BRAND GUIDELINES

LOGOS

Primary Logo

Reversed Logo

When containing the logo within a shape, be mindful of the angular nature of the mark. Mirror these angles, creating a parallelogram and giving the logo a natural space to live.

CLEAR SPACE

Clear space is the area surrounding the logo that should be free of all text or any other graphic elements. This ensures the logo's consistent visual treatment, visibility, and impact.

The minimum clear space requirement for the imagineNATIVE logo is based on height of the logo chevron.

Height of chevron = minimum clear space

MINIMUM SIZE

100 px wide on screen

1 " wide in print

TAGS

You may use tags when speaking to the different imagineNATIVE audiences. These tags can exist on their own or pair with the imagineNATIVE logo.

»imagine NATIVE | *FESTIVAL* | *INSTITUTE* | *TOUR*

The tags can also be used together to speak more broadly to imagineNATIVE, as illustrated in the example below.
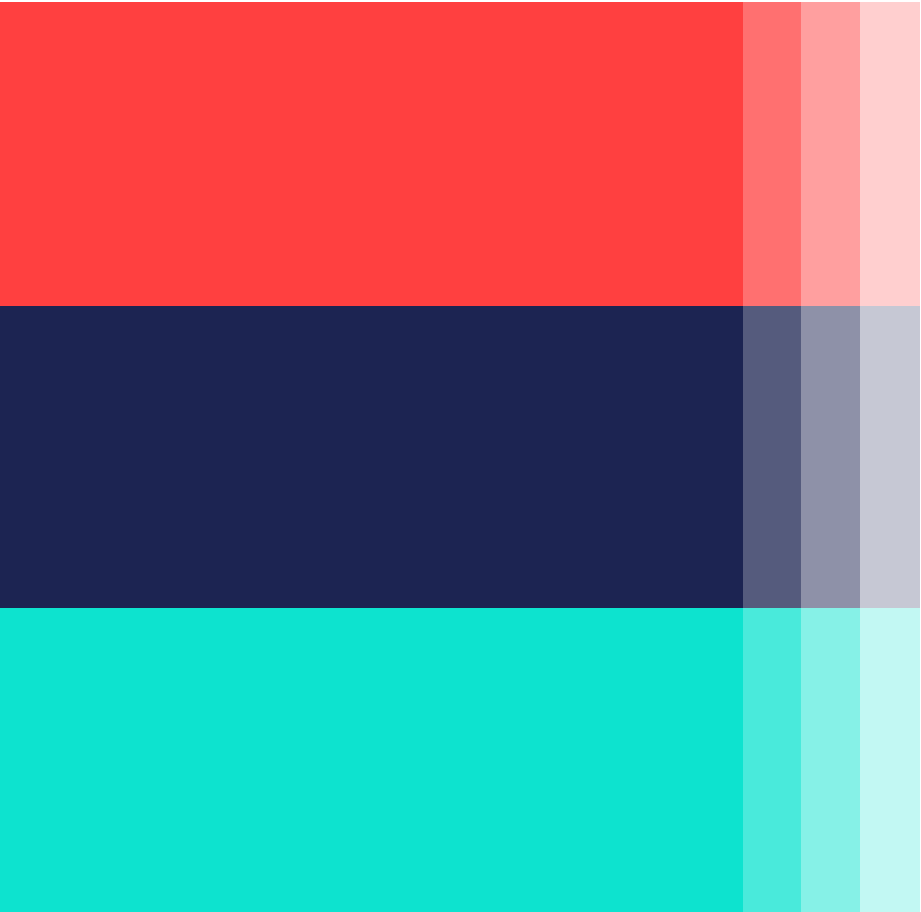
FESTIVAL | INSTITUTE | TOUR

FESTIVAL | INSTITUTE | TOUR

FESTIVAL | INSTITUTE | TOUR

COLOUR PALETTE

PANTONE BLACK 3 C
R0 G0 B0
C0 M0 Y0 K100
#000000

WHITE
R255 G255 B255
C0 M0 Y0 K0
#ffffff

PANTONE RED 032 C
R255 G64 B207
C0 M89 Y75 K0
#ff4040

PANTONE 655 C
R29 G36 B82
C100 M96 Y36 K32
#29366e

PANTONE 3262 C
R13 G227 B207
C60 M0 Y30 K0
#0de3cf

Barlow Semi-Condensed

Use in headings, subheadings, pull quotes, and bold type treatments

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
1234567890@#$%!

THE *QUICK BROWN FOX* JUMPS OVER THE LAZY DOG.

ATEMPELL ATIBUS SUNTI QUAE SINIAS DITISSIMUS ET ES SAPITAT. EXERUNTEM ENET REPED UTECEATIIS MOSANIA.

Montserrat

Use in body copy, subheadings, and mice type

AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890@#$%!

The **quick brown fox** jumps over the *lazy dog.*

PUDIS NATI VELIQUAE MINT

Venistis quo te re voluptus, quis soloremporio mi, excea delluptas sam, con nullorepero occabor remperunt magnam.

Expedicil magnamus que vellict oreptas dolorpos aut dollita sa pa core, soles atatur, voloris doloribus evernamus que porum ad esequiaFacianditam cus volo ima essequidust, solectem dollesequis qui as atiusantia. sinvelendi nitia quam quisciet aliquis

tiberum simi, opta dolorerum quis excepera dolut eatiatem quibusam nati autas doluptas sus milit laboria nis.

