MOV museum of vancouver

Graphic Standards Manual

The Mark

Colour

Positive: Black

Negative: White

Primary & Secondary Typography

Usage:

- VAG Rounded has been selected for the MOV primary typeface for **headings** in printed communications and core identity implementation.
- The Helvetica Neue type family has been selected to compliment the primary typeface. Helvetica Neue should be used for all **body copy** in printed communications and core identity implementation.
- For all correspondence and general office use, Arial Regular font is recommended.

VAG Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?$
1234567890abcdefghijklmnopqrstuvwxyz

VAG Rounded Bold

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?$
# 1234567890abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?$
1234567890abcdefghijklmnopqrstuvwxyz

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?$
1234567890abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

Colours

Pantone Colours

Process Cyan	PMS 382	Process Magenta	PMS 165	PMS 2612	PMS 137
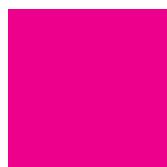
Four Colour Process

100 **C**	30 **C** 95 **Y**	100 **M**	80 **M** 95 **Y**	75 **C** 100 **M**	50 **M** 100 **Y**

Web
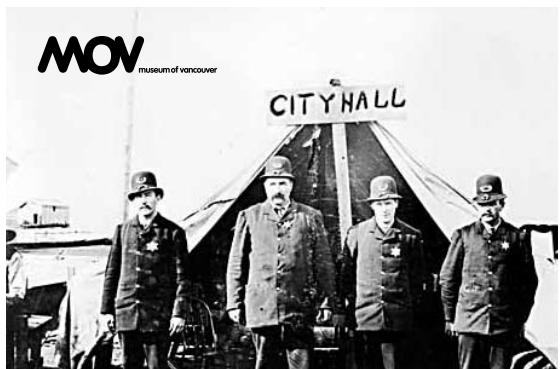
R 0	**R** 190	**R** 236	**R** 241	**R** 102	**R** 247
G 174	**G** 215	**G** 0	**G** 90	**G** 45	**G** 147
B 239	**B** 59	**B** 140	**B** 41	**B** 145	**B** 30

Backgrounds

Apply reversed mark to images with dark backgrounds
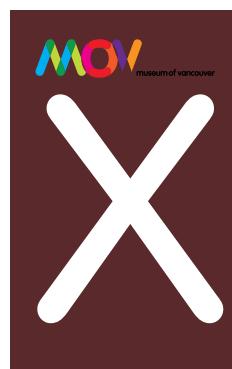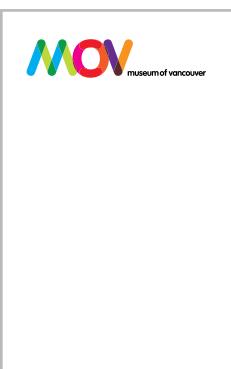
Apply black mark to images with light backgrounds

Apply Reverse mark to solid colours

Only apply colour mark to white backgrounds

Guidelines & Restrictions

1.25"

