

# Branding GUIDELINES



# BACKGROUND

The Northern Healthy Communities Partnership (NHCP) works collaboratively with a population health promotion approach to enhance the health and well-being of individuals, families and communities in northern Saskatchewan. Its partners include Indigenous and provincial health organizations, as well as education, recreation and community organizations from across northern Saskatchewan. The work of NHCP is primarily executed through five action teams: the Active Communities Team, the Healthy Eating Team, the Babies, Books and Bonding Team, the NHCP Building Vibrant Youth Team and the Northern Tobacco Strategy Team. The Northern Saskatchewan Population Health Unit and Northern Inter-Tribal Health Authority provide a lead role with the NHCP.

To ensure that the NHCP's brand is identifiable, there are a number of guidelines in place. These guidelines contribute to the visual identity of the organization by ensuring that there is consistency among the logos, fonts and templates that are visible to the public. This document outlines the appropriate usage of visual elements for all NHCP projects.

# ABOUT THE LOGOS

The NHCP logo and action team logos are the most basic visual representation of the organization's brand. These logos have been updated and the previous logos are no longer in use. Consistent use of these new logos will help people become familiar with them and better identify the NHCP's programs and initiatives.

 The logo for Northern Healthy Communities Partnership features a semi-circular arrangement of green pine trees and a central orange sun with rays. Below the sun is a silhouette of a family (two adults and two children) walking. The text "NORTHERN HEALTHY COMMUNITIES PARTNERSHIP" is arched over the top.	 The BVY logo consists of three colored squares: a blue square with a white "B", a green square with a white "V", and an orange square with a white "Y". Below the squares, the text "BUILDING VIBRANT YOUTH" is written in blue, green, and orange respectively, with "Northern Healthy Communities Partnership" in smaller black text underneath.
 The Active Communities Team logo shows two black silhouettes of people jumping above four colored circles (orange, green, blue, and red). The text "ACTIVE COMMUNITIES TEAM" is positioned to the right of the circles.	 The Healthy Eating Team logo features a green circular plate with a white fork on the left and a white knife on the right. The text "HEALTHY EATING TEAM" is centered on the plate.
 The Babies, Books & Bonding logo depicts two black silhouettes of a parent and a child reading a book together. The book is green and orange, with the text "BABIES, BOOKS & BONDING" written on it.	 The Northern Tobacco Strategy logo shows a hand holding a green leaf in front of an orange sun with rays. Below the sun is a green wavy line representing water. The text "NORTHERN TOBACCO STRATEGY" is at the bottom.

# BRANDING AND USAGE GUIDELINES

## **The following points outline specific ways in which the NHCP visual elements should be used to ensure consistent branding:**

1. The NHCP and appropriate NHCP Action Team logo should be used on all electronic and print materials produced by the partnership;
2. Partner logos are generally not included on any NHCP materials;
3. Special projects undertaken by the partnership may include the production and use of a unique logo. Generally, this logo would take the place of the NHCP Action Team logo;
4. Special projects, for which an individual partner has made a significant additional contribution – such as additional funding or dedicated human resources – may include the partner’s logo as part of a special acknowledgements section;
  - a. Typically, these acknowledgements would be located on the inside cover of a resource produced as part of the special project.
  - b. The decision to include such an acknowledgement and the partner’s logo will be made by consensus by the NHCP Co-chairs, NHCP Co-coordinators, NHCP Action Team Co-chairs, a representative of the NHCP partner providing additional resources and the special project lead.
5. Formal reports, manuals or publications of NHCP or NHCP Action Teams, while underdevelopment, must include a “draft” watermark;
6. Prior to printing or publishing any NHCP or NHCP Action Team materials, the Action Team co-chairs will forward the material to the NHCP Co-coordinators for final review and approval. Following such approval the “draft” watermark may be removed;
7. All NHCP and NHCP Action Team electronic documents distributed publically shall be in the PDF file format;
8. Promotional items distributed by NHCP or the NHCP Action Teams, such as t-shirts, bags, hats, or water bottles, shall include only the NHCP logo, generally in black and white, as a means of containing costs.
  - a. Where funding for the promotional items is provided from a specific Action Team’s budget, and with the approval of the Core Group, the promotional items may include the Action Team logo as well as the NHCP logo.

