
Banff Centre
for Arts
and Creativity

Identity
Guidelines

BANFF

CENTRE FOR ARTS AND CREATIVITY

Banff Centre
for Arts
and Creativity

Identity
Guidelines

BANFF
CENTRE FOR ARTS AND CREATIVITY

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1

Introduction

1.0
Introduction

This identity guideline document is a tool for Banff Centre and its collaborators to deploy the new Banff Centre identity and maintain consistency across various applications.

2

About
Banff Centre
for Arts and
Creativity

2.1
Mission



**Banff Centre
exists to inspire
artists and leaders
to make their
unique contribution
to society.**

**We aspire to be
the global leader
in arts, culture,
and creativity.**

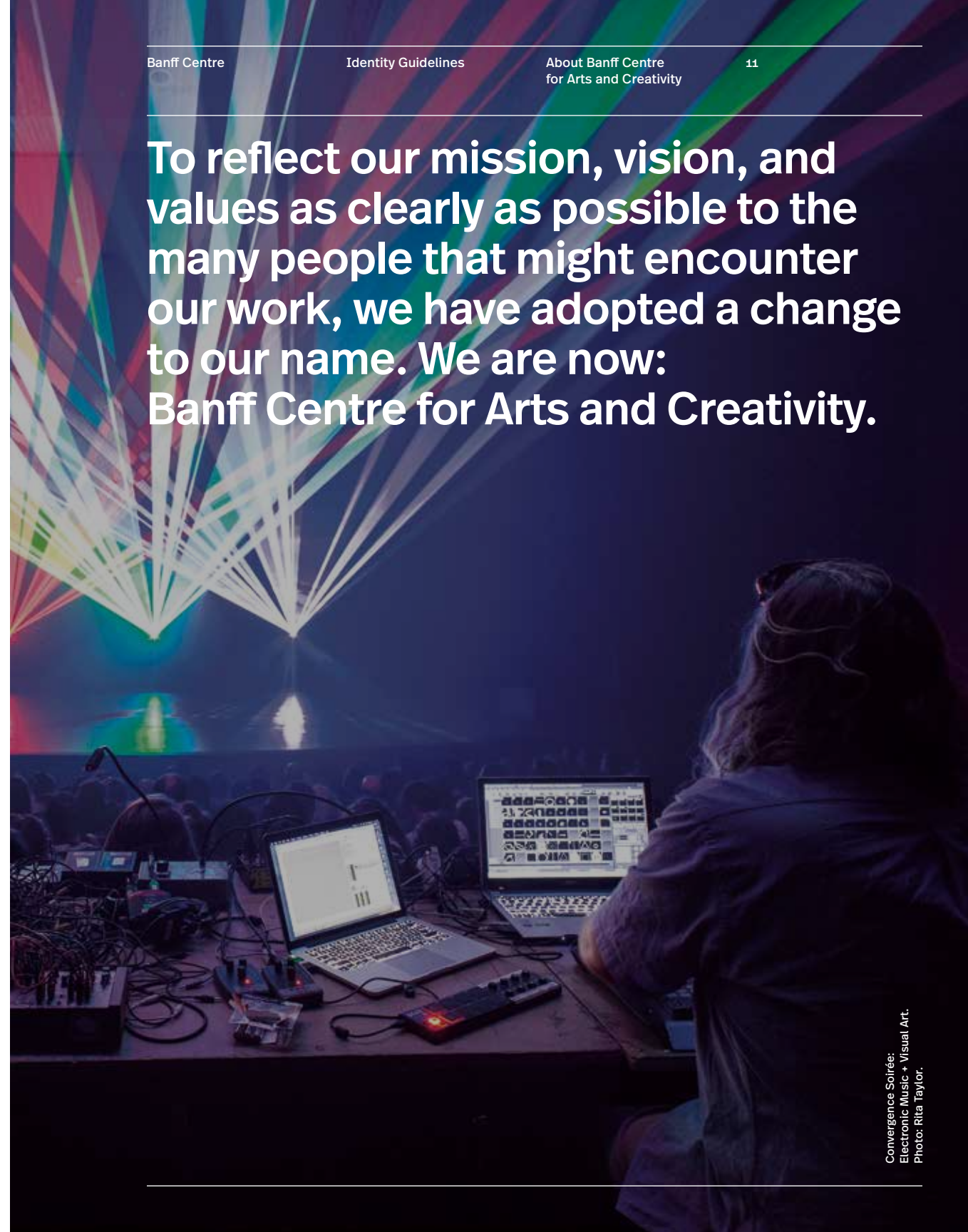
2.2 Vision

Human potential is realized at Banff Centre. As a unique creative and learning experience, we curate innovative programs that develop artists and leaders, inspiring them to conceive and create powerful works and ideas that are shared with the world.

Banff Centre is a catalyst for knowledge and creativity through the power of our unique environment and facilities in the Canadian Rocky Mountains, our rich learning opportunities, cross-disciplinary and cross-sectoral interactions, outreach activities, and performances for the public.

2.3 Name

To reflect our mission, vision, and values as clearly as possible to the many people that might encounter our work, we have adopted a change to our name. We are now:
Banff Centre for Arts and Creativity.



