



GRAPHIC STANDARDS GUIDE | VERSION 1.0



The Logo

The Downtown Winnipeg Biz (DWB) logo is an authentic and unique expression of our new brand, positioning the organization as a connector in Winnipeg's downtown community. Consistent application and careful stewardship of this visual identity is the key to a successful brand.

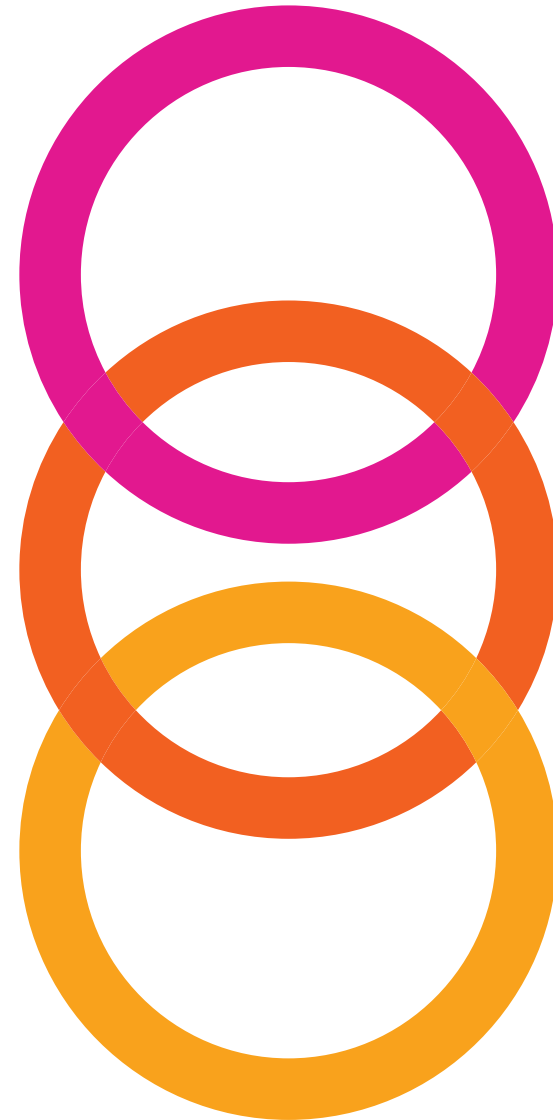
The following pages outline the key elements that make up the visual aspects of the brand and how they should be applied.



The Symbol

The centerpiece of the DWB logo is a vibrant set of colourful rings. Each element comes together at the centre, connecting to each other, and connecting the two words in the identity. The connected rings represent a unified and inclusive downtown, where people from different walks of life and with different ideas come together to share experiences. The interconnected rings tell the story not only of our downtown, but of the organization that helps to build those connections, and make our downtown a centre of activity. The warm colour palette invokes the idea of morning, noon and night, and reminds us that there is always something happening downtown.

The symbol should always appear in a vertical orientation. Do not rotate the symbol, change colours or alter the structure in any way.



Primary Logo

There are several versions of the DWB Primary Logo. The table to the right will help to determine which one to use and how to apply it.

NOTE: Use the CMYK “.eps” version for printing in full colour. Use the RGB “.jpg” or “.png” versions for digital and online applications.



Full colour

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.



Solid Black

Use this version when there is need for the logo to be small in a black and white application and maximum legibility is needed. The black and white version is for use on light backgrounds in black-only applications. It should not be used on a full colour piece.



Colour Reverse

This is the preferred reverse version for a full colour piece. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



Reverse

Use this version when there is need for the logo to be reversed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Horizontal Logo

There are several versions of the DWB Horizontal Logo. The table to the right will help to determine which one to use and how to apply it.

This logo is considered secondary to the Primary Logo, and should only be used in extreme horizontal applications.



Full colour

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.



Solid Black

Use this version when there is need for the logo to be small in a black and white application and maximum legibility is needed. The black and white version is for use on light backgrounds in black-only applications. It should not be used on a full colour piece.



Colour Reverse

This is the preferred reverse version for a full colour piece. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



Reverse

Use this version when there is need for the logo to be reversed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Protected Space

A sufficient amount of clean space around the logo preserves its impact and integrity. This “safe area” must be maintained at all times. The safe area is equivalent to the height and width of one of the rings in the symbol.

