

MUSKOKA 2010

G8



CANADA



GRAPHICS STANDARDS MANUAL



Government
of Canada

Gouvernement
du Canada



Canada

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These guidelines are approved as of September 12, 2009, and may be subject to revision.

INTRODUCTION

The 2010 Muskoka G8 Summit Logo was created to represent Canada's hosting of the summit, to be held in Ontario in June 2010.

The logo usage standards were set to protect the Muskoka G8 Logo's integrity and identity. They ensure it is used in a clear, consistent and appropriate manner. They should be followed by all individuals who are responsible for implementing graphic communications for the summit.

These guidelines are not intended to inhibit creativity. They ensure that a standard of quality is maintained across all materials produced for this event. Please note that the guidelines are applicable, without exception, as of September 2009.

What does the logo represent?

Created by Kaboom Communications Design, this logo represents the region where the summit will be held. It is inspired from the works of Canada's iconic Group of Seven artists.

This image shows a firmly rooted, windswept pine tree. It embodies the spirit of the Muskoka region and Canada's relationship with nature. The tree trunk with its eight branches representing the G8 nations shows strength through unity.

The clean, streamlined typeface and lines of the logo also convey the businesslike style of the summit. The maple leaf represents Canada as host of the summit and its role as Chair of the G8 in 2010.



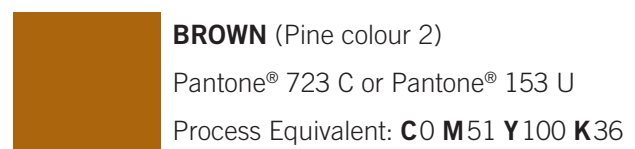
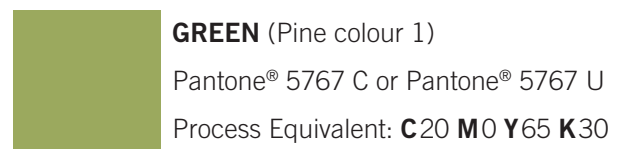
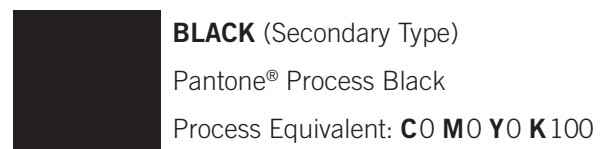
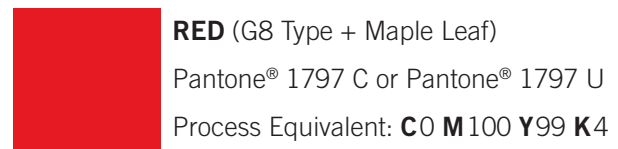
LOGO COMPONENTS AND SPECIFICATIONS

Composition of the logo



The official colours

The official colours for the Muskoka G8 Logo are as follows:



LOGO COMPONENTS AND SPECIFICATIONS (CONTINUED)

Background and contrast

At right is a sample of the official four-colour positive version of the logo. Do not use other colours in the place of these colours and do not alternate the colours. Background must be white.

At right is a sample of the official one-colour (black) positive version of the logo. For maximum impact, the logo must always be used at 100% black and never be converted to grayscale. Background must be white.

This is a sample of the official one-colour (reverse) negative version of the logo. Background must be black.



LOGO COMPONENTS AND SPECIFICATIONS (CONTINUED)

No variations may be used other than those listed on the previous page without written permission from the Summits Management Office, Department of Foreign Affairs and International Trade Canada. For reproduction purposes, and to maintain the highest quality, please use the electronic format of the logo (on CD or sent by email). Do not reproduce the logo from a photocopy or colour scan, and do not redraw it digitally.

Sizes and applications

The size of the logo may be varied according to its use and where it will be displayed. However, for optimal reproduction, the logo should not be smaller than 1.125 inches (29 mm) in total width.

- Do not scale or stretch the logo horizontally or vertically in a non-proportionate manner.
- Do not scale any one component separately from the rest of the components. Always maintain the official proportions of all components in relation to each other, whether the application is large or small.
- Do not rotate the logo as a whole, nor any one component separately from the rest of the components.
- Do not introduce any graphic components into it or add any around it. There must be enough space around the official logo to keep it distinct from any other graphic element.

Examples of improper or unacceptable uses



Never print a colour version of the Muskoka G8 Logo in anything other than the official authorized colours. Do not alter the official colors or change the combination of the colours.



Always print the Muskoka G8 Logo in its entirety. The typography, tree and leaf graphics must always remain together. Do not change the order of these graphic elements.



Never modify, distort, stretch or change the shape of the logo. Do not use an outline version of the logo.

WEB APPLICATIONS

Usage

The logo may be resized to fit specific Web needs, but it must not be stretched or skewed in a non-proportionate manner.

The logo must not be rotated from its original orientation.

If the logo is to be used as a linking graphic, please call our toll-free number at 1-888-G8CAN10 (1-888-482-2610) or email G82010@international.gc.ca for further instructions.

This logo shall be displayed in its official colours or in black and white. The logo is provided as a GIF to ensure the use of Web-safe colours.

Colours

The colours of the logo must remain as originally specified.



G8 Type + Maple Leaf

R 227 G 27 B 35



Secondary Type

R 0 G 0 B 0



Pine colour 1

R 156 G 169 B 95



Pine colour 2

R 171 G 101 B 13

COPYRIGHTS AND PERMISSIONS

Who owns the rights to the logo?

The Muskoka G8 Logo is an official mark, for wares and services, of the Government of Canada.

The Summits Management Office of the Department of Foreign Affairs and International Trade, which is a representative of Her Majesty the Queen, is vested with the ownership of the Muskoka G8 Logo, including any intellectual property rights related to this logo, and is the sole controlling authority in the use and licensing of this logo.

Who can give permission to use the logo?

Summits Management Office
Department of Foreign Affairs
and International Trade
200 Sacré-Coeur Boulevard
Gatineau, Québec, Canada
J8X 4C6

Phone: 819-934-6071
Fax: 819-934-2893
email: G82010@international.gc.ca
1-888-G8CAN10

HUNTSVILLE OFFICE

Summits Management Office
Department of Foreign Affairs
and International Trade
Royal Lepage Building
395 Centre Street North, 2nd floor
Huntsville, Ontario, Canada
P1H 2P5

email: G82010@international.gc.ca

Who may use the logo?

As a general principle, the members of the Summits Management Office shall use the Muskoka G8 Logo to promote the summit. The logo shall be used in a non-commercial manner befitting the status and goals of this summit.

Any organization wishing to use the logo for commercial purposes must first obtain written permission from the Summits Management Office. For application procedures, please call 1-888-G8CAN10.

Any commercial or non-commercial party may request, in writing, permission to use the logo. This request must include the following information: who is requesting permission, in what context and for what purpose. Requests will be evaluated individually and will be granted or denied accordingly.