2.4
What We Do

Transformative
learning programs

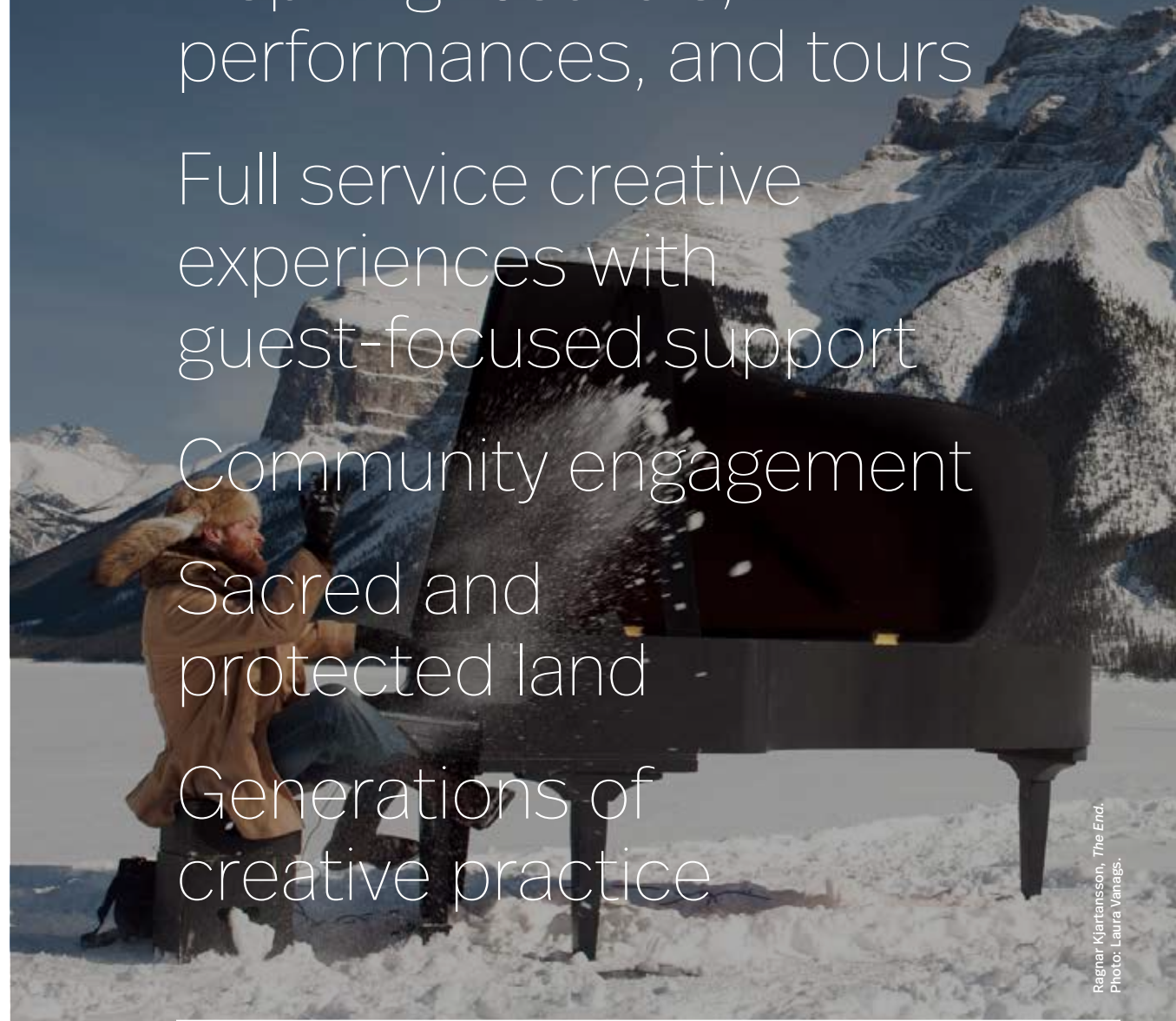
Inspiring festivals,
performances, and tours

Full service creative
experiences with
guest-focused support

Community engagement

Sacred and
protected land

Generations of
creative practice



2.5 How We Do It

Holistic learning experience

Programming, food, accommodation,
health and fitness facilities, staff

Time and space

Focused retreat, free from distractions,
change of perspective


Catalyst for creativity

Safe space, experimentation, expanding the
boundaries of creative practice

Peer to peer community

Onsite networking and interdisciplinary collaboration

2.6
Personality



Imaginative
Intentional
Respectful
Optimistic
Playful
Courageous
Approachable
Attentive
Adventurous

2.7
Brand Promise

Nurture
and
realize
your
creative
potential

2.8 Brand Essence Overview

Brand Promise

Nurture and realize your creative potential

Our Personality

Imaginative, intentional, respectful, optimistic, playful,
courageous, approachable, attentive, adventurous

How We Do It

Holistic learning experience: programming, food,
accommodation, health and fitness facilities, staff

Time and space: focused retreat,
free from distractions, change of perspective

Catalyst for creativity: safe space, experimentation,
expanding the boundaries of creative practice

Peer to peer community: onsite networking
and interdisciplinary collaboration

What We Do

Transformative learning programs

Inspiring festivals, performances, and tours

Full service creative experiences with guest focused support

Community engagement

Sacred and protected land

Generations of creative practice

2.9 About Banff Centre for Arts and Creativity

Founded in 1933, Banff Centre for Arts and Creativity is a learning organization built upon an extraordinary legacy of excellence in artistic and creative development. What started as a single course in drama has grown to become the global organization leading in arts, culture, and creativity across dozens of disciplines. From our home in the stunning Canadian Rocky Mountains, Banff Centre for Arts and Creativity aims to inspire everyone who attends our campus—artists, leaders, and thinkers—to unleash their creative potential and realize their unique contribution to society through cross-disciplinary learning opportunities, world-class performances, and public outreach.

This text should be used consistently when describing Banff Centre for Arts and Creativity. Please see Banff Centre's Style Guide for other writing tips and guidelines.

3

Ingredients

3.1
Primary
Wordmark

Full Vertical Configuration
Colour

BANFF
**CENTRE
FOR ARTS AND
CREATIVITY**

3.2
Primary
Wordmark

Full Vertical Configuration
Reverse Colour

BANFF
**CENTRE
FOR ARTS AND
CREATIVITY**

3.3 Full Vertical Configuration
Primary Black
Wordmark

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

3.4 Full Vertical Configuration
Primary Reverse
Wordmark

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

3.5
Primary
Wordmark

Full Horizontal Configuration
Colour

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.6
Primary
Wordmark

Full Horizontal Configuration
Reverse Colour

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.7 Full Horizontal Configuration
Primary Black
Wordmark

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.8 Full Horizontal Configuration
Primary Reverse
Wordmark