NOTE: Always use digital files supplied by DWB marketing in the brand toolkit.
Do not attempt to reset elements of the logo or build another configuration.



Minimum Size

The minimum allowable size of the Primary Logo has been reached when the width of the logo is 0.75 inches.

The minimum allowable size of the Horizontal Logo has been reached when the width of the logo is 1.5 inches.

Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult the DWB brand stewards in these instances.



0.75 inches



1.5 inches

Logo Colours

The DWB logo colours are warm, inviting and active while invoking the idea of morning, noon and night. Consistent colour use is key to the overall cohesiveness of the DWB brand. Always refer to these swatches and their specific colour breakdowns for consistency across a variety of print and digital mediums.



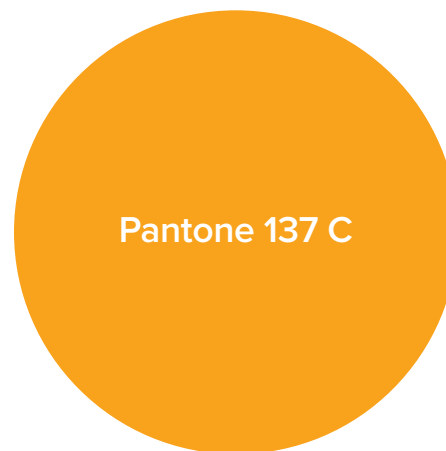
**Pantone
Rhodamine Red C**

CMYK 5.37 97.02 0 0
RGB 224 31 143
HEX/HTML E01F8F



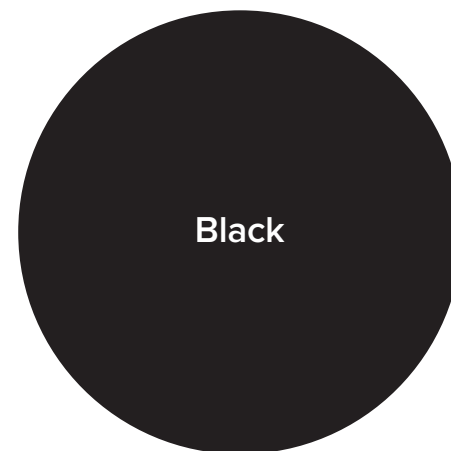
**Pantone
Bright Orange C**

CMYK 0 76.81 100 0
RGB 242 97 34
HEX/HTML F26122



Pantone 137 C

CMYK 0 42.23 100 0
RGB 250 162 27
HEX/HTML FAA21B



Black

CMYK 0 0 0 100
RGB 0 0 0
HEX/HTML 000000

Typography

Typography communicates the personality and tone of the DWB brand. It is important to be consistent in the application of typography in order to build and maintain a cohesive visual identity.

The **NeutraText PS Alt** family is the main typeface used in the DWB logo (the words “Down” and “Town”) and is also the primary headline font for the DWB brand. When applying this typeface, ensure that you are using the “Alt” versions. It is available in a wide variety of weights and includes italics.

Proxima Nova is used for the “Winnipeg BIZ” line in the logo, and should be utilized for subheads, body copy and long-running content. It has a more neutral character that both contrasts and complements NeutraText PS Alt.

NOTE: In a situation where NeutraText PS Alt and Proxima Nova are not available, please default to **Helvetica** for all messaging.

NeutraText PS Alt

abcABC123

NeutraText PS BookAlt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NeutraText PS BookItaAlt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NeutraText PS BoldAlt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NeutraText PS BoldItaAlt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova

