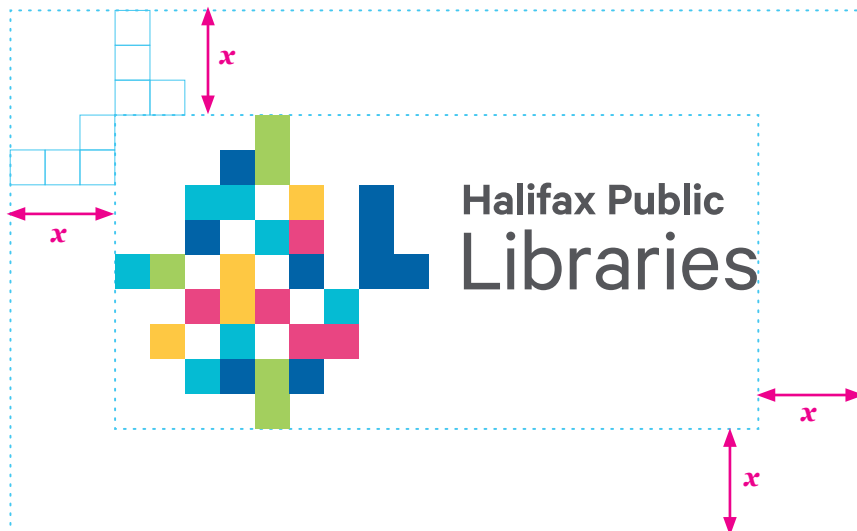


## Logo Usage Guide

# Our Library. Your Library. My Library.

Thank you for using the Halifax Public Libraries logo. Accuracy and consistency are essential when reproducing the logo. These guidelines have been carefully developed to ensure the usage and production of our logo is consistent. Never alter it in any way.

### Clear Space



### Minimum Size

Print media: 1"



Digital media: 72px

### Reversed + Grayscale



### Wordmark Only

# Halifax Public Libraries

Halifax Public  
Libraries

Minimum Size  
Print: 0.75" / Digital: 65px

# Logo Usage Guide

## Samples: Incorrect Usage



Do not **stretch**  
Do not **flatten**



Do not **rearrange elements**  
Do not **resize elements**



Do not **alter colours**  
Do not **add shadow effects**  
Do not **add glow effects**



Do not **use on low contrast & busy backgrounds**

## Samples: File Formats



JPG



PNG

If you are placing the logo on a solid colour or photo background and you use a jpg then the logo will appear with a white box surrounding it. This is an incorrect usage. A png logo file will appear with a transparent background. This is the correct usage.

## Palette



PANTONE  
**300 C**  
CMYK  
**94/60/0/0**  
RGB  
**0/103/179**  
HEX  
**#0067B3**



PANTONE  
**3115 C**  
CMYK  
**62/0/14/0**  
RGB  
**72/197/217**  
HEX  
**#48C4D9**



PANTONE  
**367 C**  
CMYK  
**35/0/74/0**  
RGB  
**175/212/110**  
HEX  
**#AED36E**



PANTONE  
**1225 C**  
CMYK  
**3/19/80/0**  
RGB  
**247/203/80**  
HEX  
**#F7CB50**



PANTONE  
**7424 C**  
CMYK  
**0/87/10/0**  
RGB  
**238/71/141**  
HEX  
**#EE468C**



PANTONE  
**Cool Gray 11 C**  
CMYK  
**65/57/52/29**  
RGB  
**86/86/90**  
HEX  
**#56565A**

## Additional information:

The logo can be produced in a variety of colours including branch specific colours. If you are looking for a particular palette please contact Marketing and Communications via phone at **902.476.5374** or email at [jones@halifaxlibrary.ca](mailto:jones@halifaxlibrary.ca)