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.9
Secondary
Wordmark

Full Vertical Configuration
Dark Grey Light Grey

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

3.10
Secondary
Wordmark

Full Vertical Configuration
Reverse Light Grey

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

3.11
Secondary
Wordmark

Full Vertical Configuration
Light Grey Black

BANFF
**CENTRE
FOR ARTS AND
CREATIVITY**

3.12
Secondary
Wordmark

Full Vertical Configuration
Reverse Black

BANFF
**CENTRE
FOR ARTS AND
CREATIVITY**

3.13
Secondary
Wordmark

Full Horizontal Configuration
Dark Grey Light Grey

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.14
Secondary
Wordmark

Full Horizontal Configuration
Reverse Light Grey

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.15
Secondary
Wordmark

Full Horizontal Configuration
Dark Grey Black

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.16
Secondary
Wordmark

Full Horizontal Configuration
Reverse Black

BANFF
CENTRE FOR ARTS AND CREATIVITY

3.17
Tertiary
Wordmark

Vertical Configuration
Colour

BANIFF
CENTRE

3.18
Tertiary
Wordmark

Vertical Configuration
Reverse Colour

BANIFF
CENTRE

3.19 Vertical Configuration
Tertiary Black
Wordmark

BANIFF
CENTRE

3.20 Vertical Configuration
Tertiary Reverse
Wordmark

BANIFF
CENTRE

3.21 Vertical Configuration
Tertiary Dark Grey Light Grey
Wordmark

BANIFF
CENTRE

3.22 Vertical Configuration
Tertiary Reverse Light Grey
Wordmark

BANIFF
CENTRE

3.23
Tertiary
Wordmark

Vertical Configuration
Light Grey Black

BANIFF
CENTRE

3.24
Tertiary
Wordmark

Vertical Configuration
Reverse Black

BANIFF
CENTRE

3.25
Font

Our new typeface, designed by Erik Spiekermann and Ralph du Carrois in 2015, is called FF Real. It is based on the characteristics of Helvetica with a humanist touch.

Headline Fonts:

**FF Real Headline
Bold**

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

**FF Real Headline
Medium**

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

FF Real Headline
Light

ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

FF Real Headline
Ultralight

ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

3.25
Font

Text Fonts:

**FF Real Text
Bold**

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

FF Real Text
Book

ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

FF Real Text
Light

ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Email and Microsoft Font:

Arial

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

4

Rules and Tools

4.1 Line Spacing (Leading)

Rule Set

For InDesign

Use this simple equation
(can be typed directly into the leading selection box)
eg. Type: "12*1.25"
and InDesign will calculate the leading for 12 pt type.

For MS Word

Let it be
The default is just right

Headlines

$$T \times 1.1 = L$$



Desired type size
(pts)



Leading multiplier
(don't change this number)



Use this leading
(pts)

Copy

$$T \times 1.25 = L$$



Desired type size
(pts)



Leading multiplier
(don't change this number)



Use this leading
(pts)

4.1 Line Spacing (Leading)

Examples:

Headlines

✓ Correct line spacing

**Banff Centre
for Arts and Creativity**

16 pt × 1.1 = 17.6 pt leading

✗ Incorrect line spacing (too tight)

**Banff Centre
for Arts and Creativity**

Copy

✓ Correct line spacing

Banff Centre exists to inspire
artists and leaders to make their unique
contribution to society.
We aspire to be the global leader
in arts, culture, and creativity.

10 pt × 1.25 = 12.5 pt leading

✗ Incorrect line spacing (too tight)

Banff Centre exists to inspire
artists and leaders to make their
unique contribution to society.
We aspire to be the global leader
in arts, culture, and creativity.

4.2 Clear Space

Always leave a clear space area around the logo equal to the height of the "B" in the wordmark lockup.



4.2 Clear Space

Examples:

✔ Correct

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

Headline

✘ Incorrect

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

Headline

4.3 Minimum Size

Print:

Do not reproduce the logo smaller than 1/2" (1.27 cm) in height.

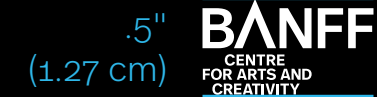
Digital:

Designers should use their best judgment when designing for digital applications.

As a general rule, if you can't read the word "CENTRE" it's too small.

4.3 Minimum Size

Examples:



4.4 Incorrect Use

Please do not alter the logo in any way from the assets provided.

When possible, use vector formats to ensure crisp reproduction at any scale.

The Tertiary Wordmark (3.17 to 3.24) is to be used at the discretion of Marketing and Communications.

4.4 Incorrect Use

Examples:



- ✘ Do not change the size relationship of the logo elements.



- ✘ Do not change the colours of the logo or use gradients.



- ✘ Do not resize the logo without scaling it proportionately.



- ✘ Do not place a stroke on the logo.

- ✔ **Just leave it alone.**

4.5 Referencing Our Name

Our full name Banff Centre for Arts and Creativity should be used in all of our communications.

It is acceptable to use the shortened name Banff Centre on second reference, but do not use the acronyms BC or BCAC as an abbreviation.

Using the word 'the' with a lowercase 't' is also acceptable, but discouraged.

4.6 Colour Values

Banff Centre Red

4.6 Colour Values

C	000	R	255	HEX	#FF4024	PMS	179 C
M	090	G	064				
Y	100	B	036				
K	000						

Banff Centre Black

C	000	R	000	HEX	#000000	PMS	Black C
M	000	G	000				
Y	000	B	000				
K	100						

Banff Centre Dark Grey

C	000	R	077	HEX	#4D4D4D	PMS	Black 7 C
M	000	G	077				
Y	000	B	077				
K	085						

Banff Centre Grey 4

C	000	R	186	HEX	#BABCBF	PMS	Cool Gray 4 C
M	000	G	188				
Y	000	B	191				
K	024						

Banff Centre Grey 3

C	000	R	209	HEX	#D1D1D3	PMS	Cool Gray 3 C
M	000	G	209				
Y	000	B	211				
K	017						

Banff Centre Grey 2

C	000	R	229	HEX	#E5E7E7	PMS	Cool Gray 2 C
M	000	G	231				
Y	000	B	231				
K	010						

Banff Centre Grey 1

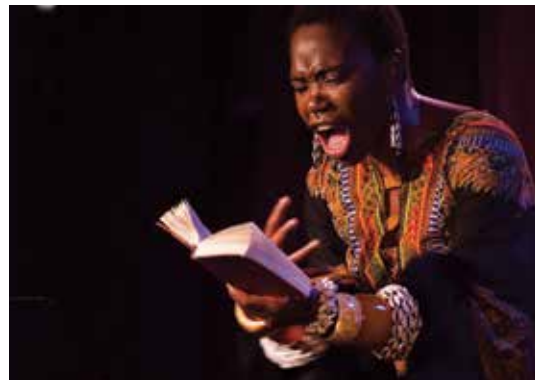
C	000	R	242	HEX	#F2F3F4	PMS	Cool Gray 1 C
M	000	G	243				
Y	000	B	244				
K	006						

Banff Centre White

C	000	R	255	HEX	#FFFFFF	NA	
M	000	G	255				
Y	000	B	255				
K	000						

4.7
Event
Photography

Events should be professionally photographed.
Each show is unique but, photography should document the event with the potential for a diversity of uses considered—social media, advertising, archival, etc.



