

GRAPHIC STANDARDS GUIDE



The dissemination of a uniform and consistent visual identification depends on graphic standards prescribed in this document. It is important to refer to them regularly in order to avoid degradation of the quality of the visual identity.

Colour versus black and white printing

The black or reversed (white) version is used when the colour version is not easily read.

When several options are available, always favour the use of the colour version of the official logo. Colour logo on a light background: the contrast must be sufficient to allow excellent readability. The background colour should not be of a similar density to the logo. When the black and white option is chosen, select the black or reverse logo. Contrast should be sufficient for excellent readability. The black logo on a light background is favoured in the case of black and white printing only. The reverse logo on a dark background is also intended for black and white printing only.

PEACE DAYS

An initiative of the Peace Network for Social Harmony

www.thepeacedays.com | info@lereseaupaix.ca

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Typography

DIN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Protection zone



The respect of the protection zone ensures legibility of the logo, preventing other elements from being too close to it.

Prohibited application of the logo

- Do not distort the logo.
- Do not superimpose the logo on text.
- Do not change the official colours.
- Do not place the logo at an angle.

Please make sure in all cases that the logo is as visible as possible.

Recommended paper

Paper is an important element of a graphic line. It ensures consistency across all printed materials.

We favour an uncoated, matte finish paper.

Reduction limit



The reduction limit ensures the logo's legibility.

Minimum width of the logo: 1 inch.

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To ensure optimal reproduction and definition, it is recommended to always send documents that allow for printing from vector files (.Ai generated from Illustrator) rather than raster files (.PNG generated from Photoshop). It is important to know that .PNG documents do not allow for enlargement.

PRINT

Use .Ai formats generated from Illustrator. Be sure to use the right version, based on the type of printing (Pantone (PMS) or CMYK).

DIGITAL DISPLAY

Use the .PNG format in RGB colour generated from Photoshop.

Colour mode

PANTONE OFFSET PRINTING ON UNCOATED PAPER



Pantone 300U

IFOUR-COLOUR PRINTING

C (Cyan) : 90%

M (Magenta) : 55%

Y (Yellow) : 0%

K (Key) : 0%

DIGITAL DISPLAY

R (Red) : 0

G (Green) : 110

B (Blue) : 183

HTML : 006EB7