

## Visual Identity - guidelines

**FOR:** Salt Spring Island Tourism

There are FOUR primary versions of the Brand Identity unit:

Logo A - square unit shape with no tagline, logotype in green.

Logo B - square unit shape with no tagline, logotype in blue.

Logo C - horizontal unit shape with tagline, logotype & tagline in green.

Logo D - horizontal unit shape with tagline, logotype & tagline in blue.

The Visual Identity consists of two (or three) primary elements:

- 1)"scenic" graphic
- 2)"Salt Spring Island" logotype
- 3)"out of the ordinary" tagline

### WHICH FILE FORMAT SHOULD BE USED?:

#### **File format: ".jpg"**

Should be used for PRINTING / FABRICATION ENVIRONMENTS - including DESKTOP PRINTING applications.

#### **File format: ".gif"**

Is the preferred file format that should be used for WEB ENVIRONMENT applications.

#### **File format: ".pdf"**

Is primarily made available as a visual reference. However, it can be used for SOME PRINTING ENVIRONMENT applications.

IF AN IDENTITY FILE FORMAT IS NEEDED OTHER THAN THE ONES PROVIDED please request further information.

### COLOUR:

The Identity may be used in "full colour" - yellow, magenta, orange, wave green, wave blue, type green, type blue.

*continued*



**LOGO A** - square unit shape with *no* tagline - *logotype in green*  
- .jpg/.gif/.pdf file formats supplied

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**LOGO B** - square unit shape with *no* tagline - *logotype in blue*  
- .jpg/.gif/.pdf file formats supplied

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**LOGO C** - horizontal unit shape *with tagline* - *logotype and tagline in green*  
- .jpg/.gif/.pdf file formats supplied

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**LOGO D** - horizontal unit shape *with tagline* - *logotype and tagline in blue*  
- .jpg/.gif/.pdf file formats supplied

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**GRAYSCALE & SOLID BLACK:**  
The Identity may also be used in "grayscale" - black screens and solid black.

The Identity may also be used in "solid black" - all elements are in 100% black.

*Please note:* In black & white reproduction circumstances, the "grayscale" Identity version is preferred. However, in applications where good quality of a screen tint can not be achieved, the "solid black" Identity version can be used.

*continued*



**LOGO A/B - grayscale** - square unit shape with *no* tagline  
- .jpg/.pdf file formats supplied

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**LOGO C/D - grayscale** - horizontal unit shape *with* tagline  
- .jpg/.pdf file formats supplied

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**LOGO A/B - solid black** - square unit shape with *no* tagline  
- .jpg file formats supplied

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**LOGO C/D - solid black** - square unit shape with *no* tagline  
- .jpg file formats supplied

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## Visual Identity - guidelines

**FOR:** Salt Spring Island Tourism

*continued from page 2*

### FILE FORMATS & SIZING:

Identity files provided (jpeg, pdf, and gif - formats) **should not be used enlarged from the original's size**. However, files can be reduced from the original size to as small as the IDENTITY UNIT HEIGHT OF 3/4"

### CLEAR AREA:

A clear area should be maintained around the surrounding area of the Identity - clear of other graphic elements, typography, other distracting details, or BACKGROUND COLOURS OTHER THAN WHITE.

In the provided Identity electronic files, the "document" size of that file is the "clear area" that should be maintained in application.

### "POSITIVE" USE ONLY:

The Identity should be used only in "positive" form and not "reversed" out of an image or background (ie: the forms of the graphic should not be in "white")

### For more information on Salt Spring Island Tourism Visual Identity please contact:

Salt Spring Island Tourism  
email: philip@saltspringair.com

If you have questions or concerns about electronic file(s), OR AN IDENTITY FILE FORMAT IS NEEDED OTHER THAN THE ONES PROVIDED HERE, please request further information.

APRIL 2010

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3/4"  
minimum size under optimum reproduction conditions

### minimum file sizing



**clear area** - dashed line indicates the clear area to be maintained



acceptable use



NOT acceptable use

### "positive" use only