4.7
Event
Photography

A shallow depth of field is preferred, when possible. Avoid using photos taken with mobile devices.



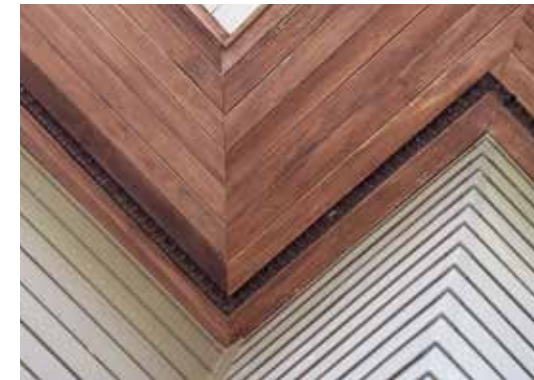
4.8 Program Photography

Participants should be shown working in Banff Centre studio spaces and facilities. Images should reflect collaboration, faculty interaction, or a quiet retreat setting, and should be candid, not staged.



4.9 Landscape Photography

Images should showcase the scenic elements of our environment and campus uniquely. A mix of aspects of the environment and unconventional angles.



4.10
Partner
Lockups



4.10
Partner
Lockups



5

Applications

5.1
Banff
Stack

One effective treatment of the logo is the "Banff stack". The stack can be used in a variety of sizes and colour schemes to create dramatic compositions.



5.1
Banff
Stack

Example:



5.2
Letter
Treatment

Our three Banff Centre restaurants reflect the brand through a consistent treatment of the letter A and V.

VISTAS

THREE
RAVENS

MACLAB
BISTRO

5.2
Letter
Treatment

Usage of the letter A and V treatment is reserved for specific offerings and is at the discretion of the Marketing and Communications department.

VISTAS

THREE
RAVENS

MACLAB
BISTRO

5.3 Stationery Business Cards

The back of the business cards display images from Banff Centre.



BANFF
CENTRE
FOR ARTS AND
CREATIVITY

First Name Last Name

Title
Title

Banff Centre
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta
Canada T1L 1H5

Tel: 000.000.0000
Cell: 000.000.0000
Fax: 000.000.0000

first_last@banffcentre.ca
www.banffcentre.ca



BANFF
CENTRE
FOR ARTS AND
CREATIVITY

First Name Last Name

Title
Title

Banff Centre
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta
Canada T1L 1H5

Tel: 000.000.0000
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BANFF
CENTRE
FOR ARTS AND
CREATIVITY

First Name Last Name

Title
Title

Banff Centre
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta
Canada T1L 1H5

Tel: 000.000.0000
Cell: 000.000.0000
Fax: 000.000.0000

first_last@banffcentre.ca
www.banffcentre.ca

5.4 Stationery A4 Letterhead

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

Firstname Lastname, Title
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta

Alberta
January 1, 2015

Dear Mr. Lastname,

Banff Centre
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta
Canada T1L 1H5

Tel: 403.782.6100
www.banffcentre.ca

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac vestibulum metus. Sed pulvinar dui vestibulum, ullamcorper metus pretium, lectus. Suspendisse consectetur in quam nec volutpat. Fusce venenatis, massa vitae scelerisque interdum, nunc nunc volutpat nibh, eget egestas libero velit at risus. Nulla venenatis pellentesque augue. Sed maximus quis leo at dapibus. Donec nibh nulla, mollis in convallis a, pulvinar a diam.

Ut vitae imperdiet nibh. Sed leo ante, rhoncus facilisis sodales rutrum, lobortis ut ipsum. Nulla dui lectus, luctus vel quam sed, semper porttitor ipsum. In vel ipsum consequat, elementum odio nec, imperdiet neque.

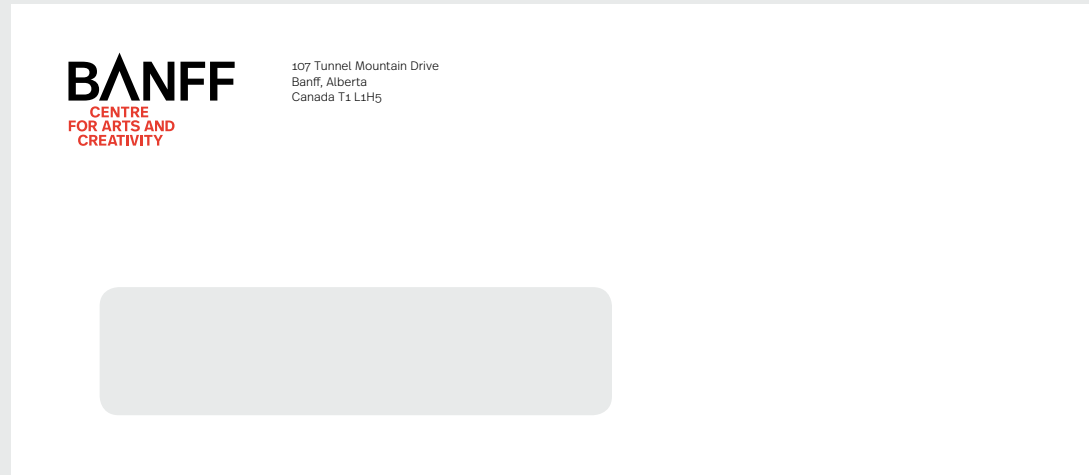
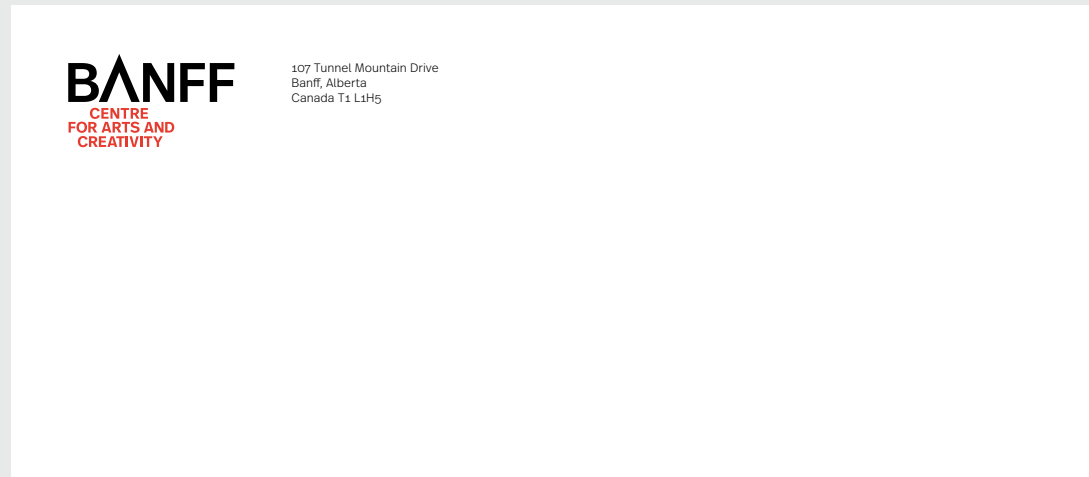
Cras volutpat dapibus mattis. Nunc auctor viverra odio, vel hendrerit magna fringilla sit amet. Duis elementum urna mollis, commodo dui eu, sodales nibh. Proin vehicula molestie ipsum, eu auctor velit congue quis. Morbi auctor at turpis porttitor convallis. Quisque eu risus vel nisi feugiat scelerisque et vitae nulla. Suspendisse nec lacinia enim. Donec ut metus vitae diam imperdiet aliquam. Suspendisse lorem neque, pellentesque quis pellentesque vel, viverra eu risus Mauris eleifend lorem a dui gravid, eget condimentum mi iaculis. Nam laoreet nunc in ex gravida tempor. Mauris dapibus sagittis urna eu eleifend.