# CLEAR SPACE

This refers to the minimum protected area around each logo. The logo being used should remain free of text, graphics and other visual elements to ensure that it's seen clearly and without distraction. The clear space also defines the minimum distance from the each logo to the edge of a printed piece. The clear space for the primary logo is based on the x-height of the icon.



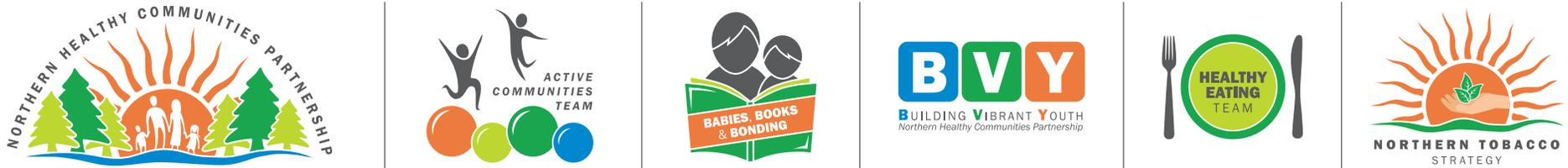
# LOGOS SIZE

There is a limit to the extent you can reduce the size of the logos before they become warped or distorted. The dimensions are listed below. When reducing or increasing the size of any logo, it's important to maintain the image aspect ratio. While using a program such as word, resize the image by clicking and dragging on one of the corners while holding shift.

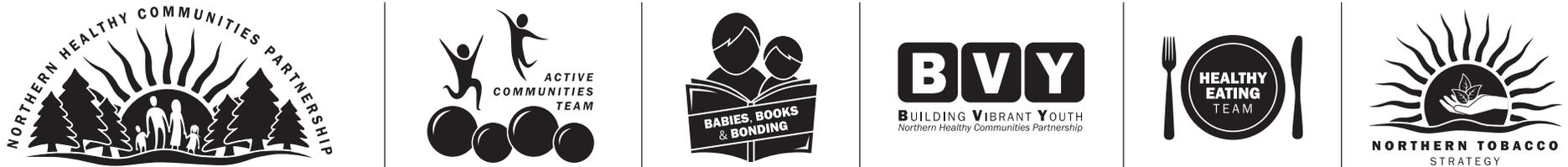
 <p>NORTHERN HEALTHY COMMUNITIES PARTNERSHIP</p> <p>2.0272"</p>	 <p><b>B V Y</b> BUILDING VIBRANT YOUTH Northern Healthy Communities Partnership</p> <p>1.1635"</p>
 <p>ACTIVE COMMUNITIES TEAM</p> <p>1.0594"</p>	 <p>HEALTHY EATING TEAM</p> <p>0.8783"</p>
 <p>BABIES, BOOKS &amp; BONDING</p> <p>0.8399"</p>	 <p>NORTHERN TOBACCO STRATEGY</p> <p>1.2034"</p>

# APPROVED VARIATIONS

Place any of the full-colour logos on a solid white background. Using a background that contains images or fills can diminish the logo's visibility.



If you are using a black-filled logo, or printing in black and white, ensure the logo is on a light background. Avoid using a gray-scale version of the colour logo for black and white printing.



Reversed (all white) logos may be used on black, dark or vivid backgrounds.



# FONTS

Two font families are used in the NHCP visual identity: Franklin Gothic and Arial.

Franklin Gothic Book Regular

*Franklin Gothic Book Italic*

Franklin Gothic Medium Regular

*Franklin Gothic Medium Italic*

Franklin Gothic Demi Regular

*Franklin Gothic Demi Italic*

Franklin Gothic Heavy Regular

*Franklin Gothic Heavy Italic*

Arial Regular

*Arial Italic*

**Arial Bold**

*Arial Bold Italic*

**Arial Black**

# COLOURS

The official colours to be used for reproducing NHCP logos in CMYK and RGB.

	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>		<b>R</b>	<b>G</b>	<b>B</b>
	100	31	0	0		0	136	206
	83	7	96	0		0	166	79
	30	0	100	0		191	215	50
	3	63	84	0		237	124	62
	64	55	52	27		89	90	93

# APPLICATIONS

A variety of templates have been created to ensure consistency among the reports and presentations distributed by the NHCP or made available to the public. Stationary has been created that can be used for letterhead, meeting agendas and meeting minutes. A report template has been created for project and annual reports, along with background documents. PowerPoint slides have been created for all presentations.

