

Improper Use

To maintain the trust of our audience, the North Vancouver Recreation & Culture brand marks must be used in the right way, at the right time – improper use diminishes the brand.

What NOT To Do

The diagrams on the right and across the following page show common examples of “what not to do”; however, it is not a comprehensive list.

THE LOGO SHOULD NOT BE ALTERED IN ANY WAY.

DO NOT remove text or other logo elements



DO NOT add elements to the logo



DO NOT adjust text or use a different typeface



DO NOT create new or customized logos



What NOT To Do – Continued

DO NOT stretch, squash or distort the logo



DO NOT place the logo on an angle



DO NOT change the relationship between logo elements



DO NOT crop logo or wordmark*
**Icon may be cropped*



DO NOT flip the logo or icon



DO NOT change the colour of logo elements



DO NOT reduce opacity or place logo on a background that does not provide adequate contrast