Vestibulum id ante sed elit elementum vehicula. Suspendisse elementum at lectus sed pharetra. Integer tincidunt vehicula nibh, non sollicitudin purus placerat at. Nullam finibus ex sit amet urna bibendum laoreet. Sed ac facilisis arcu, id sagittis nisi. Proin id augue in ipsum

Sincerely,

Firstname Lastname

5.5
Stationery
Envelopes

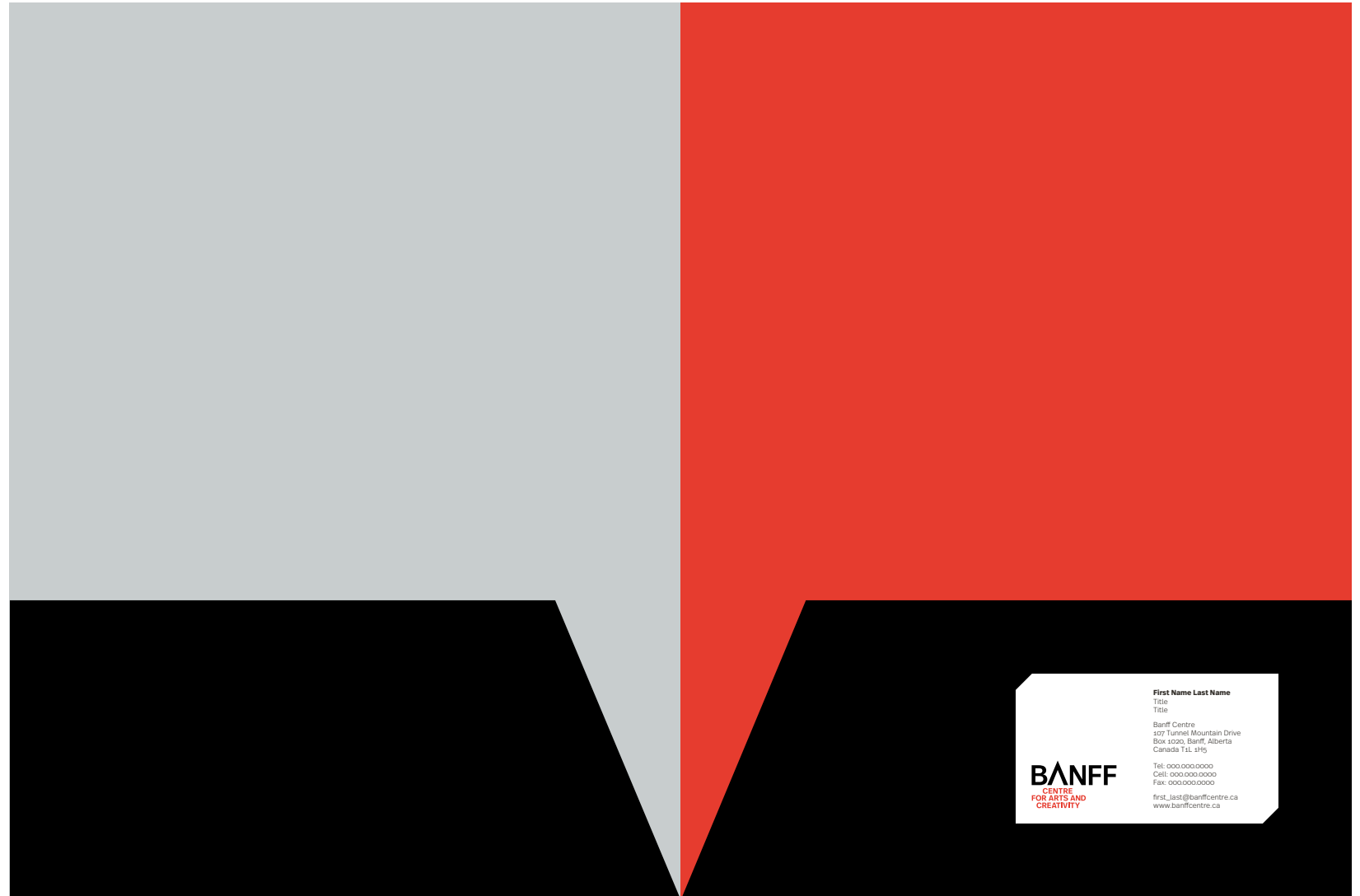


5.6
Pop-up
Banners



5.7
Folder

Embossed logo
on cover.



