

Shop Quinte West Logo Usage Guidelines

*Shop Smart, Shop Local
Shop Quinte West*



Shop Quinte West



The City of Quinte West's Shop Smart, Shop Local logo combines the City's logo with an upbeat message inviting residents and businesses to purchase goods and services within the municipality. Registered businesses operating within the City of Quinte West are invited to use the Shop Local logos in business literature, advertising, websites and email marketing programs.

The logo is available in five formats in both colour and greyscale versions and in several file types for use in print and electronic form:

Full logo



ShopSmart_col.***



ShopSmart_bw.***

Minimal logo



SQW_col.***



SQW_bw.***

Full logo, reversed
(shown on black background)



ShopSmart_col_rev.***



ShopSmart_bw_rev.***

Minimal logo, reversed
(shown on black background)



SQW_col_rev.***



SQW_bw_rev.***

Shopping bag logo



SQWbag_col.***



SQWbag_bw.***

Logo usage requirements

- The proportion of the logo, or its individual elements, may not be altered in any way.
- The Shop Quinte West message must always be accompanied by the City of Quinte West logo.
- Wherever possible, the positive version (black text) should be used. The reverse version (white text) should only be used on dark backgrounds where greater contrast between the logo and the background is needed.
- Type may not be re-set or otherwise changed, regardless of the circumstances.
- If re-sizing of the logo is necessary, it must be done so that original appearance and proportions are not changed. The logo must not be condensed, expanded or stretched so that it appears distorted, and any enlargement or reduction must be applied equally to both the width and height.

Logo Size and Reproduction

The following rules are to be followed for logo reproduction:

- The minimum size at which the logo may be used in print applications is 1.25" or 32mm.
- The minimum size at which the logo may be used for web application is 162 pixels wide.
- Only vector files (eps) may be used for logo enlargement, or for large hardcopy artwork.

Colour Use

When appearing in colour publications, the logo should be reproduced in four colours as described below. Black or single colour application of the logo is acceptable when colour printing is not merited, or where the combination of colours and backgrounds may affect clarity of the logo.

Follow these guidelines for acceptable colour uses of the logo:

- Full colour printing should be done in 4-colour CMYK process. The gold colour for the 'swoosh' is C=2 M=24 Y=100 K=7.
- On applications with white or light coloured backgrounds, use the positive (black text) version of the logo, either in colour or greyscale.
- On applications with dark coloured backgrounds, use the reversed version of the logo (white text) in either colour or greyscale.

Reproduction Misuse

The following are considered unacceptable:

- Reproduction of the logo in anything less than a 100% colour value.
- Reproduction of the logo in a screened or lightened colour value.
- Reproduction of the logo on textured or patterned background.

Clear space around logo

The logo requires blank / white space around it in order to maintain its visual impact. This space is proportional to the reproduction size of the logo. To the right and left of the logo, a space equivalent to the width of the “S” from Shop Quinte West is required. On top and bottom, the space required is equivalent to the height of the “S” rotated 90°.



Logo Formats

The logo is available in formats for printing and for electronic use. Ensure that you are using the correct logo for your application.

Print

For professional print applications, use of an .EPS file is recommended.

For documents created in word processing programs, you may use a .PNG, .TIF or .JPG file.

**Please note: .TIF and .JPG files are not available in reverse format (white text) for use on dark backgrounds.

Web

For websites, email and email newsletters, use a .PNG or .GIF file.

** Please Note: .GIF files are not available in reverse format (white text) for use on dark backgrounds.

Available Files

Shop Smart	.eps	.tif	.jpg	.png L	.png S	.gif
	(4.05in x 2.5in) 676KB	(999px x 548px) 2.6MB	(998px x 547px) 252KB	(240px x 131px) 16KB	(162px x 97px) 8KB	(162px x 97px) 8KB
	CMYK	CMYK	RGB	RGB	RGB	RGB
ShopSmart_col	√	√	√	√	√	√
ShopSmart_col_rev	√	--	--	√	√	--
ShopSmart_bw	√	√	√	√	√	√
ShopSmart_bw_rev	√	--	--	√	√	--
Shop Quinte	.eps	.tif	.jpg	.png L	.png	.gif
	(4.05in x 2.5in) 644KB	(999px x 548px) 2.2MB	(1014px x 428px) 204KB	(243px x 103px) 12KB	(162px x 97px) 8KB	(162px x 97px) 4KB
	CMYK	CMYK	RGB	RGB	RGB	RGB
ShopQW_col	√	√	√	√	√	√
ShopQW_col_rev	√	--	--	√	√	--
ShopQW_bw	√	√	√	√	√	√
ShopQW_bw_rev	√	--	--	√	√	--
Shopping Bag	.eps	.tif	.jpg	.png L	.png	.gif
	(4in x 5in) 700KB	(878px x 1252px) 4.8MB	878px x 1252px) 268KB	(211px x 300px) 16KB	(180px x 234px)	(180px x 234px) 8KB
SQWbag_col	√	√	√	√	√	√
SQWbag_bw	√	√	√	√	√	√

Disclaimer

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Use of the Shop Quinte West and Shop Smart Logos by any person, corporation, or business does not constitute any endorsement, express, implied or otherwise, of the person, corporation or business or its activities, products, goods or services by the City of Quinte West.

The City of Quinte West hereby reserves the right to refuse its permission to use or display the Shop Quinte West and Shop Smart logos by any person, corporation, or business for any reason.