CUMQUAS PERATUR, COR SITAS

elit mintis eatate comniam deliquam, occab iderionem audae modiore deligenit vellaut esequi tem videm et optaturest vit ideliberia volor sime moloruptae voles et, quo bea dita pellupicatis molor sam, occulparum eat.
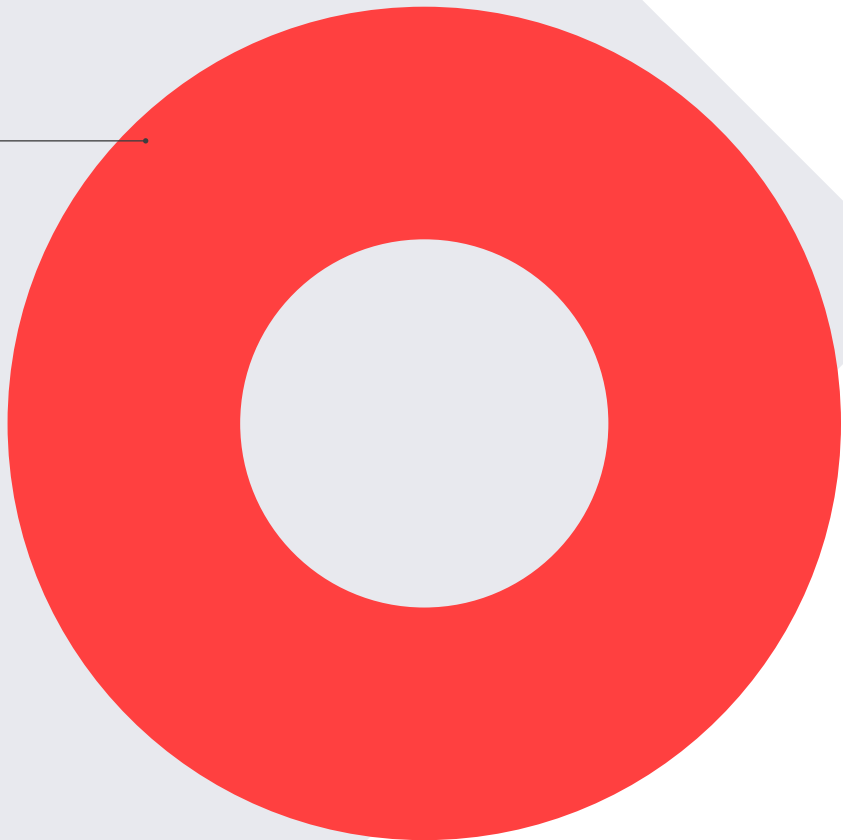
GRAPHIC ELEMENTS

Tints/Opacities

Incorporate the brand pattern by scaling individual elements and using light tints of the brand palette or opacities. This treatment utilizes the pattern in a subtle application.

Isolation

Isolating elements from the brand pattern to create areas of interest, control the flow of content, or bring balance to a layout.
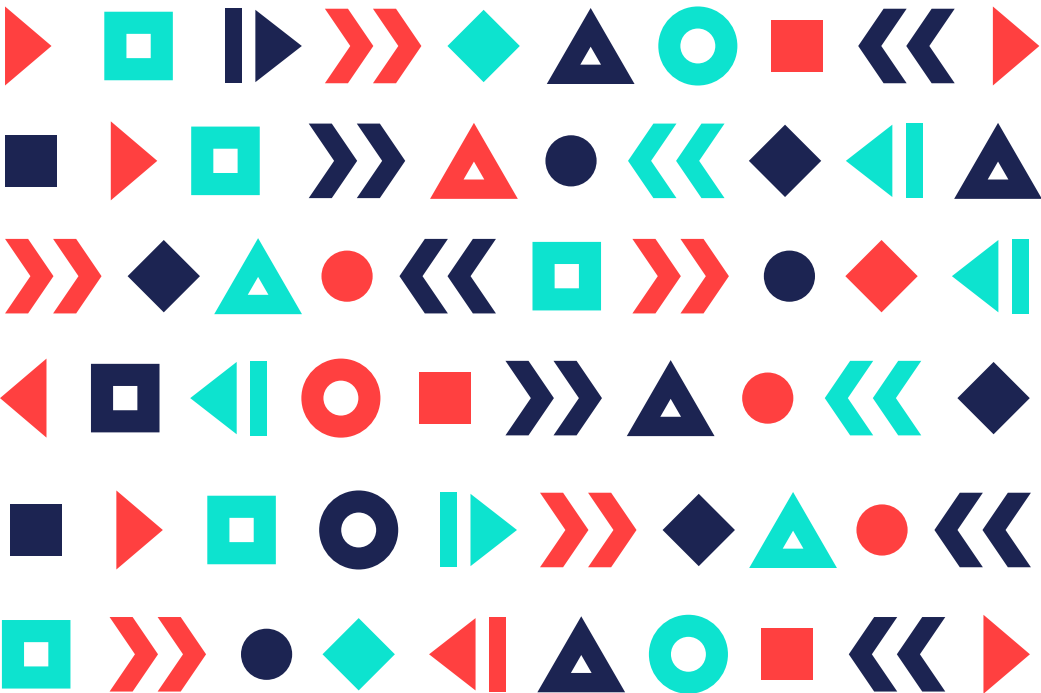
Pattern

Use the brand pattern to incorporate warmth and energy. It adds visual interest, creates balance, and breaks up negative space. It can be used one of two ways: On a smaller scale (by isolating a small number of elements)

Or on a larger scale (below). This treatment should be used sparingly, as it can easily overpower a layout.

Pattern Elements

Chevron	Diamond	Triangle	Outlined Circle	Filled Circle	Outlined Square	Filled Square	Eject