5.8 Social Media Icon



BANFF
CENTRE
FOR ARTS AND
CREATIVITY

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

5.9 Email Signature

BANFF
CENTRE FOR ARTS AND CREATIVITY

First Name Last Name
Title, Title

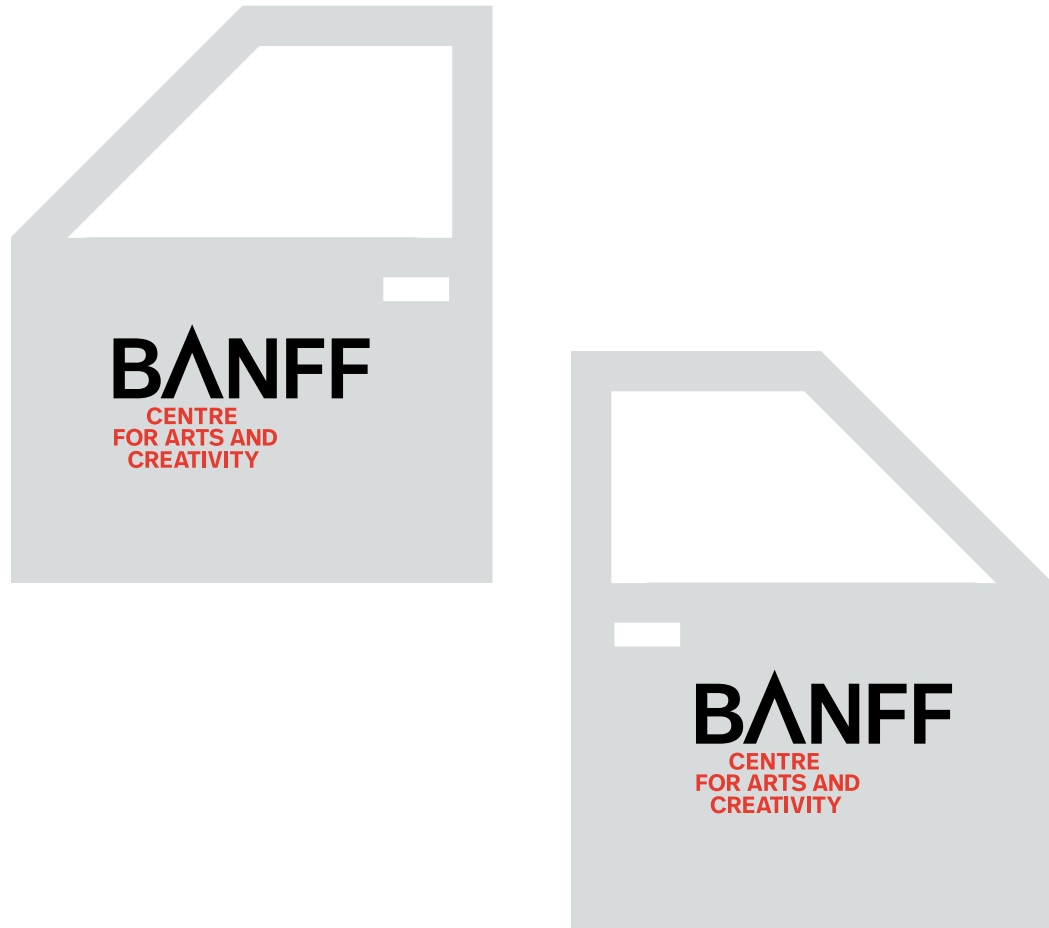
Banff Centre for Arts and Creativity
107 Tunnel Mountain Drive
Box 1020, Banff, Alberta
Canada T1L 1H5
Tel: 000.000.0000
Cell: 000.000.0000
Toll Free: 1 800.000.0000
Fax: 000.000.0000

banffcentre.ca

[Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)

This message has been sent by an employee of Banff Centre. If you have received this communication in error or do not wish to receive electronic communications from this individual in the future please respond by simply typing 'unsubscribe' in the subject line and returning to the sender. Subsequently you will not be contacted without reason.

5.10
Vehicle
Graphics
Doors



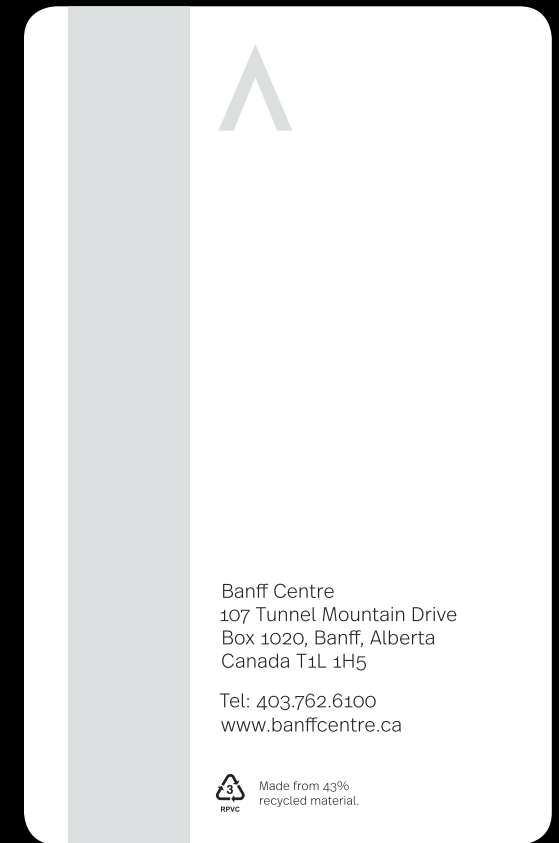
5.11
Vehicle
Graphics
Wraps



5.12
Staff IDs



5.13
Hotel Keycards



5.14
Event Tickets



5.15
Name Badges



- 5.16
Banff Mountain
Film and Book
Festival Logo
- BMFBF utilizes a separate logo based on the Banff Centre logo. To learn more, please see the Banff Mountain Film and Book Festival Guidelines.

BANFF CENTRE
MOUNTAIN
FILM AND BOOK
FESTIVAL

- 5.17
Banff Mountain
Film and Book
Festival
Treatment
- These treatments can be applied to various materials, and can change from year to year with several variations.

BANFF CENTRE

BANFF CENTRE

BANFF CENTRE

BANFF CENTRE

5.17
Banff Mountain
Film and Book
Festival
Treatment

Examples:



5.17
Banff Mountain
Film and Book
Festival
Treatment

Examples:



5.17 Banff Mountain Film and Book Festival Treatment

Examples:



5.17 Banff Mountain Film and Book Festival Treatment

Examples:



6

Logo
Formats
and Naming

6.1 Formats

Files have been provided in the following format:

.EPS (vector)

For use in print, signage, or digital design. Vector files don't degrade when enlarged, making them the preferred file.

