CULTURE DAYS

BRAND GUIDELINES

APRIL 2024

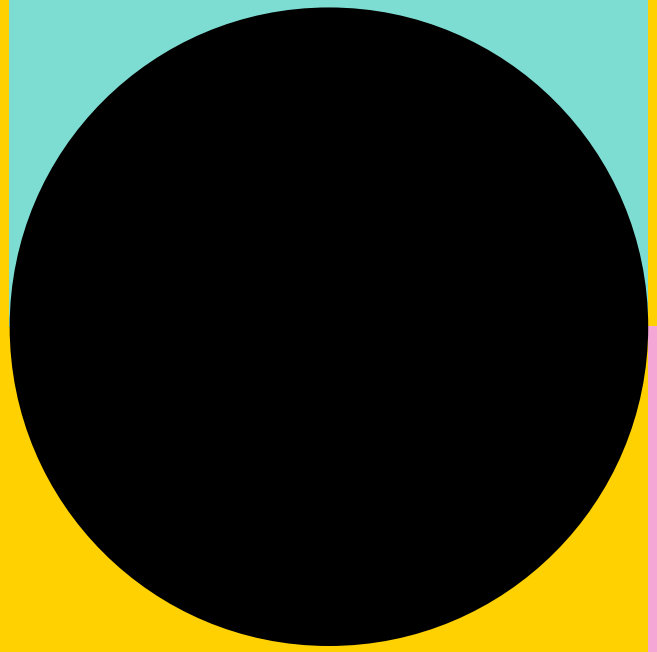
This guide outlines the Culture Days visual identity. It's a set of logos, colours, fonts, and graphic shapes that brings our brand to life with impact and flexibility across all touch points.

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OUR BRAND

The Culture Days organization serves as a year-round catalyst that connects individuals and creators to build measurable support for the entire sector and amplify its contributions. We seek to eliminate barriers to access and participation, and stimulate understanding, appreciation and exploration of arts and culture – so that every person in the country has a deeper connection with themselves, their communities, and Canada.



BRAND VALUES

LEADERSHIP
We will be the connecting force between all of our audiences that builds deeper cross-cultural understanding.

COURAGE
We embrace the unexpected, break down barriers of understanding and are willing to take leaps of faith.

COLLABORATION
We will work with and empower our partners and network to champion arts and culture in Canada.

INCLUSIVITY
We invite and celebrate cross-cultural ideas, experiences and people.

BRAND PERSONALITY

CURIOUS
ENERGIZING
ENCOURAGING
EMPATHETIC
WELCOMING
RELEVANT
UNEXPECTED

DESIGN PRINCIPLES

With consistent use of our logo, colours, fonts and graphic shapes, everyone can create impactful materials for all touch points. From event organizers using pre-built templates to advanced designers using professional software, it should all look like it comes from the same place.

The following design principles, along with our brand personality, can guide choices about content, composition and imagery.

CLEAN

Clear space, solid colours and simple layouts help to make communications easier to follow and digest.

COLOURFUL

Whether two colours or six, our brand colours should always stand out.

GRAPHIC

Visuals should be crisp, linear and geometric.

BALANCE

Lots of visual elements can be energetic, but one should stand out to provide focus and clear communication.

OUR LOGO

The Culture Days logo is the foundation of our visual identity. Its bold letterforms and bright pops of colour convey energy and connection.

These elements, along with their arrangement and proportions, have been custom-designed. They should never be modified or recreated.

ENGLISH LOGO

CULTURE DAYS

FRENCH LOGO

FÊTE DE LA CULTURE

BILINGUAL LOGO

FÊTE DE LA CULTURE DAYS

BLACK LOGO

CULTURE DAYS

WHITE LOGO

CULTURE DAYS

Minimum Size

To maintain impact and legibility across media, the logo should never appear smaller than the following sizes:

CULTURE DAYS

COLOUR LOGO

Digital: 70px
Print: .65”

CULTURE DAYS

BLACK LOGO

Digital: 60px
Print: .5”

Clear Space

To ensure visual impact, a space around the logo should be kept free of any text, graphics, or competing backgrounds.



X = width of the letter C in “CULTURE”

ACCEPTABLE BACKGROUNDS

Backgrounds should provide enough contrast for the Culture Days logo to be legible and prominent. The full-colour logo has been designed for white or brand colour backgrounds only, see page 7.

For backgrounds with photos, illustrations, or non-brand colours, the black or white logo should be used in an area that is uncluttered.

If a background is cluttered, consider placing the logo within a containing box filled with a Culture Days colour.

FULL-COLOUR LOGO (ON SOLID BRAND COLOUR)

CULTURE DAYS

BLACK LOGO (ON NON-BRAND COLOUR)

CULTURE DAYS

WHITE LOGO (ON BLACK)

CULTURE DAYS

WHITE LOGO (ON NON-BRAND COLOUR)

CULTURE DAYS

WHITE LOGO (ON UNCLUTTERED IMAGE)



BLACK LOGO (ON UNCLUTTERED IMAGE)



LOGO IN CONTAINING BOX (ON CLUTTERED IMAGE)



COMMON MISUSES

The proportions, letterforms, alignment, and colours of the Culture Days logos should never be recreated or modified. Only use authorized artwork.

At right are some common examples of incorrect usage.

✕ Do not stretch, rotate, skew or otherwise distort the logo.



✕ Do not change the position of logo elements.



✕ Do not use different fonts.



✕ Do not add words or graphics to the logo.