Minimum Size
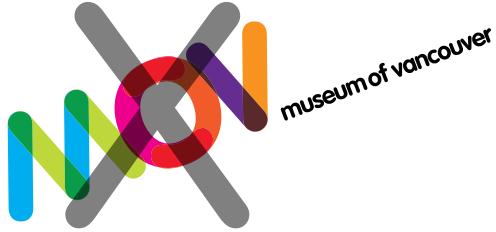
DO NOT rearrange colours

DO NOT shrink
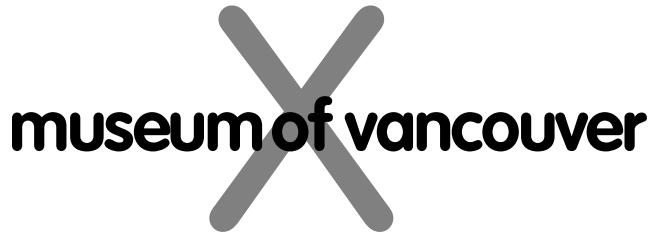
DO NOT stretch

DO NOT place on an angle
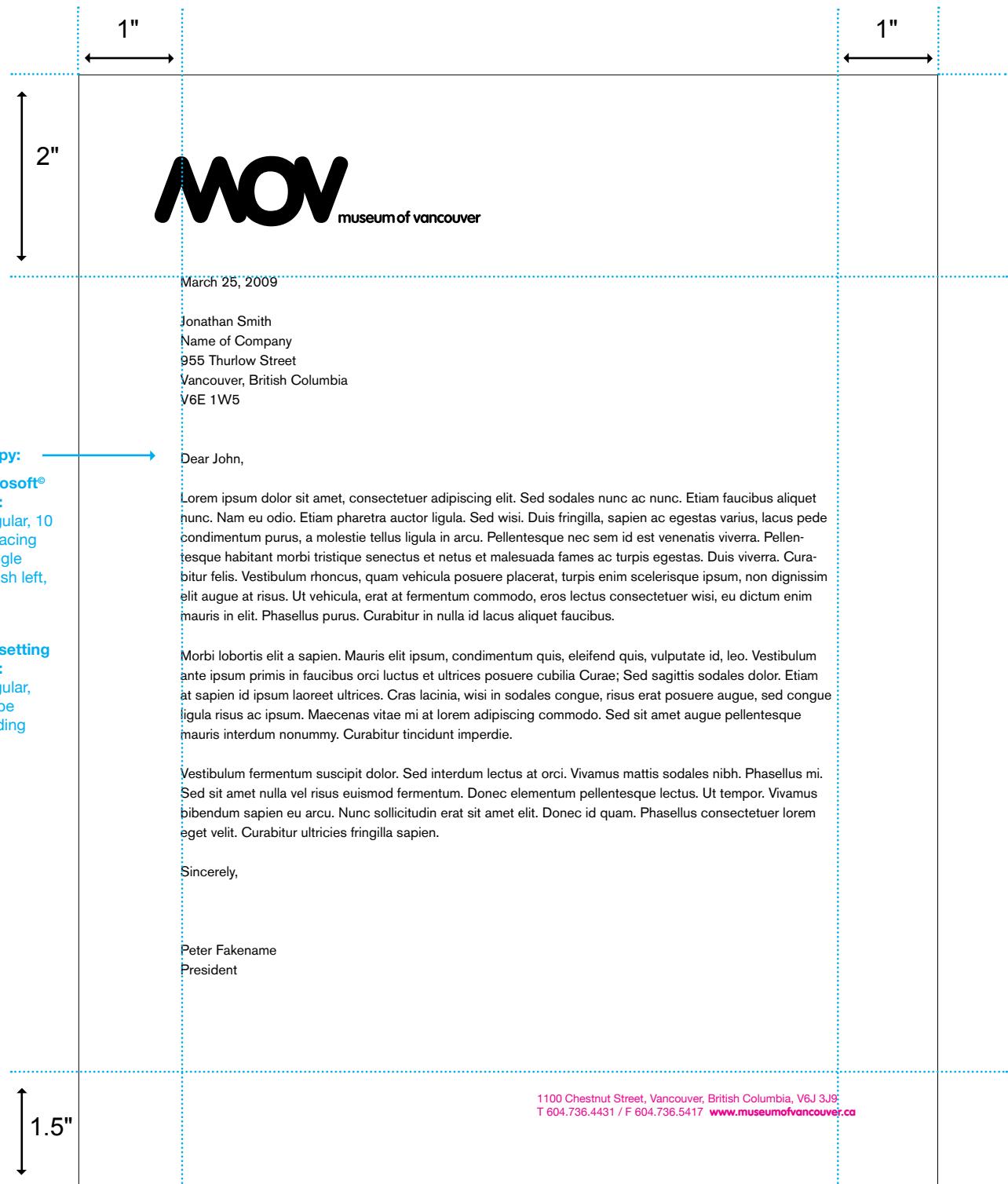
DO NOT use colours other than those specified
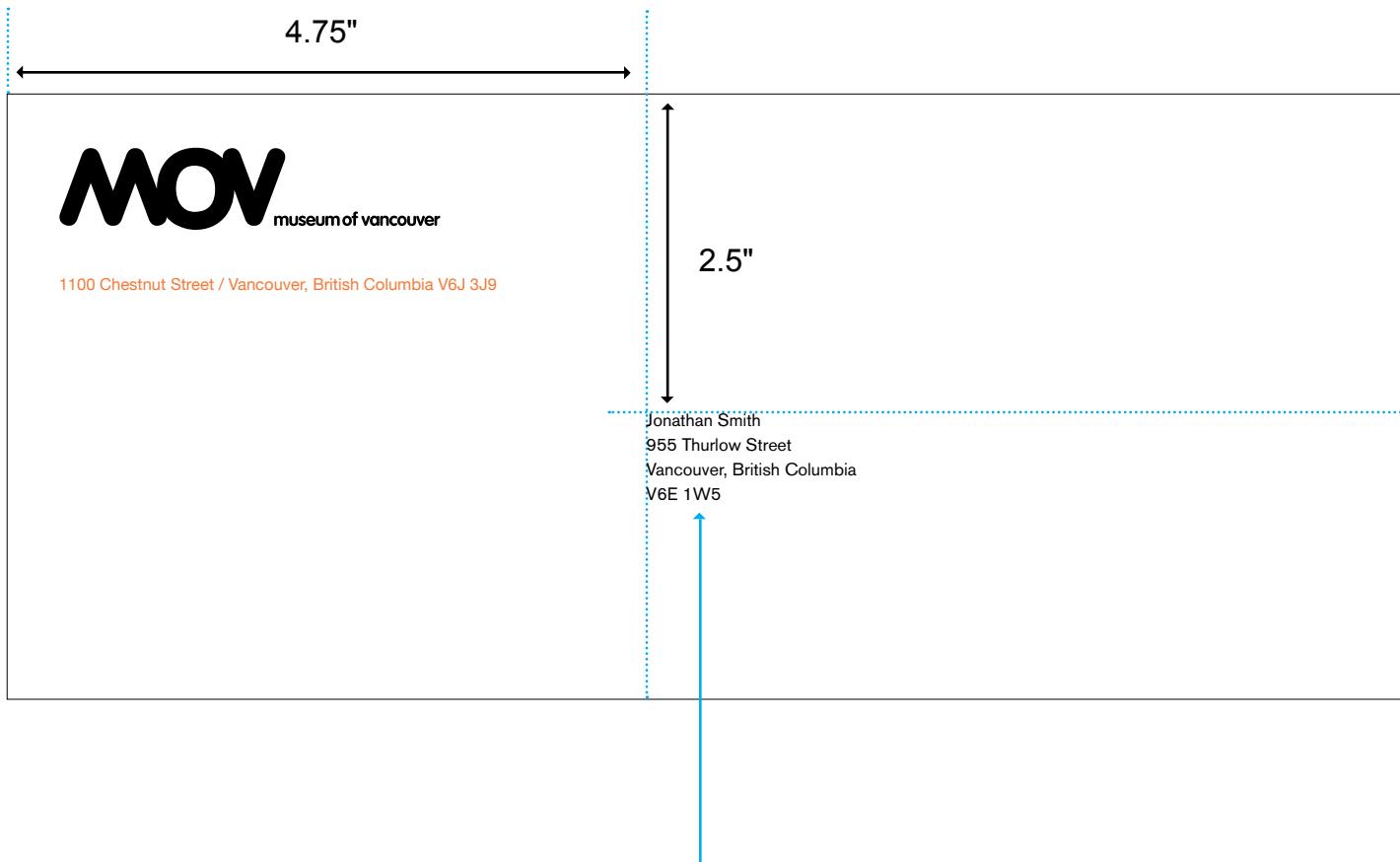
DO NOT use elements of the mark separately

