



Graphisme, animation et nouveaux médias

**crano**  
Graphics, Animation and New Media

Graphic  
Standards

## BRAND SIGNATURE

The full **GRAND** brand signature is comprised of its wordmark 'GRAND' and French and English tag lines placed above and below the wordmark. Both taglines appear with the wordmark.

In rare instances where the tag lines are so small they are unreadable (width, 3.5 cm for print or 165 pixels for web), they can be removed. This is the basic signature.

The logo is available in PC and Mac compatible formats and can be downloaded from <http://grand-nce.ca/newsandmedia/media-centre/grand-logos>

The logo comes in colour, black & white and reverse options.

Full Colour



All Black



White on a solid colour background

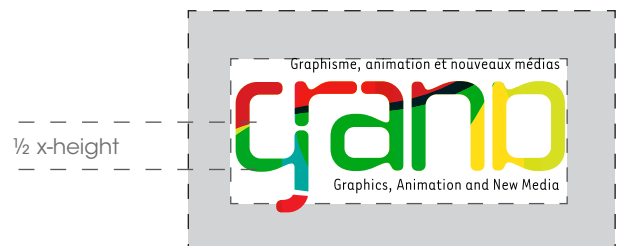


White on a solid black background



### Buffer space

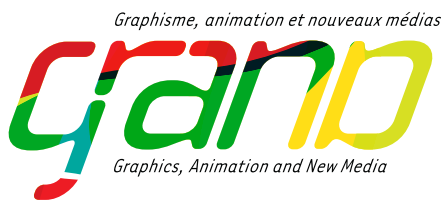
The clear space around the logo that is equal to **HALF the "x-height"** of the word "Grand". Please keep this space between the logo and all other type, graphics, photos or the page edge.



## UNACCEPTABLE LOGO USAGE

The logo must always be used in its complete and original format and colour scheme. It must not be cropped, skewed or otherwise altered.

### Unacceptable examples of the logo:



Do not stretch or skew the logo



Do not use other colours



Do not modify the position of the logo text

**GRAND-NCE**

Centre for Digital Media  
577 Great Northern Way  
Vancouver, BC V5T 1E1

t: 778 370 1001

e: [grand@gnwc.ca](mailto:grand@gnwc.ca) | [grand-nce.ca](http://grand-nce.ca)