

# LOGO GUIDELINES

## MAIN LOGO



Metro Vancouver Regional Parks Foundation's logo is composed of a three-section illustration that represents nature, wildlife and people. Perhaps you see a tree, landscape or park way-finding sign, too! This logo is the primary logo and should be used in most instances. Always use logo files provided. Do not re-create.

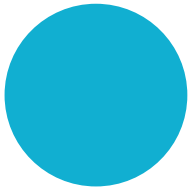
## ABBREVIATED LOGO



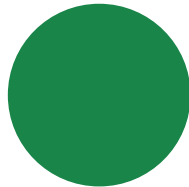
The abbreviated logo is a specific logo for small sizes and should only be used when the logo is rendered at a size less than 2 inches wide and to audiences who are familiar with what MVRP stands for.

## COLOURS

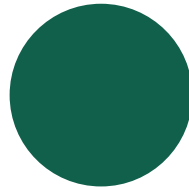
1



Burnaby Lake Blue  
#0bafd0

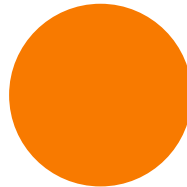


Grouse Green  
#238448



Pacific Spirit Pine  
#04604b

2



Tynehead Tangerine  
#F87A00

## FONT

### PRIMARY FONT

**HARMAN SANS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Secondary font

Open Sans

abcdefghijklmnopqrstuvwxyz

0123456789

# LOGO GUIDELINES

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Black and white knockout logo variations are also available; only to be used when there are print limitation or using the logo on busy or coloured backgrounds, and the full colour version does not work.



# LOGO MISUSE

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Do not crop the logo



Do not change the transparency of the logo



Do not use different colours of the logo



Do not distort the logo



Do not use the logo on illegible backgrounds



Do not use graphic effects on the logo