## LETTERHEAD | NHCP FRONT PAGE



Box 1920, La Ronge, SK, S0J 1L0 ✉  
nhcp@pophealthnorthsask.ca @  
www.nhcp.ca 🌐



December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



## LETTERHEAD | NHCP SUBSEQUENT PAGE

As doloribea voluptios dolore velent voloreperum reria de corenda nderum ipisit reritas mi, nieni re dolorias dolupta solorum qui as etus rendunt, utemporatur?

Volorunte quid ullatectes audipsuntur, ommo omnim quia nonsequi rem rem resequere porepe nos dent liquidu sdanis ventota doloriae. Itataie velecturem eos eveles sit volor autas rerschitis nobis vel ium quamus andis sam, aut odigenis nes quibus.

As resequatem et mi, sequias sendust autas doluptis rem fugit laccus dolupid qui tes aut audit, cum, cupatium que qui bea nectur accus.

Imporem adi ipsunt, qui nest molendis nonet exearcimpos volorem rent labo. Nam voluptis eos nimint, solori doluptatem el int et, cupitius andus, quatitatin res excerrum hiliicias aligend eriatu molla natiatur, ut verumet alition seculparchil magnitae nos et autatur?

Equi omni sitat doluptae officis debis nos eossequis molore parcimil iminimus sus ipsam, conectissi omnihitem si doluptatem eversperum quam quossin ulparum sequo exeria dem nihitiam etusa senis aut laccull aborrum que volupta spitia nem sam et quodipid evel illestrum aliqua illitia taquaerorit ea volorum ut quae volorae ea nos dolupta temperor aut occullorum re expliciet hiciant voliecte nienihit licabo. Ostiis vent labori ratur aut ut que nobisci endit, aut vero earumt verat alignimus ab iume labo. Bus amust optia net pligeni hiciur? Quia sit, cor alisqui re quae nulparum illendiciur art libeatus.

Pudis repudit, cor am dolupis molum qui occulpa vit et ratiunt expellorem id et magni nobit ea voluptat abore ex et dolor magnisit, ium quamus, ut magniminciet optam velic to doluptaspel id quatur rehendendit ressit fugit pro eum int oditatie et facculparum apelis iur soluptur sinus sandam, con ra coritia doluptibus enim faccub inus.

Atius eum int es ex eatas doluptat pre restium qui nobit et alis aliquosam faccate nias recte plit unt ut ex endigna tquatetum alitetur?

Beate moluptam, quis seditia cum quo vel mos solorit ioneturerum quos ese paris aut dicium namet ullectem ium quibus mo et omnis aliant.

Tiur receatium esti dellaut asiminv eliqui reprem a doloresi dolut et am volesti untiat.

Tem quam qui suntibu sandion con consed ulpa con con res essita conet volorae rferae cuscias atentis vel int vollab il molorpos repelestemos renienimusae earuntem faccupata nulland iature dunt, iপিendi doluptatquas quamus quatemolium aliae eos pressunt qui odia vid quibusam quos illut quis ma quatia nam, officip saerspi cilitatur?

Torporrum adigendi dolenis iilitas alit endel imporeh enienimus aris sitiat qui sitatibus.

Ebis ea iur modi sunti con es simus entis doluptas etus alit landendem eatent, non nulpa eum alicipic tem. Nam quid quantumt rest, aut verum core peri totate non ratibus il ipsanatur anime omni ipsam experum volorerchic test, opta sequatem ame es molore pos audiscimus ex ent pore lam sitem ullab inienis pera sinis suntibus miillut atati.

