Logo Style Guidelines

Successful applicants to the EHC's Heritage Community Investment Program 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 our logos, visit edmontonheritage.ca/logos

What logos do I use?

Please use the **primary version** of the EHC logo. Ensure that its orientation and proportions are maintained, and that it does not appear less than 1.25 inches wide, as this compromises its legibility.

Grant recipients must also acknowledge the City of Edmonton.

Grayscale Logos

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

Recognition

Please use the following text in your media release:

> **Heritage Community Investment Program**
> *[This project/organization] is supported by the Edmonton Heritage Council and the City of Edmonton.*

Improper Use

Please do not rotate or turn the logo from its horizontal orientation.

Please ensure adequate contrast with background colours or elements.

Please do not stretch the logo.

Please do not compress the logo.

Please do not change the fonts or layout of the logo.

Please do not recolour any elements of the logo aside from grayscale options above.

More Information

For more information about our branding or logo usage, please contact:

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