Letterhead Guidelines

1"   1"

2"

MOV museum of vancouver

March 25, 2009

Jonathan Smith
Name of Company
955 Thurlow Street
Vancouver, British Columbia
V6E 1W5

Body Copy:

**In a Microsoft©
program:**
Arial, Regular, 10
pt line spacing
set to Single
Space flush left,
rag right

**In a typesetting
program:**
Arial, Regular,
9.5 pt type
12 pt leading
Flush left
Rag right

Dear John,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Sed sodales nunc ac nunc. Etiam faucibus aliquet nunc. Nam eu odio. Etiam pharetra auctor ligula. Sed wisi. Duis fringilla, sapien ac egestas varius, lacus pede condimentum purus, a molestie tellus ligula in arcu. Pellentesque nec sem id est venenatis viverra. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis viverra. Curabitur felis. Vestibulum rhoncus, quam vehicula posuere placerat, turpis enim scelerisque ipsum, non dignissim elit augue at risus. Ut vehicula, erat at fermentum commodo, eros lectus consectetuer wisi, eu dictum enim mauris in elit. Phasellus purus. Curabitur in nulla id lacus aliquet faucibus.

Morbi lobortis elit a sapien. Mauris elit ipsum, condimentum quis, eleifend quis, vulputate id, leo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed sagittis sodales dolor. Etiam at sapien id ipsum laoreet ultrices. Cras lacinia, wisi in sodales congue, risus erat posuere augue, sed congue ligula risus ac ipsum. Maecenas vitae mi at lorem adipiscing commodo. Sed sit amet augue pellentesque mauris interdum nonummy. Curabitur tincidunt imperdie.

Vestibulum fermentum suscipit dolor. Sed interdum lectus at orci. Vivamus mattis sodales nibh. Phasellus mi. Sed sit amet nulla vel risus euismod fermentum. Donec elementum pellentesque lectus. Ut tempor. Vivamus bibendum sapien eu arcu. Nunc sollicitudin erat sit amet elit. Donec id quam. Phasellus consectetuer lorem eget velit. Curabitur ultricies fringilla sapien.

Sincerely,

Peter Fakename
President

1.5"

1100 Chestnut Street, Vancouver, British Columbia, V6J 3J9
T 604.736.4431 / F 604.736.5417 **www.museumofvancouver.ca**

Envelope Guidelines

4.75"

2.5"

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1100 Chestnut Street / Vancouver, British Columbia V6J 3J9

Jonathan Smith
955 Thurlow Street
Vancouver, British Columbia
V6E 1W5

Address:

**In a Microsoft©
program:**
Arial, Regular, 10
pt line spacing
set to Single
Space flush left,
rag right

**In a typesetting
program:**
Arial, Regular,
9.5 pt type
12 pt leading
Flush left
Rag right