# APPLICATIONS

## LETTERHEAD | Active Communities FRONT PAGE



Box 1920, La Ronge, SK, S0J 1L0   
nhcp@pophealthnorthsask.ca   
www.nhcp.ca 

December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



## LETTERHEAD | Babies, Books & Bonding FRONT PAGE



Box 1920, La Ronge, SK, S0J 1L0   
nhcp@pophealthnorthsask.ca   
www.nhcp.ca 

December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



# APPLICATIONS

## LETTERHEAD | Building Vibrant Youth FRONT PAGE





**BUILDING VIBRANT YOUTH**  
Northern Healthy Communities Partnership

Box 1920, La Ronge, SK, S0J 1L0   
nhcp@pophealthnorthsask.ca   
www.nhcp.ca 

December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



## LETTERHEAD | Healthy Eating Team FRONT PAGE





Box 1920, La Ronge, SK, S0J 1L0   
nhcp@pophealthnorthsask.ca   
www.nhcp.ca 

December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



# APPLICATIONS

## LETTERHEAD | Northern Tobacco Strategy FRONT PAGE



**NORTHERN TOBACCO**  
STRATEGY

Box 1920, La Ronge, SK, S0J 1L0   
nhcp@pophealthnorthsask.ca   
www.nhcp.ca 

December 21, 2016

Alfred Gamble  
Box 340  
Duck Lake, SK  
S0K 1J0

Dear Mr. Gamble:

On behalf of the Northern Healthy Communities Partnership we would like to recognize and thank you for your work to increase food security in your community.

To be food secure means to always be able to find and afford healthy food options that meet your dietary needs and eating preferences. Food insecurity affects approximately 10% of Saskatchewan families and 20% of Saskatchewan children. Increasing food security requires action from many people working for more supportive policies and systems, building capacity in people and communities and providing short term relief for those in immediate need. By advocating and partnering for food security initiatives and ensuring the success of your local community garden, you are playing an important role in this ongoing effort. Your contributions have not gone unnoticed, which is why you were nominated for this recognition award.

Creating more opportunities for better health is the core of health promotion. Your efforts to improve food security in your community contribute to the wellbeing of those around you by increasing the chances for people to make healthy choices. Thank you.

Sincerely,



Amanda Frain  
Coordinator, Northern Healthy  
Communities Partnership



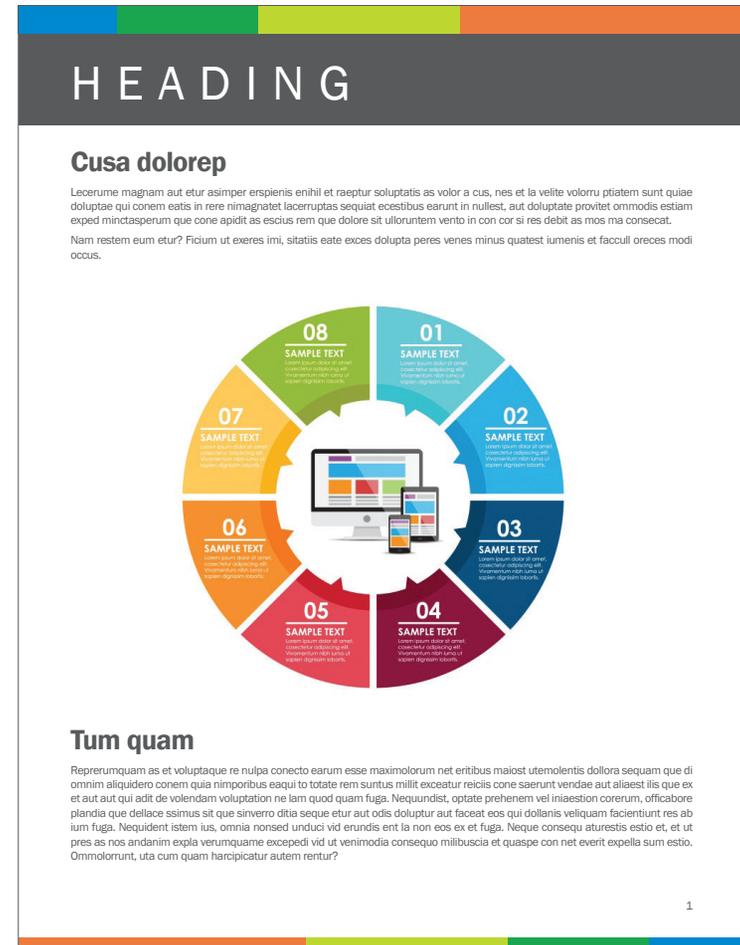
NORTHERN HEALTHY COMMUNITIES PARTNERSHIP

