



WILD WEATHER

WILD WEATHER EXHIBITION LOGO GUIDELINES



Wild Weather is a production of Science North, Sudbury, Ontario, Canada
in partnership with Ontario Science Centre

WILD WEATHER EXHIBITION LOGO GUIDELINES

Logo Variations:



Wordmark Colours:



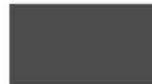
PMS 295c
CMYK 100 57 0 40
RGB 0 40 85



PMS 307c
CMYK 100 16 0 27
RGB 0 104 144



CMYK 0 0 0 100
RGB 0 0 0



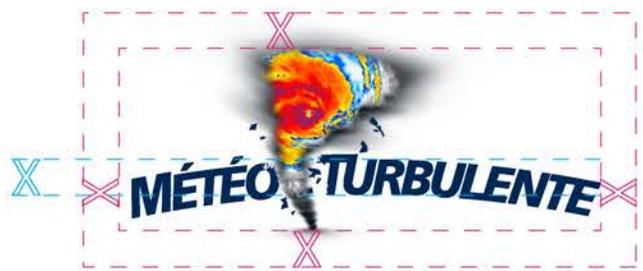
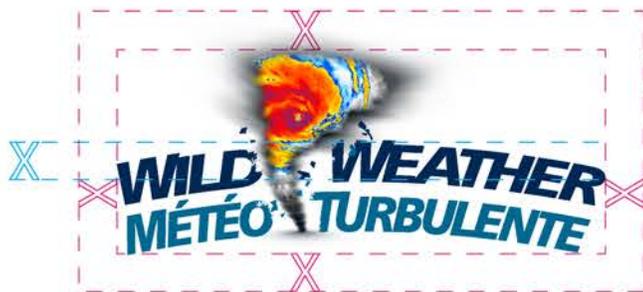
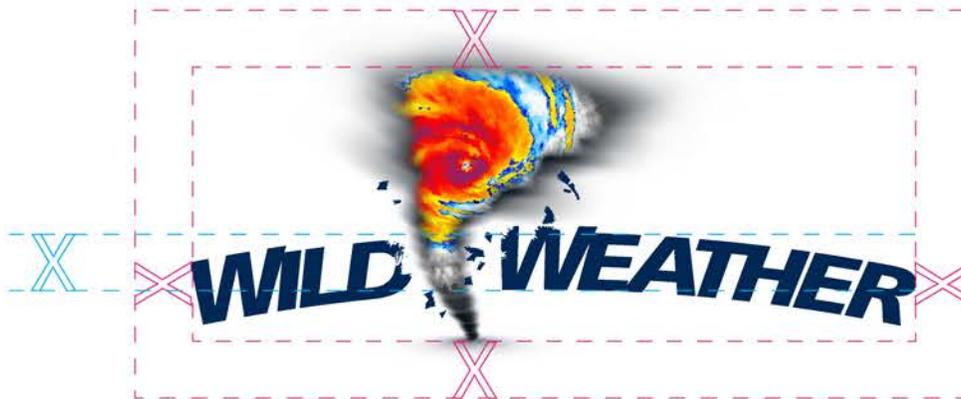
CMYK 0 0 0 70
RGB 77 77 77

PRINT PRODUCTION NOTE:

The gradient effect around the funnel shape is not supported in Illustrator's CMYK mode. Therefore to preserve this look artwork must be resized in RGB and rasterized at required size before converting to CMYK for Print.

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Minimum Clear Space:



Minimum Reproduction Size:



IMPRINT ON PREMIUMS AT EXTREME REDUCED SIZE



Black Plate Only



Shown here at 1" wide and under .5" high, these logo variations are for use on Premiums when the imprint area is smaller than the above stated minimum logo reproduction size and/or the imprint method only allows for one colour ink with no gradations. Examples: pad printing on 3D surfaces, engraving or etching.

IMPRINT COLOUR: When using the one colour logos, the imprint colour must be matched to one of the Wordmark Colours (PMS 295c, PMS 307c, 100% Process Black or 70% Process Black).

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Logo Positioning:



PROPER



IMPROPER

When placing the logo over a background image, make sure there is enough colour contrast for legibility (avoid dark backgrounds) and that visual elements do not encroach on the logo's clear space.

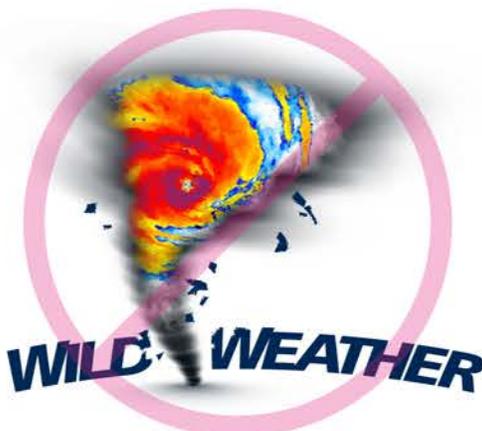
Logo Violations:



Do not reposition the type



Do not recolor



Do not resize the components



Do not invert grayscale logos