

Successful applicants to the EAC's grant programs must provide recognition of financial support by using the appropriate logos and language on promotional materials and media releases. This includes websites, posters, programs, handbills, banners, sponsor logos, and other materials that promote the organization/project. To download the logos visit edmontonarts.ca and select 'eac logos' under 'about eac'.

What logos do I use?



Please use the **primary version** of the EAC logo unless it will appear less than ¼ inch high, as this compromises its legibility.

Grant recipients **MUST** also acknowledge the City of Edmonton.
(This does not apply to recipients of the Edmonton Artists' Trust Fund, the TransAlta Festival City grants or the Lee Fund for the Arts).



Recipients of the TransAlta Festival City Grants **MUST** acknowledge the support of TransAlta by using the TransAlta logo.

When do I use the horizontal version of the logo?



Please use the horizontal version of the logo when the logo will be less than ¼ inch high. The horizontal logo graphic should never be applied less than 0.1875" (3/16"). Any further reduction will impair its legibility.

Grayscale Logos



The grayscale logo may be used on white or light to medium value backgrounds between 0% and 50% on the gray scale. Reverse grayscale logos should be used on medium to dark value backgrounds from 50% to 100% on the gray scale.

How do I recognize the Edmonton Arts Council, City of Edmonton, or other supporter in my media releases?

Please use the following text in your media release:

EAC/City of Edmonton

[This project/organization] is supported by the Edmonton Arts Council and the City of Edmonton.

Edmonton Artists' Trust Fund

[Artist name] is a recipient of the Edmonton Artist Trust Fund Award. Supported by the Edmonton Arts Council and the Edmonton Community Foundation, this award is dedicated to the artistic development of Edmonton artists.

Lee Fund for the Arts

[This project] is supported by the Edmonton Arts Council and the Edmonton Community Foundation through the Lee Fund for the Arts.

TransAlta Festival City Grants

[This festival] is supported by the Edmonton Arts Council and TransAlta, through the TransAlta Festival City Program.

Colour Usage

Consistent colour is very important for the EAC brand. Approved colors are listed below. The EAC colours must be reproduced correctly and consistently in all applications and mediums. Shades of these colours are acceptable as well.

PMS (Pantone)

Alternate print usage



718



404

RGB

Digital usage ONLY.



194/90/0



119/111/101

Hexidecimal

Alternate digital usage



BE5000



776F65

CMYK

4 colour process



3/78/100/15



0/8/22/56

Logo Misuse

Do not misuse the logo or compromise the logo in any way. For example, do not alter the colours, fonts or proportions. Do not distort, skew, or rotate the logo in any way. Do not embellish the logo with graphic elements. Always display the logo in its entirety. Always ensure sufficient contrast on backgrounds and do not place on complicated backgrounds that compromise the legibility of the logo. Always ensure the logo is legible. Allow adequate spacing around the logo and other graphical elements.



Appropriate Applications:



Inappropriate Applications:

