



City of Kingston Logo Guide

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Logo and Colours

The City of Kingston logo must be used to identify the City on all external communications and third-party communications as requested.

The integrity of the logo must be protected at all times. Never recreate it or modify it in anyway. Always use the approved electronic file which can be provided.

The logo can appear only in the colours provided:



White
#FFFFFF

Black
#000000

Sky
#0054a6
Pantone 286

C 100 **M** 75 **Y** 0 **K** 0
R 0 **G** 84 **B** 66

Logo space and size

Always maintain the minimum protective space around the City of Kingston logo to maintain visual clarity. The minimum protective space is the height of the “N”.

The minimum size of the logo:

Print 0.75 inches in height.

Digital 100 pixels in height.

The minimum resolution:

Print 300 DPI

Large scale print 150 DPI

Digital 72 DPI



Minimum
size printed
0.75 in

Logo proper use

Use the logo only as provided, do not alter the logo in any way.



Do not change colours



Do not change opacity



Do not add frames



No busy backgrounds or poor contrast



Do not distort



Do not separate or rearrange



Do not add elements



Do not add effects

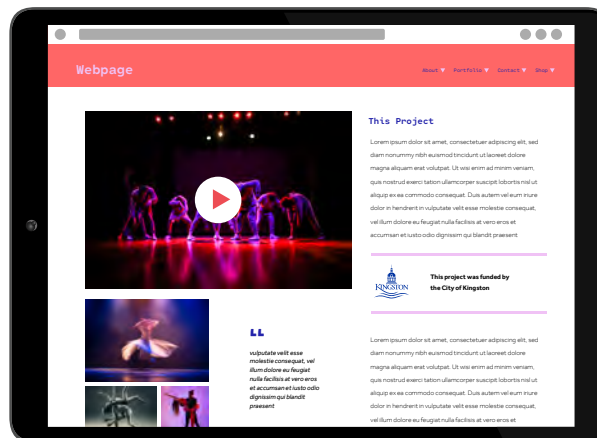


Do not rotate

Logo placement

- 1 The logo should appear on a solid background. (no photos or patterns).
- 2 Avoid placing a box behind the logo to achieve the solid colour. Logo should integrate smoothly into the design.
- 3 The logo should have appropriate spacing.
- 4 If you were provided language to feature with the logo, use exact copy without alteration.
- 5 If you were provided instruction on instances to use the logo, follow all instruction.
- 6 Logo should be appropriately prominent.

If you have questions about the order or placement contact
Communications@CityofKingston.ca



Examples of appropriate placement



City of Kingston **Logo Guide**

This guide covers certain applications, but cannot include all possibilities. For applications not covered in the guide or for advice about any application email

Communications@CityofKingston.ca

The City of Kingston acknowledges that we are on the traditional homeland of the Anishinaabe, Haudenosaunee and the Huron-Wendat, and thanks these nations for their care and stewardship over this shared land.