

# BRAND GUIDELINES

V.1 AUGUST 2022

DOWN  
TOWN  
VAN

## 2.2 OUR LOGO USAGE

To give our logo the right impact, avoid crowding it with other elements or making it too small.

Please ensure that there is ample space around our logo. We don't want elements around to detract from the brand.

Only use the logo files as supplied.  
Do not alter or modify the artwork.

For use in videos and other movement-based media, we also have an animated version of the preferred logo.



### CLEAR-SPACE

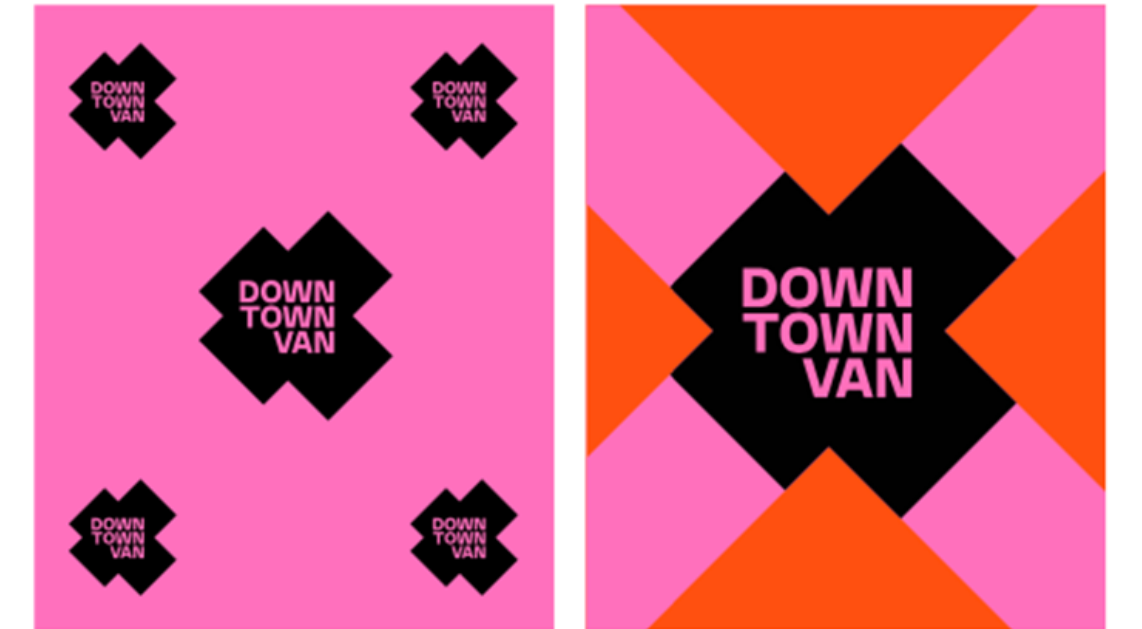
Because of the unique character and shape of our logo, we like to give it ample breathing space. The recommended clear-space is equal to the height of the wordmark portion of the logo.



32 px / 6mm / 0.25"

### MINIMUM SIZE

To maintain legibility, the wordmark portion of our logos should not be smaller than the measurements shown above. Certain reproduction methods and digital displays may require a larger minimum size.



### PLACEMENT

Because of the asymmetry of our logo, it works best when placed in a corner of a composition. When the logo is the focal point of a composition, like when it is used as an end-frame, it can be centred or placed just off centre. We often use our road graphics extending out to the edges of the composition with our logo to help reinforce its meaning as an intersection. (See page 34.)

## 2.2 OUR LOGO DON'TS

We've established some rules around what we can and can't do to our logo in order to maintain our brand equity. Whenever possible, always use the full-colour logo on a white background for brand consistency.



**DON'T** stretch or skew the logo.



**DON'T** introduce a new holding shape other than the ones provided.



**DON'T** replace the text within the holding shape.



**DON'T** Change the colour of the wordmark or holding shape.



**DON'T** add any effects, such as a drop shadow.



**DON'T** add any elements to the logo.



**DON'T** place an image or graphic into the logo.



**DON'T** place the logo over a busy background.



**DON'T** alter the relative scale of the elements.



**DON'T** use the workmark portion of the logo on its own.