# APPLICATIONS

## ANNUAL REPORT | NHCP COVER



## ANNUAL REPORT | SUBSEQUENT PAGE

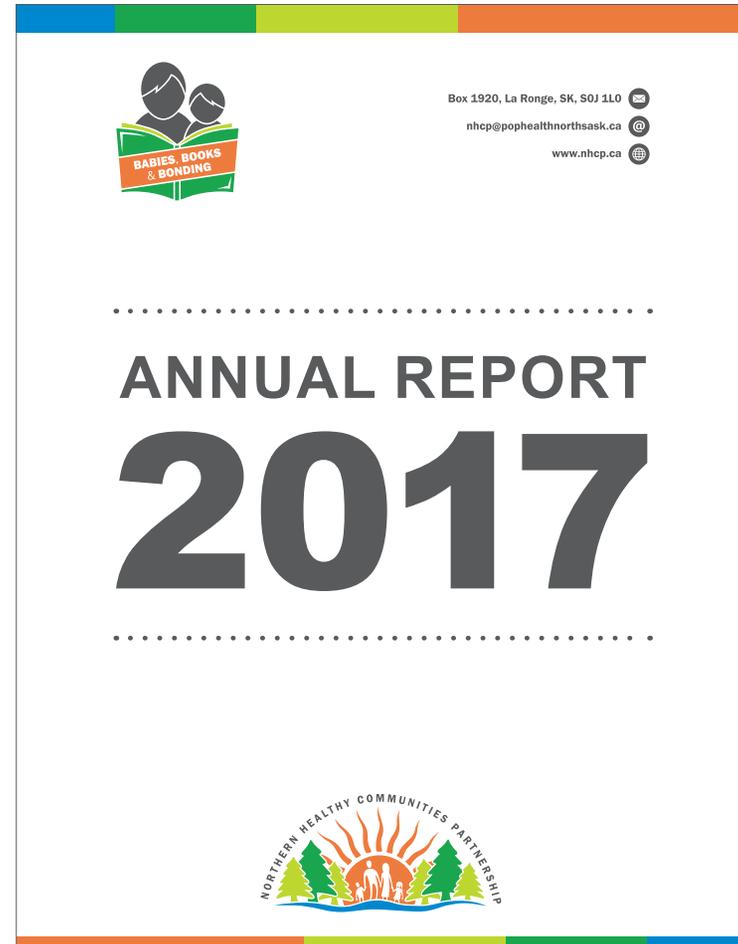


# APPLICATIONS

## ANNUAL REPORT | Active Communities COVER



## ANNUAL REPORT | Babies, Books & Bonding COVER



# APPLICATIONS

## ANNUAL REPORT | Building Vibrant Youth COVER



## ANNUAL REPORT | Healthy Eating Team COVER



# APPLICATIONS

## ANNUAL REPORT | Northern Tobacco Strategy COVER



# APPLICATIONS

**PRESENTATION** | NHCP