.JPG (raster)

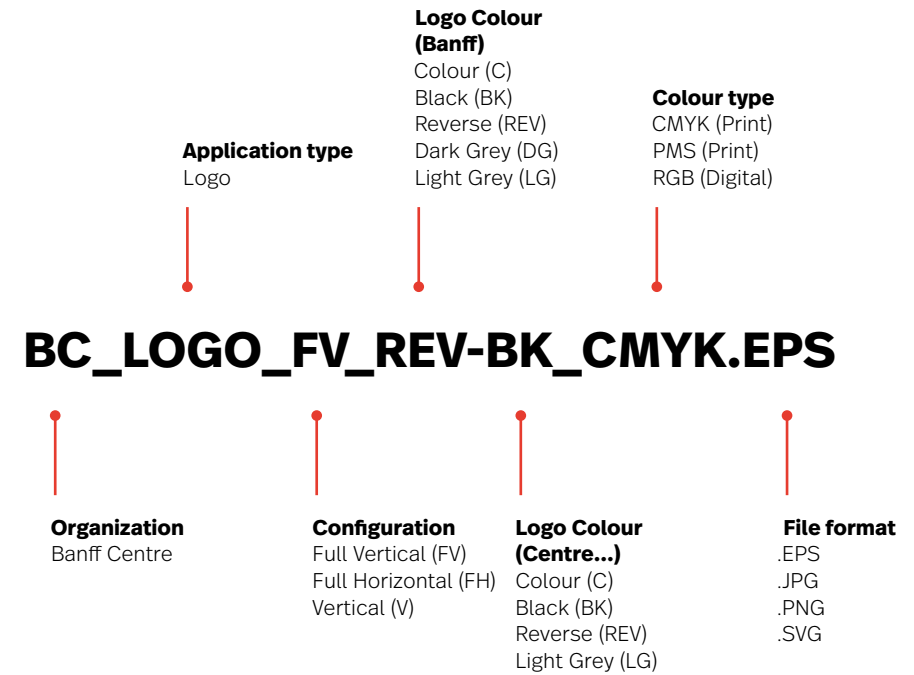
.PNG (raster)

For use online, in PowerPoint presentations, or when software is unable to open the .EPS vector files.

.SVG (XML vector)

For use online.

6.1 Naming



7

Logo Index

7.1
Primary
Vertical

Full Vertical
Colour



BC_LOGO_FV_C_CMYK.EPS
BC_LOGO_FV_C_CMYK.JPG
BC_LOGO_FV_C_PMS.EPS
BC_LOGO_FV_C_RGB.EPS
BC_LOGO_FV_C_RGB.JPG
BC_LOGO_FV_C_RGB.PNG
BC_LOGO_FV_C_RGB.SVG

Full Vertical
Reverse
Colour



BC_LOGO_FV_REV-C_CMYK.EPS
BC_LOGO_FV_REV-C_PMS.EPS
BC_LOGO_FV_REV-C_RGB.EPS
BC_LOGO_FV_REV-C_RGB.PNG
BC_LOGO_FV_REV-C_RGB.SVG

7.1
Primary
Vertical

Full Vertical
Black



BC_LOGO_FV_BK_CMYK.EPS
BC_LOGO_FV_BK_CMYK.JPG
BC_LOGO_FV_BK_PMS.EPS
BC_LOGO_FV_BK_RGB.EPS
BC_LOGO_FV_BK_RGB.JPG
BC_LOGO_FV_BK_RGB.PNG
BC_LOGO_FV_BK_RGB.SVG

Full Vertical
Reverse



BC_LOGO_FV_REV_CMYK.EPS
BC_LOGO_FV_REV_RGB.EPS
BC_LOGO_FV_REV_RGB.PNG
BC_LOGO_FV_REV_RGB.SVG

7.2
Primary
Horizontal

Full Horizontal
Colour



BC_LOGO_FH_C_CMYK.EPS
BC_LOGO_FH_C_CMYK.JPG
BC_LOGO_FH_C_PMS.EPS
BC_LOGO_FH_C_RGB.EPS
BC_LOGO_FH_C_RGB.JPG
BC_LOGO_FH_C_RGB.PNG
BC_LOGO_FH_C_RGB.SVG

Full Horizontal
Reverse
Colour



BC_LOGO_FH_REV-C_CMYK.EPS
BC_LOGO_FH_REV-C_PMS.EPS
BC_LOGO_FH_REV-C_RGB.EPS
BC_LOGO_FH_REV-C_RGB.PNG
BC_LOGO_FH_REV-C_RGB.SVG

7.2
Primary
Horizontal

Full Horizontal
Black



BC_LOGO_FH_BK_CMYK.EPS
BC_LOGO_FH_BK_CMYK.JPG
BC_LOGO_FH_BK_PMS.EPS
BC_LOGO_FH_BK_RGB.EPS
BC_LOGO_FH_BK_RGB.JPG
BC_LOGO_FH_BK_RGB.PNG
BC_LOGO_FH_BK_RGB.SVG

Full Horizontal
White



BC_LOGO_FH_REV_CMYK.EPS
BC_LOGO_FH_REV_RGB.EPS
BC_LOGO_FH_REV_RGB.PNG
BC_LOGO_FH_REV_RGB.SVG

7.3
Secondary
Vertical

Full Vertical
Dark Grey
Light Grey



BC_LOGO_FV_DG-LG_CMYK.EPS
BC_LOGO_FV_DG-LG_CMYK.JPG
BC_LOGO_FV_DG-LG_PMS.EPS
BC_LOGO_FV_DG-LG_RGB.EPS
BC_LOGO_FV_DG-LG_RGB.JPG
BC_LOGO_FV_DG-LG_RGB.PNG
BC_LOGO_FV_DG-LG_RGB.SVG

Full Vertical
Reverse
Light Grey



BC_LOGO_FV_REV-LG_CMYK.EPS
BC_LOGO_FV_REV-LG_PMS.EPS
BC_LOGO_FV_REV-LG_RGB.EPS
BC_LOGO_FV_REV-LG_RGB.JPG
BC_LOGO_FV_REV-LG_RGB.PNG
BC_LOGO_FV_REV-LG_RGB.SVG

