

# Festival du Voyageur

## BRAND GUIDELINES

For external use

November 2017  
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Marketing and Communications Manager

# IMAGE AND NAME

The Festival du Voyageur logo and name are exclusively owned by Festival du Voyageur inc. Use of the logo and name by external partners must be explicitly authorized by Festival du Voyageur inc.

When specifically referring to the Festival du Voyageur corporate entity, the "inc." abbreviation must follow the corporation's name. Please note that "inc." is always spelled with a lower-case "i" no matter the language.

## LOGO

Festival du Voyageur inc. uses three main logos :



**Festival du Voyageur**

Corporate logo and winter festival

**FORT  
GIBRALTAR**

Fort Gibraltar logo



Annual campaign logo,  
"Wordmark"

These logos are the exclusive property of Festival du Voyageur inc. All use of these logos are subject to a written authorization from Festival du Voyageur inc.

The annual campaign logo will be available in the fall.

## COLOURS

Only the following variants are acceptable for the Festival du Voyageur corporate logo:



**Festival du Voyageur**



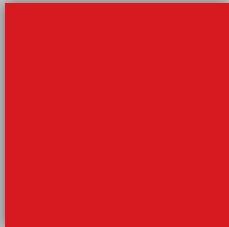
**Festival du Voyageur**



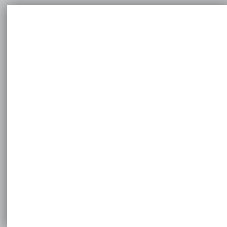
**Festival du Voyageur**



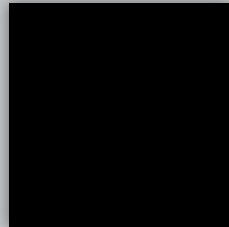
**Festival du Voyageur**



Pantone: PMS 185  
CMYK: 0/100/100/10  
RGB: 215/25/32  
HEX: d71920



Pantone: PMS Process White  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: fffff



Pantone: PMS Process Black  
CMYK: 0/0/0/100\*  
RGB: 0/0/0  
HEX: 000000

\*CMYK: 30/30/30/100 for large black backgrounds

## VARIANTS

The Festival du Voyageur corporate logo is available in two versions:

### 1. Vertical



**Festival du Voyageur**

### 2. Horizontal



**Festival du Voyageur**

The vertical version is preferred for most cases, but a horizontal version is suggested when the logo is being used in a document header.

## DISTANCE

Please pay attention to the distance between our logo and all other elements (other logos, text, icons, etc.)



# 3

## LOGOS TO AVOID

### Background

Avoid using a colour or texture as a background that might make the logo illegible.



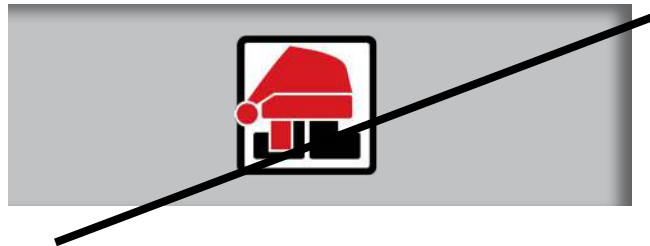
### Colour

Do not change the colour of the logo's design elements.



### Elements

Do not use the logo's design elements separately.



### Positioning

Do not change the disposition of the logo's design elements.



### Disproportion

Ensure that the logo's proportions are respected when its size is modified.



### Text and font

Do not add text to the logo.



# CONTACT PEOPLE

**FOR ALL QUESTIONS ABOUT THE FESTIVAL  
DU VOYAGEUR'S BRAND IDENTITY, PLEASE  
COMMUNICATE WITH:**

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**FOR ALL QUESTIONS ABOUT GRAPHIC DESIGN,  
PLEASE COMMUNICATE WITH:**

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