

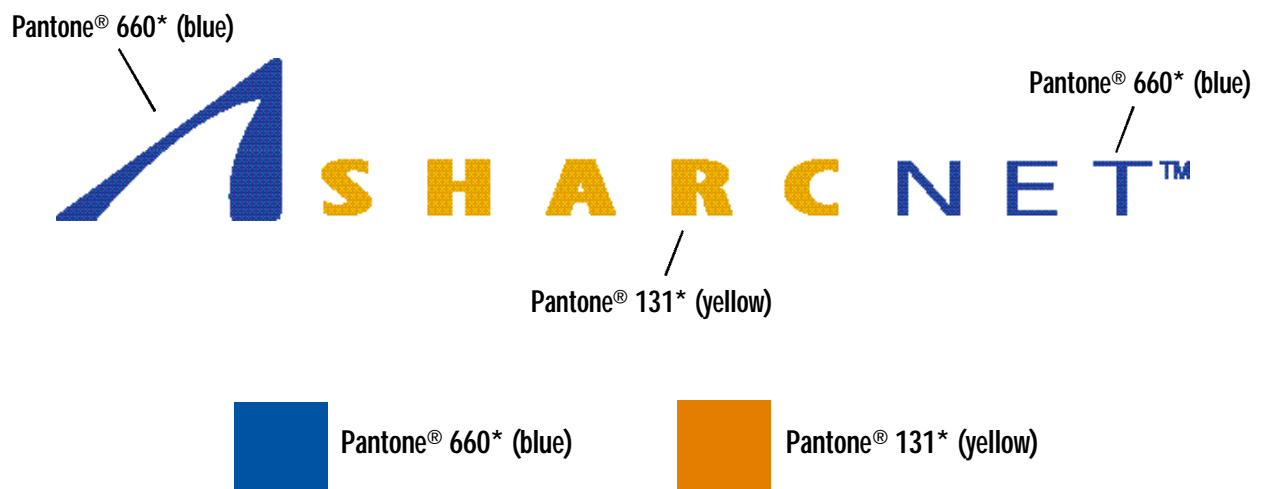
Logo Applications

The Sharcnet logo must always be reproduced exactly as specified in this graphics manual. It is comprised of two elements:

1. the graphic symbol of the shark fin
2. the name Sharcnet

The visual relationship between the symbol and the words should be maintained exactly as they appear in the approved artwork and should not be altered or recreated in any way.

The overall brand logo for Sharcnet is shown below, in 2-colour reproduction. This is the preferred choice for all communications materials to external audiences.



For more information, or digital logo please contact:

HONEY | DESIGN, MARKETING
& COMMUNICATIONS

>> 660 Maitland Street, London, Ontario, Canada N5Y 2V8
>> t. 519.679.0786 f. 519.642.1552 >> www.honey.on.ca

*Please note that these colours are approximate. Use a Pantone® swatch book for an accurate colour match.

Sizing and Spacing of Logo

1. The logo must not be distorted or altered in any way.
2. Placement of logo within documents should allow for appropriate white space around the logo. See diagram.
3. Although the logo can be reproduced in the minimum size shown, care should be taken with the reproduction, ensuring that legibility and colour remain consistent with the larger size. If, when printed at minimum size, the logo does not appear as sharp and distinct as the example below, then pre-press preparation and/or printing method should be re-evaluated and a larger size chosen. Recommended minimum size of the logo is 1 1/2".



- represents the minimum white space that should be left around the logo.

 Minimum reproduction size of the logo is 1 1/2".

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The Use of Sharcnet Colour Logos

The examples shown on this page are the only correct usages of colours in the Sharcnet logo: the two-colour version (which is the preferred application), a one-colour version in Pantone® 660* (blue) or in black, and the logo in white reversed out of black or any dark coloured field.



Two-colour logo

Pantone® 660* (blue) and Pantone® 131* (gold)



One-colour logo

Pantone® 660* (blue) or black



Reversed Logo

White out of black or any dark background

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Sharcnet Corporate Identity Guidelines

Digital File Formats for Print

The corporate identity should be applied in a consistent manner, and care should be taken not to misuse artwork.

The Sharcnet logo is available in IBM & Macintosh digital format. For further information or assistance, please contact Honey Design, Marketing & Communications (519) 679-0786.



Shrc 660/131.eps



Shrc 660.eps



Shrc K.eps



Shrc Rev.eps

Macintosh:

Shrc 660/131.eps

Shrc 660.eps

Shrc K.eps

Shrc Rev.eps

Shrc cmyk.tif

Shrc K.tif

Shrcweb.gif

Shrcpp.jpg

IBM

SHRC6613.EPS

SHRC660.EPS

SHRCK.EPS

SHRCREV.EPS

SHRCCMYK.TIF

SHRCK.BMP

SHRCWEB.GIF

SHRCPP.JPG

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Note: Artwork in this document may not be used to reproduce the Sharcnet logo.

Reproduction artwork for both Macintosh and IBM is available on diskette or by e-mail. The colours shown above are only approximations and may not be used for colour matching.

Please refer to colour specifications provided.

Web-safe & PowerPoint

The electronic corporate identity should be applied in a consistent manner, and care should be taken not to misuse artwork. The Sharcnet logo has been converted to be represented on a monitor as closely to the printed version as possible. This file will be in RGB, low resolution (72 dpi) and only suitable for the web and PowerPoint. The web-safe palette of colours is very limited to ensure that there is consistency across all browsers. This results in logo colours not being exactly the same as in print.

Web-safe logo



Web-safe Logo (RGB)

Shrcweb.gif

PowerPoint logo



PowerPoint Logo (RGB)

Shrc pp.jpg



3861A3

R = 54 G = 96 B = 168



E0B504

R = 224 G = 181 B = 4

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Size Variations

The examples shown on this page are the Sharcnet logo applied in different sizes.



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