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.**
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