consectetur adipiscing elit, sed do eiusmod incididunt ut labore et. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### DISPLAY

## SUGO PRO CLASSIC

(ALL CAPS)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### TEXT

## METROPOLIS

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890


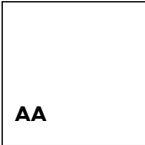
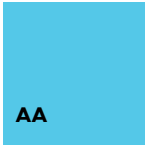
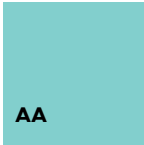
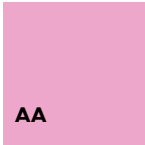


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# COLOUR PALETTE

Colour is a key identifier of the Culture Days brand. Our colour palette is vibrant, impactful and lively. Black and white are Culture Days' primary colours with five secondary colours used as accents in graphs, charts, illustrations or to highlight sections of text.

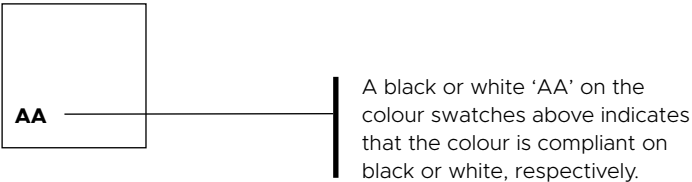
Altering the colour values below is not permitted. Please refer to a Pantone® Matching System specifier for precise matching.

PRIMARY		SECONDARY				
						
<b>PANTONE BLACK 6C</b> C60 M40 Y40 K100 R0 G0 B0 #000000	<b>WHITE</b> C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	<b>PANTONE 305C</b> C54 M0 Y6 K0 R89 G203 B232 #59CBE8	<b>PANTONE 7471C</b> C37 M0 Y17 K0 R126 G221 B211 #7EDDD3	<b>PANTONE 230C</b> C1 M41 Y0 K0 R244 G166 B215 #F4A6D7	<b>PANTONE 109C</b> C0 M9 Y100 K0 R255 G209 B0 #FFD100	<b>PANTONE 1585C</b> C0 M61 Y97 K0 R255 G106 B19 #FF6A13

## LEVEL AA (WCAG 2.0)

As an agency of the Province of Ontario, Culture Days follows the Web Content Accessibility Guidelines (WCAG 2.0) as set out in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).

Level AA requires a contrast ratio of 4.5:1 for 18 pt text for smaller and 3:1 for large text. For more information, visit [ontario.ca/accession](http://ontario.ca/accession).



SAMPLE TEXT

SAMPLE TEXT

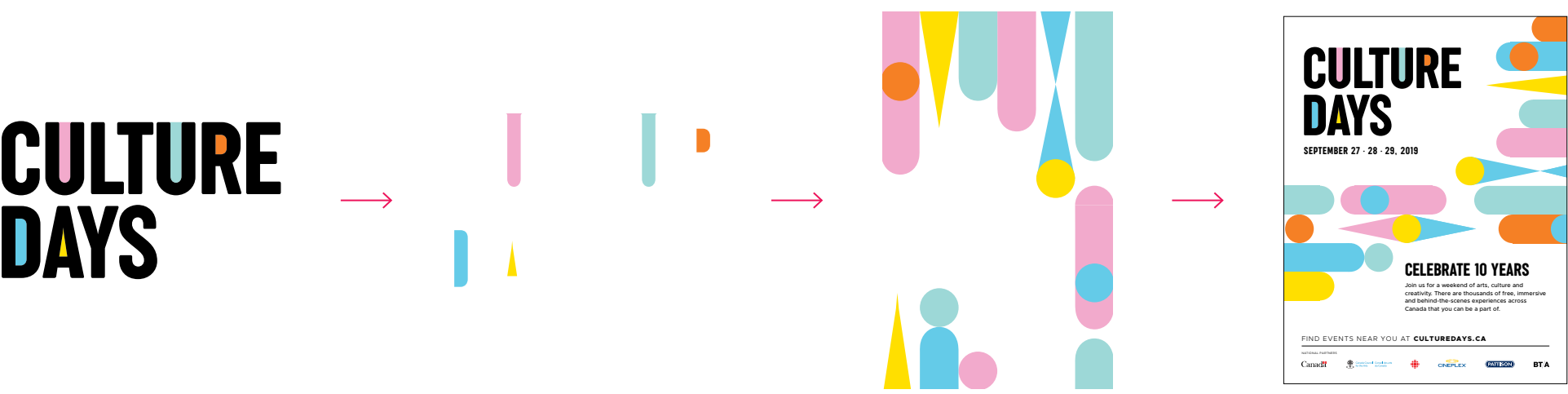


Contrast on black complies.

# GRAPHIC SHAPES

Graphic shapes are used to add colour, energy and visual interest to the Culture Days brand. They are inspired by the negative shapes in our logo and can be used in different ways. See pgs 10-11 for examples.