abcABC0123

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

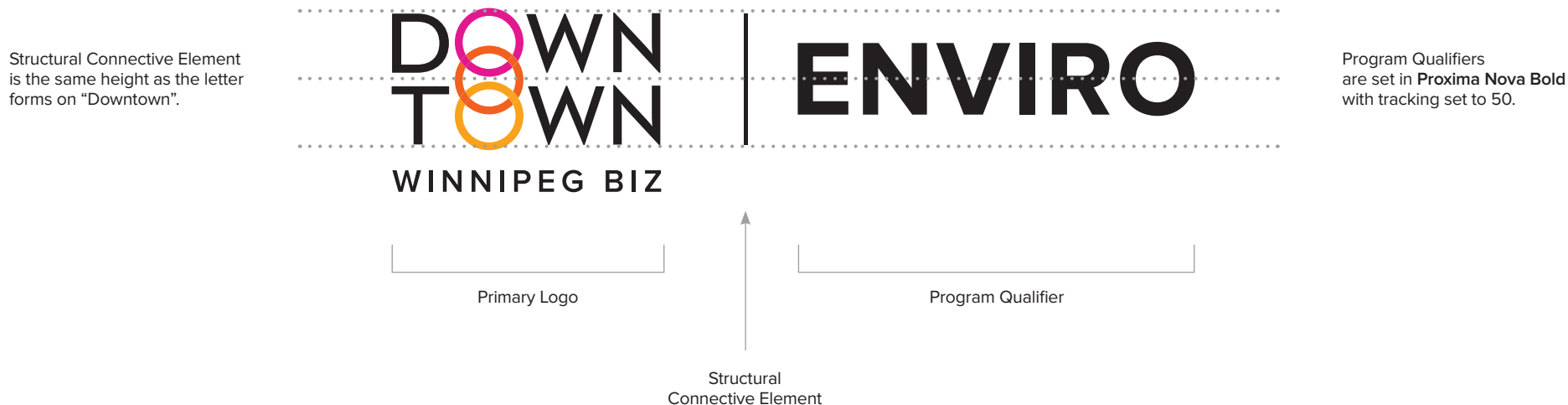
Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Program Logos

These logos are extensions of the Primary Logo, and feature qualifiers placed to the right of a structural connective element. All of DWB's wide array of programs will be represented by these logos, and they are available in full colour, black and reverse versions for a wide array of applications in various mediums.

When developing the suite of program logos, please refer to this page for the proper spacing of the various elements.



EXAMPLES



Find It Downtown Hashtag

This custom hashtag has been developed using the typefaces and colours established in the DWB logo. It is set in NeutraText PS, and features full colour versions as well as solid black and reverse versions.

Always use supplied files when placing this hashtag on DWB materials, and never reset the type or change the colours.

#finditdowntown

Full colour

#finditdowntown

#finditdowntown

#finditdowntown

Solid Black

Colour Reverse

Reverse

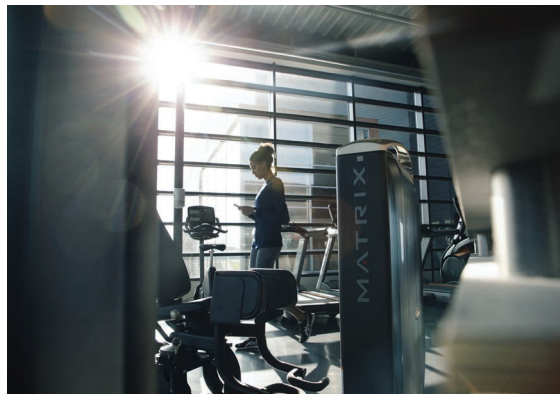
Photography

DWB brand photography should be a positive, uplifting showcase of Winnipeg's downtown area.

It should feature candid, natural images of citizens and business owners in authentic situations and environments related to downtown Winnipeg. People can be central to the composition, or can appear as part of a larger visual story that encompasses the local architecture of the area. If sourcing stock imagery, avoid overly staged poses or inauthentic scenarios.



NOTE: The images on this page are for reference only, and do not represent actual downtown Winnipeg environments. They are to be used as a visual guide for tone and aesthetic when shooting original photography or sourcing stock imagery.



Logo Placement on Imagery

There are several options when placing the DWB logo on imagery, with placement being determined by the specific medium being used. See below for some general examples. Always ensure adequate contrast when placing DWB logo on imagery. The white reverse logo is the safest choice, but the colour reverse logo can also be used on dark, simple backgrounds.



Traditional Bottom-Right Sign Off

The bottom right is the dominant and tried and true sign-off position when placing your logo on an image or piece of traditional communication such as a print ad.



Alternate Top Placement

Use this placement in situations where the logo will need to be placed at a higher elevation for optimal line-of-sight viewing, such as a banner at a crowded media event or a brochure placed in a rack.



Bold Centre Placement

The logo can also be placed in a big, bold way on simple or textural images, as long as legibility is maintained. This placement is ideal for online applications or as a sign off to a promotional video.

Always consult the designated Brand Manager when determining the best logo placement on a particular piece of communication.