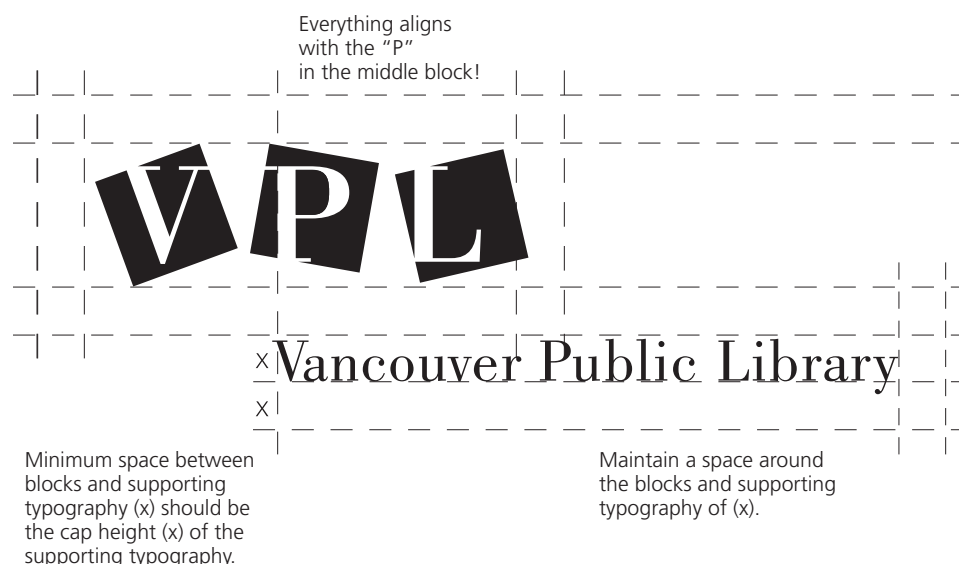


Guidelines for Logo Usage for VPL Partners



One of the distinctive characteristics of the Vancouver Public Library identity is the relationship between the logo blocks and the accompanying typography. Logo blocks and type must always be used in this basic arrangement with the type aligning with the letter "P" in the middle block.

The type portion of the logo is set in Bodoni Book (upper and lower case). No other font may be substituted.

There are three acceptable formats for arranging the type under the logo blocks. In all cases the words must be aligned with the letter "P" in the middle logo block. While it is preferred that the one line version of the logo be used, stacked versions may be used in situations where there are space constraints (see examples on following page).

The minimum size logo/type that should be used is .75 inches wide (side to side on the 3 blocks). There is no maximum size limit.

The colours used in the colour version of the logo are:

- PMS 2925u Blue for the "V"
- PMS 485u Red for the "P"
- PMS 123u Yellow for the "L"

When printing in black and white, use the black logo. Colour logos should only be used on neutral backgrounds (white, black, grey). Black or reverse logos can be used on coloured backgrounds.



Vancouver Public Library

Guidelines for Logo Usage for VPL Partners

Standard (preferred) Versions



Vancouver Public Library



Vancouver Public Library

Standard Versions — including website URL — must be used on event posters



Vancouver Public Library
www.vpl.ca



Vancouver Public Library
www.vpl.ca

Stacked Versions — use when spatial constraints prohibit use of the standard version



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