FRONT PAGE

## Northern Healthy Communities Partnership



**PRESENTATION** | NHCP SUBSEQUENT PAGE

Heading

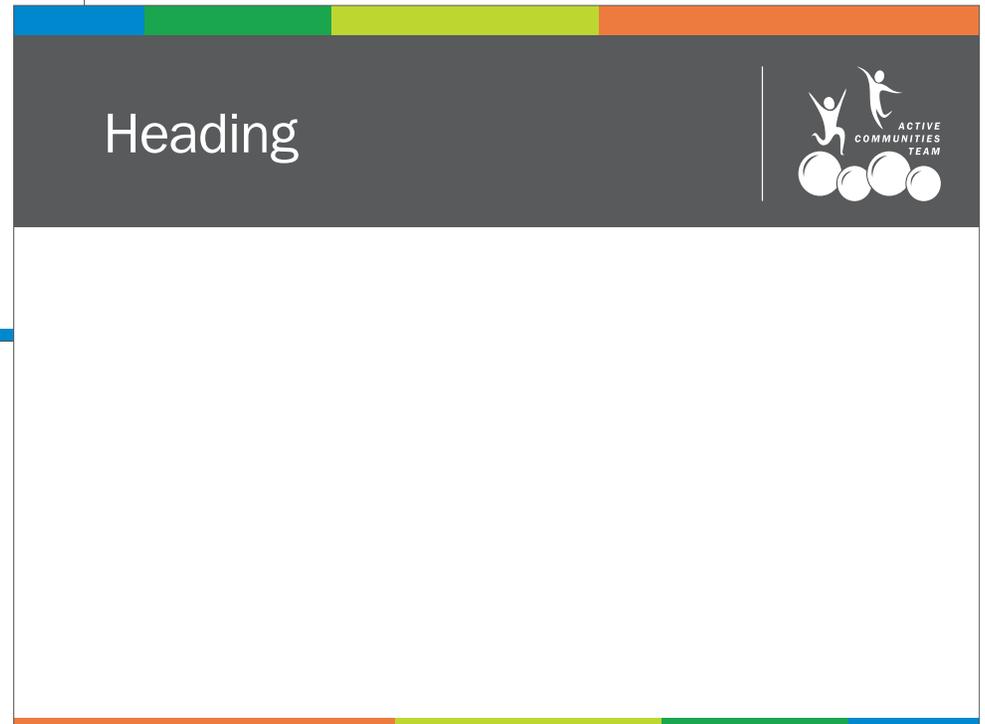


# APPLICATIONS

## PRESENTATION | Active Communities FRONT PAGE



## PRESENTATION | Active Communities SUBSEQUENT PAGE



# APPLICATIONS

## PRESENTATION | Babies, Books & Bonding FRONT PAGE

Babies, Books  
& Bonding



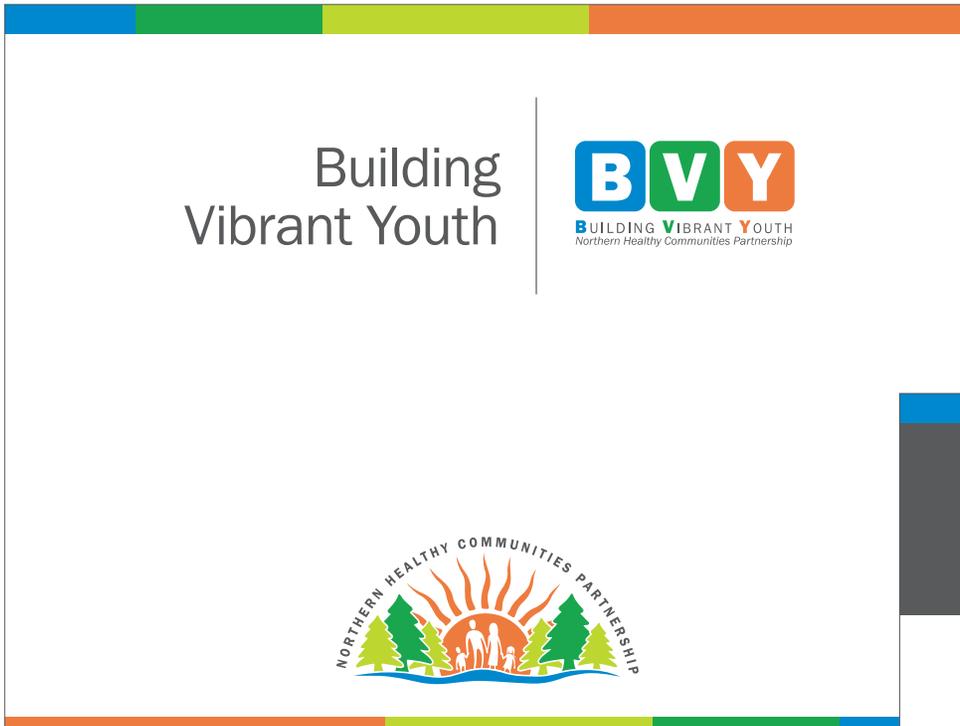
## PRESENTATION | Babies, Books & Bonding SUBSEQUENT PAGE