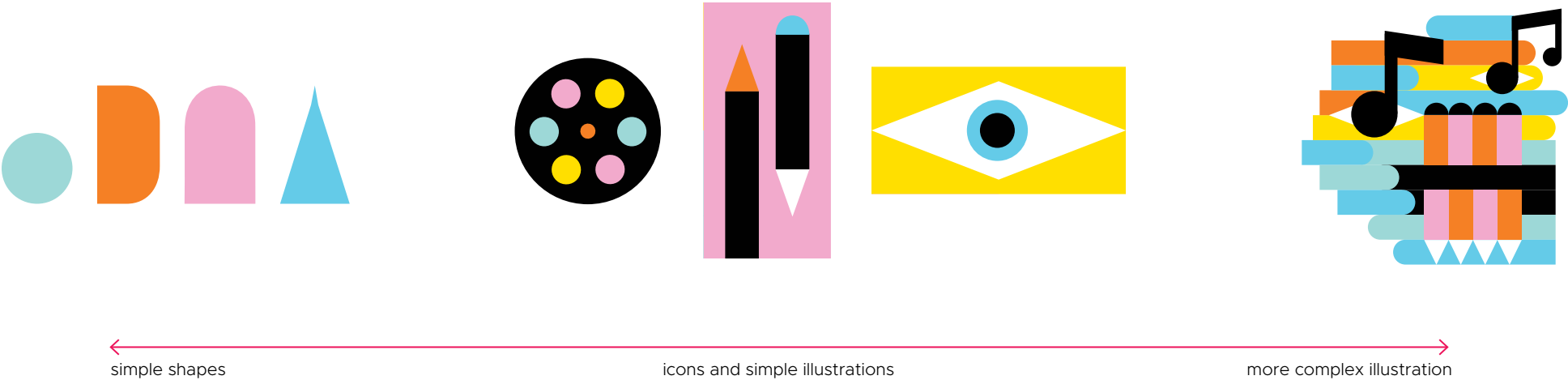
## SHAPES



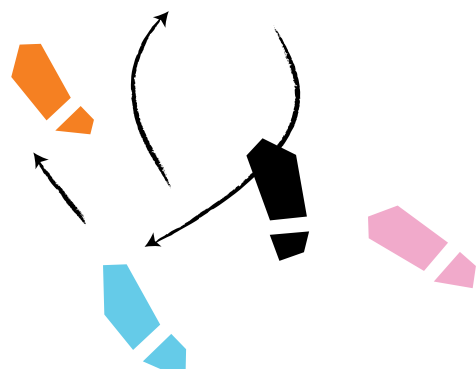
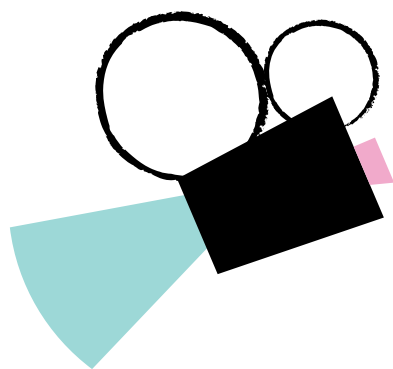
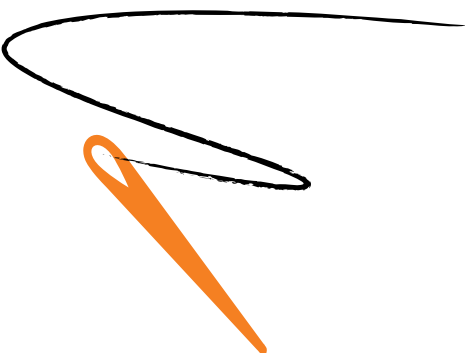
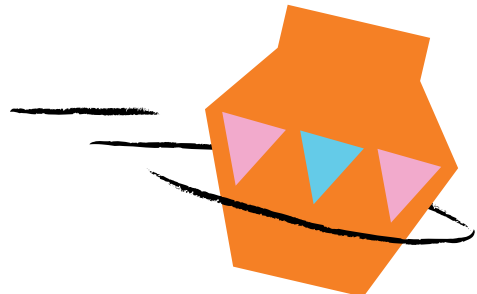
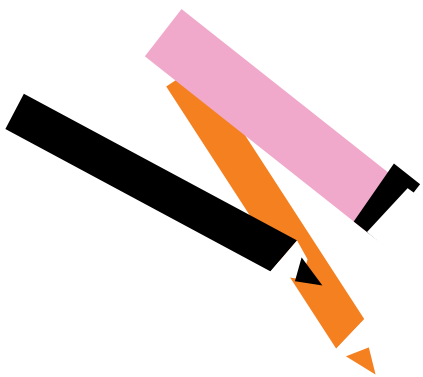
# ILLUSTRATIONS

When creating illustrated elements, it is important that they closely relate to the shapes found in the logo. Overly intricate icons or use of outlines would be considered off-brand. Some examples of on-brand illustrations can be found below.

