

SK Arts Logo Guidelines

The visual elements of the SK Arts brand identity must be consistently and accurately applied to ensure a professional appearance for the organization.

Those making use of the visual elements of the SK Arts brand identity must adhere to the standards with regard to colour, typography and juxtaposition of visual elements in all applications.

These elements must be used consistently and without modification to avoid diluting the SK Arts brand identity.

For question about logo use, contact us at: communications@sk-arts.ca



SK ARTS PRIMARY LOGO

This is the primary SK Arts logo and should be used whenever the SK Arts brand identity is included in any content.



SK ARTS BLACK & WHITE LOGO

Sometimes, in production, only black ink is available and the SK Arts logo must be reproduced using this logo.

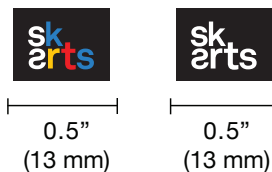
WORKING WITH BLACK BACKGROUNDS

There may be special cases in which the background is black. In this case (and only in this case), one of the logo versions that incorporates a white border should be used.



CLEARANCE

It is important to ensure the logo has clear space around it. Clear space ensures that other graphics, text or images do not interfere with the readability and reproduction of the wordmark. The minimum clear space surrounding the wordmark should be equal to the height and width of the letter X as illustrated. Additional space should be used whenever possible.



LOGO SIZE

The logo can be reduced to a width of 0.5" (13 mm). Anything smaller than this limit becomes difficult to register and print as coloured text. There are similar issues with electronic presentations at this size.

The original artwork for the logo was created as a vector illustration (EPS file). This format allows the logo to be enlarged with little or no loss in quality. A rasterized version (JPG, PNG, BMP) of the logo should not be enlarged beyond its original resolution.



SCALING

When enlarging or reducing the SK Arts logo, care must be taken to ensure that the scaling is proportionally constrained to avoid distorting the lettering.

BRAND COLOURS



BLACK

100% Black
R: 35 G: 31 B: 32



BLUE

C: 80 M: 45 Y: 0 K:0
R: 47 G: 125 B: 193



YELLOW

C: 0 M: 23 Y: 100 K:0
R: 249 G: 196 B: 18



RED

C: 0 M: 100 Y:100 K:0
R: 237 G: 28 B: 36