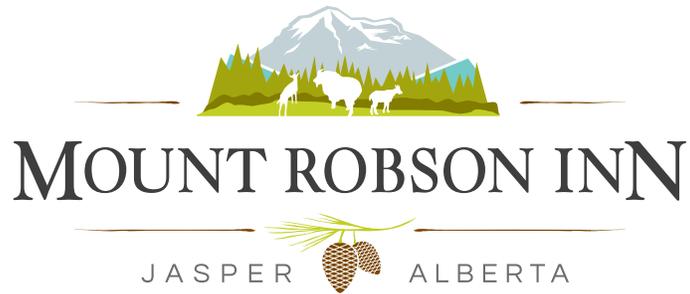


# LOGO GUIDELINES





USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The cmyk logo can be used for all full colour print work such as in ads, brochures, business cards, etc.

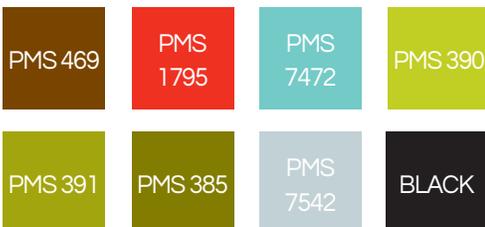
FULL COLOR - SPOT



PMS 469 - accent lines & pine cones  
Black - Mountaineer Lodge  
70% Black - Lake Louise Alberta  
PMS 390 - pine cone branches, mountain icon  
PMS 1795 - flower icon  
PMS 7472 - snowflake icon



PMS 469 - accent lines & pine cones  
Black - Mount Robson Inn  
70% Black - Jasper Alberta  
PMS 390 - pine cone branches, grass  
PMS 391 - trees  
PMS 385 - shrubs  
PMS 7472 - hills



#### USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The spot logo is set up for all colour matching work such as embroidery or signage, in which a specialty colour must be custom-mixed and matched to. These PMS versions are optimized for Coated Paper.

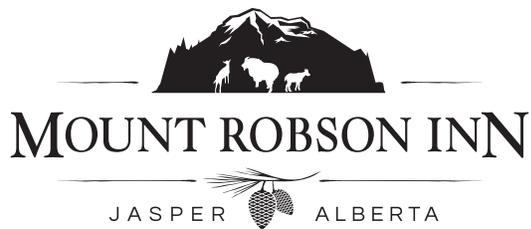
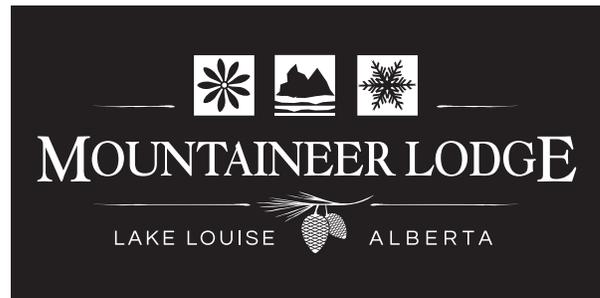


**USAGE:**

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The RGB logos are set up for all online usage such as website, e-newsletters, email signatures, etc. A jpeg with a solid white background is available as well as a transparent png file.

ONE COLOR - SPOT

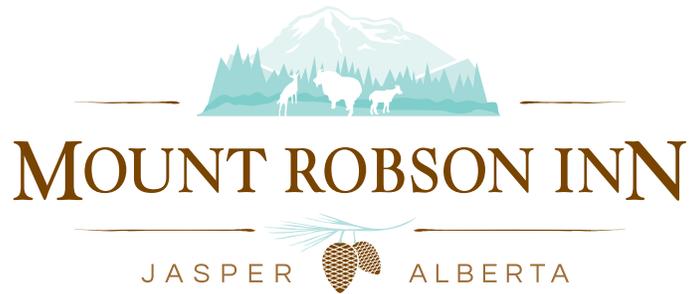


USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The one colour logos have been set up for budget printwork where only one colour is printing. In both cases, the optimal print colour is either black ink or white reverse of the dark colour.

TWO COLOR - GRAYSCALE



PMS 469

PMS  
7472

**USAGE:**

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The two colour logos have been set up for budget printwork where only two colours are permitted to print such as letterhead. Black can be substituted for the brown PMS 469.

ONE COLOR - GRAYSCALE



PMS 469

BLACK

PMS  
7472

#### USAGE:

These two logos can be used either side by side horizontally or vertically stacked or used alone for individual use.

The one colour logos have been set up for budget printwork where only one colour is printing. The black only ink version of the grayscale logo is designed to be optimally printed on black and white applications. Other acceptable 1-colour versions can include the brown PMS 469 and the blue PMS 7472

# LOGO GUIDELINES



NO ADDITIONAL ELEMENTS SHOULD INTERSECT THE LOGO'S NEGATIVE SPACE



NO ADDITIONAL ELEMENTS SHOULD INTERSECT THE LOGO'S NEGATIVE SPACE

## USAGE:

Respect the logo. Leave enough negative space around the artwork to create a presence.

# LOGO GUIDELINES



DO NOT SQUEEZE THE LOGO



DO NOT STRETCH THE LOGO



DO NOT WARP THE LOGO



DO NOT SUBSTITUTE COLOURS.  
USE ONE OF THE MANY  
COLOUR OPTIONS PROVIDED



DO NOT SUBSTITUTE ANY  
OF THE FONTS

## USAGE:

Respect the logo. Leave enough negative space around the artwork to create a presence.