## VISUAL ELEMENT SPECTRUM



ILLUSTRATIONS 2021

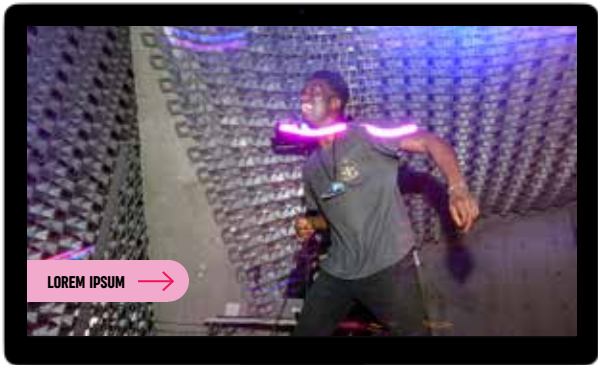


SAMPLE APPLICATIONS – PRINT

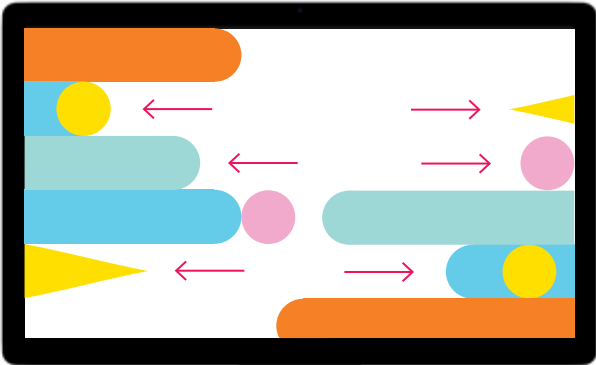


# SAMPLE APPLICATIONS – DIGITAL

For digital applications, like videos, digital ads or websites, the shapes can be used to add visual interest or transition from one scene to another. Below are some examples.



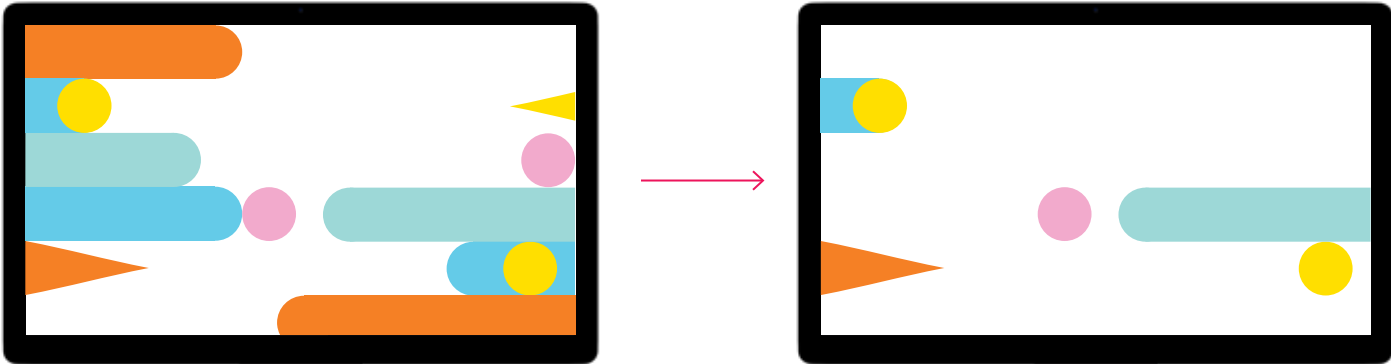
A shape slides in/out as a caption.



Shapes slide through frame, or in/out from sides, at different speeds.



Expand on screen to act as swipe, or a masked image in a shape expands onscreen to act as swipe.



Shapes quickly pop on/off, one at a time.

SAMPLE – DIGITAL



# INCORRECT LOGO USAGE

The Culture Days logo should only be reproduced from the authorized electronic artwork. Under no circumstances should the proportions, letterforms, alignment or colours be manipulated or adjusted. Below are some examples that demonstrate improper usage.



The logo should not be skewed, stretched or scaled disproportionately.

**CULTURE  
DAYS**



The words should never change position.

**CULTURE  
DAYS**



Different fonts should never be used in place of the original.

**CULTURE  
DAYS**



The orientation should not be adjusted.

**CULTURE  
DAYS**



Words should never be added to the logo unless provided.

**CULTURE  
DAYS NEW  
BRUNSWICK**



The sphere and wordmark should always remain as a solid and not an outline.

**CULTURE  
DAYS**



The colour of the logo should not be altered.

**CULTURE  
DAYS**



Effects or embellishments should never be used.

**CULTURE  
DAYS**



The full-colour logo should not be placed on a solid colour.



The full-colour logo should not be placed on an image.



The black and white logos should only be placed on backgrounds or images with enough contrast for the logo to be legible.



For questions regarding this brand guide,  
please contact **info@culturedays.ca**

**CULTUREDAYS.CA**