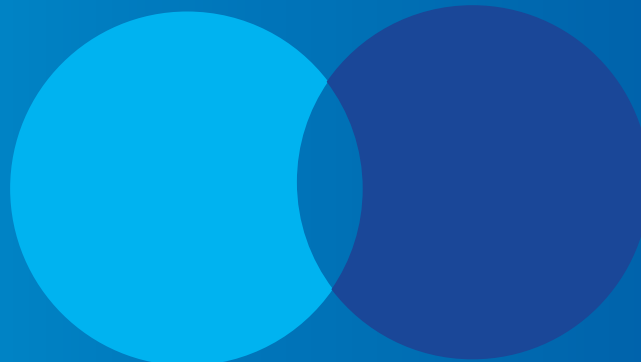


The Conference Board of Canada

Logo Guidelines



Logo

Our logo is our first impression. It is a visual cue that embodies the story of who we are, what we do, and why we do it – our history, our beliefs, our value, and our direction.

The logo consists of a strong and simple wordmark of our name, written in black letters and laid over two lines. It stands confidently on its own, without a supporting icon or colour.

Used correctly, our logo helps build credibility, establish trust, and distinguish us from all other organizations.

The Conference Board of Canada

The Conference Board of Canada

French

**Le Conference
Board du Canada**

Bilingual

**The Conference Le Conference
Board of Canada Board du Canada**

Logo

Proper usage

Clear space

To effectively communicate the Conference Board of Canada visual identity, an area of clear space free of distracting elements such as text or graphics must be maintained around the logo, as shown below. The clear space around the logo must be the width of an “e” from the logo on all sides

Minimum size

The minimum size for reproducing the Conference Board of Canada logo is no less than 2.5 centimetres wide.

Background control

If the Conference Board of Canada logo is placed on a photographic or textured background in certain applications, the background must provide sufficient contrast to the logo. Textured backgrounds that contain patterns should be subdued so they do not compete visually with the logo. Otherwise, either the reversed out or the solid black version must be used.



The Conference
Board of Canada

Minimum 2.5 cm wide



Logo

Improper usage



Never attempt to create your own Conference Board of Canada logo



Never attach anything to the logo



Never alter the horizontal orientation of the logo



Never reproduce the logo in non-approved colours



Never use part of the logo; it is an integral unit



Never print on top of the logo



Never stretch or alter the logo's proportions



Never use the logo as part of a sentence or phrase