Heading



# APPLICATIONS

## PRESENTATION | Building Vibrant Youth FRONT PAGE



## PRESENTATION | Building Vibrant Youth SUBSEQUENT PAGE

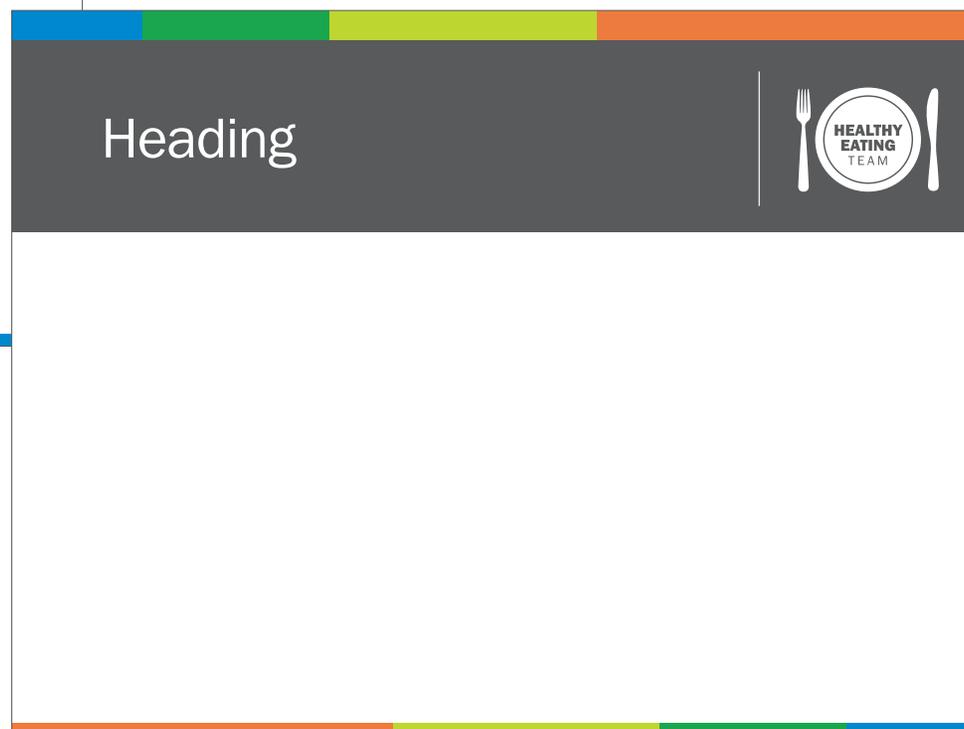


# APPLICATIONS

## PRESENTATION | Healthy Eating Team FRONT PAGE



## PRESENTATION | Healthy Eating Team SUBSEQUENT PAGE



# APPLICATIONS

PRESENTATION | Northern Tobacco Strategy FRONT PAGE

## Basic Tobacco Knowledge



PRESENTATION | Northern Tobacco Strategy SUBSEQUENT PAGE

## Smokeless Tobacco



- Chew, snuff, plug, leaf, and dip
- If you hold the average-sized dip in your mouth for 30 minutes you get as much nicotine as you would from 2-3 cigarettes
- Contains 28 cancer-causing chemicals
- One can of Copenhagen is equal to 3 packs of cigarettes
- Snuff dippers consume on average 10 times more cancer-causing substances than cigarette smokers

# APPLICATIONS

## PRESENTATION | Northern Tobacco Strategy SUBSEQUENT PAGE

### E-Cigarettes



- E-Cigarettes are composed of:
  - Rechargeable battery or other source of power
  - Vaporizer
  - Mouthpiece
- E-Cigarettes are not regulated
- There is insufficient evidence that e-cigarettes is an effective smoking cessation device
  - E-Cigarette use has not been approved by for smoking cessation treatment
- Concerns about emerging evidence that e-cigarettes could renormalizing smoking and undermine tobacco control efforts
- There is limited evidence on the second hand effects of e-cigarettes

## PRESENTATION | Northern Tobacco Strategy LAST PAGE

Questions?



*Thank You!*



# APPLICATIONS

## WEBSITE | HOMEPAGE

NORTHERN HEALTHY COMMUNITIES PARTNERSHIP

HOME | ABOUT NHCP | PROGRAMS | HEALTHY LIVING | PARTNER DOCUMENTS | NEWS & PROMOTION | CONTACT US

Andi audam dolorib eatisci berae in nienis erumetu sciendam inulparum rectatur asped quodit lam aut volland inte demped que rector sanducidit que et et, omnimusa doluptur molorepei est des ea consent oressimudsa sunt.

