



BRAND IDENTITY GUIDELINES

PRIMARY LOGO



FIRST PEOPLES'
CULTURAL COUNCIL

FULL COLOUR LOGO



FIRST PEOPLES'
CULTURAL COUNCIL

REVERSE LOGO



FIRST PEOPLES'
CULTURAL COUNCIL

BLACK LOGO

ICON



FULL COLOUR ICON



BLACK ICON



REVERSE ICON

ALTERNATE LOGOS

While the Primary logo will be used in most cases, alternate logos are an integral part of your brand; they can be used to differentiate the various programs and initiatives of FPCC, and also serve to keep your brand identity engaging and cohesive.

Always follow the brand guidelines when using both Primary and Alternate logos to ensure consistency.

HORIZONTAL LAYOUT



FIRST PEOPLES'
CULTURAL COUNCIL



FIRST PEOPLES'
CULTURAL COUNCIL
Arts Program



FIRST PEOPLES'
CULTURAL COUNCIL
Language Program



FIRST PEOPLES'
CULTURAL COUNCIL
Heritage Program

FIRST PEOPLES'
CULTURAL COUNCIL

VERTICAL LAYOUT



FIRST PEOPLES'
CULTURAL COUNCIL



FIRST PEOPLES'
CULTURAL COUNCIL



FIRST PEOPLES'
CULTURAL COUNCIL
Arts Program



FIRST PEOPLES'
CULTURAL COUNCIL
Language Program



FIRST PEOPLES'
CULTURAL COUNCIL
Heritage Program



FIRST PEOPLES'
CULTURAL COUNCIL

REVERSE WHITE LOGO

REVERSE COLOUR LOGO



FIRST PEOPLES'
CULTURAL COUNCIL

SIZE & SPACE

EXCLUSION ZONE

To protect the visual integrity of the FPCC logo, you must secure the proper exclusion zone. This clear space surrounding the logo guarantees it will always be noticeable and legible.

To ensure other visual objects do not encroach on the clear space surrounding the logo, always leave a distance equivalent to the “F” in “First Peoples’”. This is a scalable measurement, so no matter how big (eg. billboards) or how small (eg. business cards) your logo is, an appropriate amount of clear space will surround it.

MINIMUM SIZE

To ensure the logo can always be seen and read properly, it should not be used smaller than 2 inches in width for the full logo, or 1/2 inch in width for the icon.



2 inches



1/2 inch



FILE TYPE GUIDELINES

These are the file types that have been included in your logo pack. Each file type serves a different purpose.

EPS: For print, by a print shop.

EPS files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop. A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives. You likely will not be able to open an EPS file, but you can forward it on to a printer when requested, and they'll know what to do with it.

PDF: For print, by a print shop or in-house.

A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software. Some PDF files can be used for commercial, digital, and/or desktop printing.

JPG: For the web, with a white background.

A JPG file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email. When compressed repeatedly the overall quality of a JPG image is reduced.

PNG: For the web, transparent background.

The PNG file format is most commonly used for use online and on websites due to their low resolution. PNG files are bitmap images that employ lossless data compression, and like GIF files, PNG files can be created with a transparent background.



FULL COLOUR

- On-screen
- Full-colour printing

BLACK

- Overlay light colours
- Overlay light images
- Black & white advertising
- Etching
- Photocopying & Faxing

WHITE

- Overlay dark colours
- Overlay dark images

