Primary Logo — Vertical

The logo is the most important element of our visual identity. It is the element that will be viewed the most by our audience and it will be the element over which we have the least control. That is why we must make every effort to deliver the logo in a consistent manner every time it is displayed. The logo is the visual representation of the City of Winnipeg brand (CW), and it will be the first and strongest element with which people associate the brand.

The following pages outline the rules and regulations when using the CW logo. Before you use the logo in any form or manner, please review these guidelines and strictly adhere to them. Any liberties taken with the logo will weaken and devalue the brand. The primary logos shown to the right should be used on all CW materials moving forward, and be considered before using secondary horizontal versions.

Primary Black & White Logos

The black logo should be used primarily when colour reproduction is limited, such applications may include newsprint or greyscale materials. However, both black and knockout (white) versions may be used, but both must be displayed on backgrounds that provide a distinct contrast.

Protected Space

The vertical CW logo has an exclusion zone from which any other graphic materials or elements should refrain from entering. The zone is the proportional height of two Ws, as shown on the right. Please use this as a guide to ensure that the logo always has enough white space surrounding it so that it remains a clear and important part of any communication.

Minimum Display Size

The vertical CW logo should never be too small to read. It may be reproduced at an absolute minimum size of 0.75" wide so that it remains a clear and important part of communication materials.
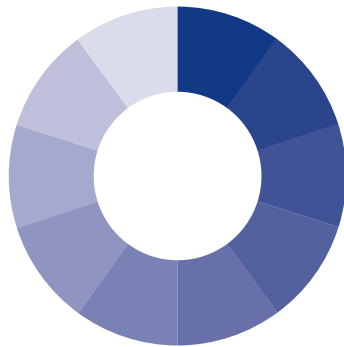
0.75"

Colour Palette

The CW colour palette is indicated on this page. Colour variations are unavoidable depending on the printing process used, however, the values listed reflect the closest possible matches. Included are Pantone values for coated stocks (which should be used for both coated and uncoated sheets), CMYK values for four-colour process printing, RGB for screen display*, and Hexadecimal colour values for all digital use.

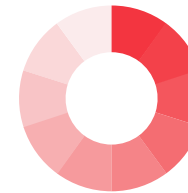PANTONE 3015 C
C/100 M/60 Y/20 K/0
R/0 G/102 B/155
#00669B

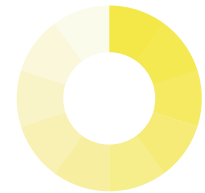PANTONE 1235 C
C/0 M/30 Y/95 K/0
R/255 G/183 B/27
#FFB71B

PANTONE 186 C
C/17 M/100 Y/90 K/0
R/206 G/35 B/52
#CE2334

PANTONE 354 C
C/90 M/0 Y/100 K/0
R/0 G/171 B/78
#00AB4E

PANTONE RED 032 C
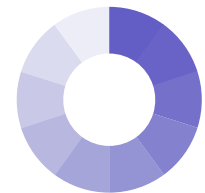C/0 M/95 Y/75 K/0
R/238 G/48 B/66
#EE3042

PANTONE 101 C
C/10 M/0 Y/90 K/0
R/246 G/233 B/72
#F6E948

PANTONE 333 C
C/60 M/0 Y/35 K/0
R/46 G/217 B/195
#2ED9C3

PANTONE 311 C
C/70 M/0 Y/10 K/0
R/0 G/191 B/223
#00BFDF

PANTONE 2725 C
C/70 M/70 Y/0 K/0
R/100 G/96 B/170
#6460AA

PANTONE 293 C
C/100 M/85 Y/0 K/20
R/18 G/57 B/133
#123985

*IMPORTANT: For web and other digital applications, be sure to consult the Appendix for tips on colour combinations to avoid in order to conform to WCAG regulations.

Primary Typography

Type is important because it is a subconscious persuader. It attracts attention, sets the style and tone of a document, colours how readers interpret the words, and defines the feeling of the page—usually without the reader recognizing a particular typeface. Type is your brand personality in its most concise form. Change your typeface and you go from casual to formal, silly to serious, staid to stylish, or old fashioned to modern.

Typography helps to provide a cohesive brand experience across all media. The choice of typography is a reflection of the CW brand personality and helps to reinforce brand characteristics in a consistent manner.

The Source Sans Pro Typeface* and its extended family have been selected for the CW brand. To ensure brand consistency, the Source Sans typeface should be utilized on all CW and corporate and promotional communication materials.

For small print copy, legal texts, and terms and conditions, please use 90% horizontal width and increase tracking slightly to gain line length while keeping legibility in mind.

*IMPORTANT: If fonts outlined in this manual are not currently installed in your system, consult with the Marketing & Branding division. They will assist you in obtaining the correct font package.

SOURCE SANS PRO - BOLD - 18PT.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+**

SOURCE SANS PRO - REGULAR - 18PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

SOURCE SANS PRO - LIGHT - 18PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

SOURCE SANS

EXTRA LIGHT - 21PT.

SOURCE SANS

EXTRA LIGHT ITALIC - 21PT.

Source Sans

EXTRA LIGHT - 21PT.

Source Sans

EXTRA LIGHT ITALIC - 21PT.

SOURCE SANS

LIGHT - 21PT.

SOURCE SANS

LIGHT ITALIC - 21PT.

Source Sans

LIGHT - 21PT.

Source Sans

LIGHT ITALIC - 21PT.

SOURCE SANS

REGULAR - 21PT.

SOURCE SANS

ITALIC - 21PT.

Source Sans

REGULAR - 21PT.

Source Sans

ITALIC - 21PT.

SOURCE SANS

SEMIBOLD - 21PT.

SOURCE SANS

SEMIBOLD ITALIC- 21PT.

Source Sans

SEMIBOLD - 21PT.

Source Sans

SEMIBOLD ITALIC - 21PT.

SOURCE SANS

BOLD - 21PT.

SOURCE SANS

BOLD ITALIC - 21PT.

Source Sans

BOLD - 21PT.

Source Sans

BOLD ITALIC - 21PT.

SOURCE SANS

BLACK - 21PT.

SOURCE SANS

BLACK ITALIC - 21PT.

Source Sans

BLACK - 21PT.

Source Sans

BLACK ITALIC - 21PT.