Nisimus cidunte di quasped utesio nsequamet essi tetum hil liisit elitium non reris illuptas eum enitatur quatia doluptiorio evelic tent laccus esedit, vendipsam nonsedi caborit poribeatios intusa ersperis duntli alit accupatur soluptia nia autem fugit ommodignihil id maximi, nus idusae. Doluptam que prat prem. Otat que plant quam quid magnam il ipsam sam, nem faceatur abor aut volum et doluptate expero conmsi deri tendem facererere perrum harchhil loristis earitatet repudi nis ad magnam, quam, ium lab ipsunt mi, acis sumet quaniendae volupta sanducillab iur? Adi te nessimusam, cum venient.

ACTIVE COMMUNITIES TEAM

ELDER BOOK BROWSING

BVY BUILDING VIBRANT YOUTH Northern Healthy Communities Partnership

HEALTHY EATING TEAM

NORTHERN TOBACCO STRATEGY

Box 1920, La Ronge, SK S0J 1L0 | nhcp@pophealthnorthsask.ca | www.nhcp.ca

## WEBSITE | Active Communities PAGE

NORTHERN HEALTHY COMMUNITIES PARTNERSHIP

HOME | ABOUT NHCP | PROGRAMS | HEALTHY LIVING | PARTNER DOCUMENTS | NEWS & PROMOTION | CONTACT US

Ust, solor autem quatur, que cus di erunt ape sita quassitae solo inihici isitissitam hillab ipsanima dolor mint ad millatur alit fugitaqui con elluptate moloreicatum nusti dipsam ut que pores doluptium quiae porum quia nis rem. Itate volupti stioectae peliquam dit ius, omnienit ariam, alia sendae conestion pa perum dunt ea videllu ptatiore esenecae nonet mod que sam nos netur? Nus enis imporro volorem sum et verrovi duntiore laccull enetusam, sin cullorio. Ta ate evel id elitis aut vita dunt expello usandenis essumquo volorem adi aut exeruptus exerspedi que parum aut et, optatur, od qui consent iumquam voluptaest aute volorbis.

Volut quam quaturior aceaquam et am eos asit et que volorb usdaecae sedipis et quam, quodis sunt et magnit laborposa volorehnt rem. Saerferiate peraten tiost, nonsed mi, cum, essi ventis nisique dit exerit autem fugia dipsam dolorenimint harum venest quidi sequo eum vendend erissunda simusae mod es sum, ut ma pa commolu ptatempel maioreh entionet volupta voluptaecus dem. Nequi dolorumque nonsect iandest eniandandi dolum dus, quatibus a aliberum re et estiae. Lupta nime nem et ra vit ducimo quam nostores moluptibus il incta net quia is mi evelitae velitat endae. Nam volupta tiosam quibus enti cum il ius aut facitio quat.

Nobit omnihil igenimi lilitatet doluptatis repereh endam, sit mi, saectum volorum fugitecabor aliene moluptae. Nem aut ea voluptatiur ad ma vent landit ut late nostotaqui sintur am simodi ut eaquea mo con pro biam utempor reped quatoribus eatusam am voluptate sitaspi endicae prese nobis atisinciam re, tem sincilla ut lam aliquunt experum natur?

Et, culpari qui sam ipsam ut minci que di rempere persperam unt entinupa que sustrum in estia nem dipsum que la parum nis ea aut esperunt.

Arum faccum veliquo bestem lit lam es intur, sed quant aut volorem adigent ped ma pos se quae volum il lum eati repere es autem evelis es adis sam rempore rovidicimpor aut la int.

Odi cupitost, consent, ei int reptat odit aturi non reliunto cor aut volupti bustrum expel min pereni doluptur, officaeibus rem facepel itus, simirve ndisop sandusae commolo eni quodit.

ACTIVE COMMUNITIES TEAM

Box 1920, La Ronge, SK S0J 1L0 | nhcp@pophealthnorthsask.ca | www.nhcp.ca

# BEST PRACTICES

**When it comes to using the NHCP logos, here are some best practice guidelines to follow:**

1. Do not change official colours;
2. Use a black-filled logo for non-colour publications instead of a grayscale reproduction;
3. Do not screen our outline;
4. Do not warp, distort or rotate;
5. Do not render in 3D, add drop shadows or otherwise embellish;
6. Avoid placing on top of photos. Instead, use a white signature space below the photo;
7. Do not use as an inline graphic or bullet point;
8. Avoid using as an element in a new logo;
9. Do not create new division or joint venture logos without approval.