7.3
Secondary
Vertical

Full Vertical
Light Grey
Black



BC_LOGO_FV_LG-BK_CMYK.EPS
BC_LOGO_FV_LG-BK_CMYK.JPG
BC_LOGO_FV_LG-BK_PMS.EPS
BC_LOGO_FV_LG-BK_RGB.EPS
BC_LOGO_FV_LG-BK_RGB.JPG
BC_LOGO_FV_LG-BK_RGB.PNG
BC_LOGO_FV_LG-BK_RGB.SVG

Full Vertical
Reverse
Black



BC_LOGO_FV_REV-BK_CMYK.EPS
BC_LOGO_FV_REV-BK_PMS.EPS
BC_LOGO_FV_REV-BK_RGB.EPS
BC_LOGO_FV_REV-BK_RGB.JPG
BC_LOGO_FV_REV-BK_RGB.PNG
BC_LOGO_FV_REV-BK_RGB.SVG

7.4
Secondary
Horizontal

Full Horizontal
Dark Grey
Light Grey



BC_LOGO_FH_DG-LG_CMYK.EPS
BC_LOGO_FH_DG-LG_CMYK.JPG
BC_LOGO_FH_DG-LG_PMS.EPS
BC_LOGO_FH_DG-LG_RGB.EPS
BC_LOGO_FH_DG-LG_RGB.JPG
BC_LOGO_FH_DG-LG_RGB.PNG
BC_LOGO_FH_DG-LG_RGB.SVG

Full Horizontal
Reverse
Light Grey



BC_LOGO_FH_REV-LG_CMYK.EPS
BC_LOGO_FH_REV-LG_PMS.EPS
BC_LOGO_FH_REV-LG_RGB.EPS
BC_LOGO_FH_REV-LG_RGB.PNG
BC_LOGO_FH_REV-LG_RGB.SVG

7.4
Secondary
Horizontal

Full Horizontal
Light Grey
Black



BC_LOGO_FH_LG-BK_CMYK.EPS
BC_LOGO_FH_LG-BK_CMYK.JPG
BC_LOGO_FH_LG-BK_PMS.EPS
BC_LOGO_FH_LG-BK_RGB.EPS
BC_LOGO_FH_LG-BK_RGB.JPG
BC_LOGO_FH_LG-BK_RGB.PNG
BC_LOGO_FH_LG-BK_RGB.SVG

Full Horizontal
Reverse
Black



BC_LOGO_FH_REV-BK_CMYK.EPS
BC_LOGO_FH_REV-BK_PMS.EPS
BC_LOGO_FH_REV-BK_RGB.EPS
BC_LOGO_FH_REV-BK_RGB.PNG
BC_LOGO_FH_REV-BK_RGB.SVG

7.5
Tertiary

Vertical
Colour



BC_LOGO_V_C_CMYK.EPS
BC_LOGO_V_C_CMYK.JPG
BC_LOGO_V_C_PMS.EPS
BC_LOGO_V_C_RGB.EPS
BC_LOGO_V_C_RGB.JPG
BC_LOGO_V_C_RGB.PNG
BC_LOGO_V_C_RGB.SVG

Vertical
Reverse
Colour



BC_LOGO_V_REV-C_CMYK.EPS
BC_LOGO_V_REV-C_PMS.EPS
BC_LOGO_V_REV-C_RGB.EPS
BC_LOGO_V_REV-C_RGB.PNG
BC_LOGO_V_REV-C_RGB.SVG

7.5
Tertiary

Vertical
Black



BC_LOGO_V_BK_CMYK.EPS
BC_LOGO_V_BK_CMYK.JPG
BC_LOGO_V_BK_PMS.EPS
BC_LOGO_V_BK_RGB.EPS
BC_LOGO_V_BK_RGB.JPG
BC_LOGO_V_BK_RGB.PNG
BC_LOGO_V_BK_RGB.SVG

Vertical
Reverse



BC_LOGO_V_REV_CMYK.EPS
BC_LOGO_V_REV_RGB.EPS
BC_LOGO_V_REV_RGB.PNG
BC_LOGO_V_REV_RGB.SVG

7.5
Tertiary

Vertical
Dark Grey
Light Grey



BC_LOGO_V_DG-LG_CMYK.EPS
BC_LOGO_V_DG-LG_CMYK.JPG
BC_LOGO_V_DG-LG_PMS.EPS
BC_LOGO_V_DG-LG_RGB.EPS
BC_LOGO_V_DG-LG_RGB.JPG
BC_LOGO_V_DG-LG_RGB.PNG
BC_LOGO_V_DG-LG_RGB.SVG

Vertical
Reverse
Light Grey



BC_LOGO_V_REV-LG_CMYK.EPS
BC_LOGO_V_REV-LG_PMS.EPS
BC_LOGO_V_REV-LG_RGB.EPS
BC_LOGO_V_REV-LG_RGB.JPG
BC_LOGO_V_REV-LG_RGB.PNG
BC_LOGO_V_REV-LG_RGB.SVG

7.5
Tertiary

Vertical
Light Grey
Black



BC_LOGO_V_LG-BK_CMYK.EPS
BC_LOGO_V_LG-BK_CMYK.JPG
BC_LOGO_V_LG-BK_PMS.EPS
BC_LOGO_V_LG-BK_RGB.EPS
BC_LOGO_V_LG-BK_RGB.JPG
BC_LOGO_V_LG-BK_RGB.PNG
BC_LOGO_V_LG-BK_RGB.SVG

Vertical
Reverse
Black



BC_LOGO_V_REV-BK_CMYK.EPS
BC_LOGO_V_REV-BK_PMS.EPS
BC_LOGO_V_REV-BK_RGB.EPS
BC_LOGO_V_REV-BK_RGB.JPG
BC_LOGO_V_REV-BK_RGB.PNG
BC_LOGO_V_REV-BK_RGB.SVG

8.0 Contact

For access to logo files and approvals of usage please contact brand@banffcentre.ca.

For Banff Centre's Style Guide please contact communications@banffcentre.ca.

For envelopes, folders, letterhead, and thank you cards please contact purchasing@banffcentre.ca.

For inquiries regarding the Banff Mountain Film and Book Festival style guide please contact banffmounainfestival@banffcentre.ca.

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Banff Centre for Arts and Creativity.
Photo: Emmett McPartlin.





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