✕ Do not modify the colours.



✕ Do not outline the logo.



✕ Do not modify the full-colour logo to have white text.



✕ Effects or embellishments should never be used.



✕ Do not place the full-colour logo on unacceptable backgrounds (see page 7).





COLOURS

Our vibrant colours are integral in bringing the Culture Days brand to life. They were chosen with digital media and accessibility in mind.

Only black is used with brand colours for text, see page 10.

Use only the colour values listed.

Blue
#59CBE8
R**89** G**203** B**232**
C**54** M**0** Y**6** K**0**
PANTONE **305C**

Teal
#7EDDD3
R**126** G**221** B**211**
C**37** M**0** Y**17** K**0**
PANTONE **7471C**

Pink
#F4A6D7
R**244** G**166** B**215**
C**1** M**41** Y**0** K**0**
PANTONE **230C**

Yellow
#FFD100
R**255** G**209** B**0**
C**0** M**9** Y**100** K**0**
PANTONE **109C**

Orange
#FF6A13
R**255** G**106** B**19**
C**0** M**61** Y**97** K**0**
PANTONE **1585C**

Black
#000000
R**0** G**0** B**0**
C**60** M**40** Y**40** K**100**
PANTONE **BLACK 6C**

White
#FFFFFF
R**255** G**255** B**255**
C**0** M**0** Y**0** K**0**

COLOURS FOR TEXT

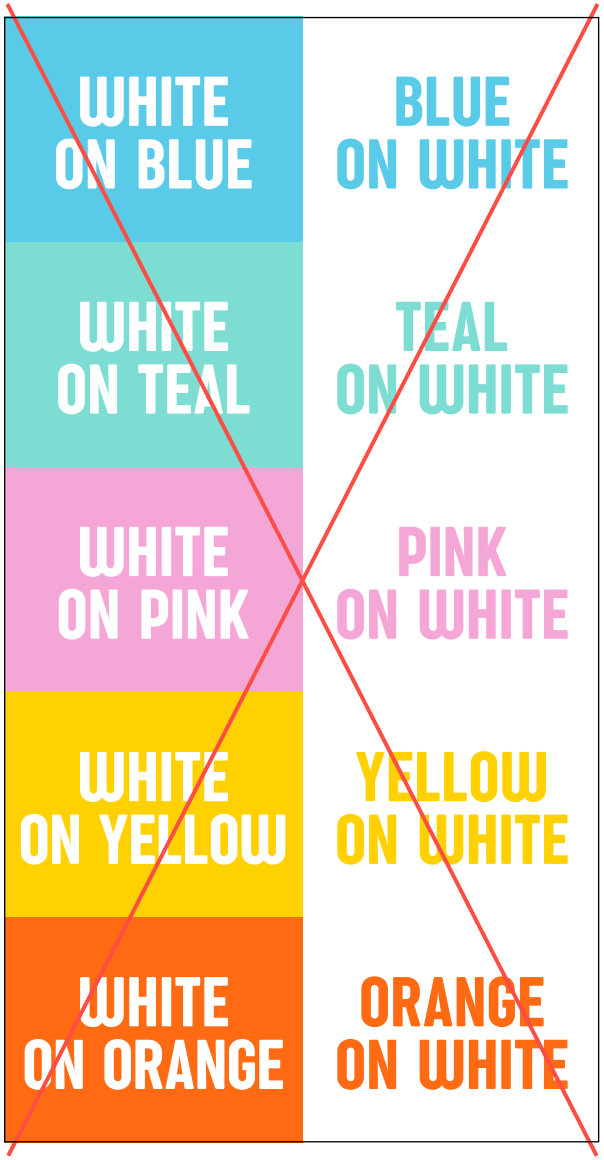
Colours should be chosen to ensure that the contrast between text and background colours meets AODA requirements.

For more information on AODA, visit ontario.ca/page/accessibility-in-ontario.

✓ These colour pairings can be used.



✕ These colour pairings can NOT be used.



FONTS

Sugo Pro Classic Regular is our attention-grabbing font used in all-caps for headlines, event titles and number call-outs. Since all-caps text is harder to read, try to limit headlines to 25 characters or less.

Sugo Pro Classic Regular can be licensed and downloaded at myfonts.com.

When not available, the system font **Impact** can be substituted.

SUGO PRO CLASSIC REGULAR
(ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Metropolis is our strong and legible font used for most applications. It has a family of weights that can be used for subheads, callouts, ad buttons, etc. For body text, it works best to use left-aligned text in sentence case.

Metropolis can be downloaded from the Culture Days website.

When not available, the system font **Arial** can be substituted.

Metropolis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light/*Italic*
Regular/*Italic*
Medium/*Italic*
Semi Bold/*Italic*
Bold/*Italic*
Extra Bold/*Italic*
Black/*Italic*

TYPEFACES IN USE

HEADLINE EXAMPLE

Intro copy example lorem ipsum dolor amet, consectetur adipiscing elit labore et. Praese pellentesque gravida pulvinar partu dolor.

SUBHEADING EXAMPLE

Subheading Example

Body copy example lorem ipsum dolor amet, consectetur adipiscing elit, sed do eiusmod incididunt ut labore et. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

95%
Sed do Eiusmod
Incididunt ut labore
lorem ipsum dolor.

GRAPHIC SHAPES

The Culture Days shapes are inspired by the negative shapes in our logo.

Using these shapes as flourishes, to organize content, or to animate videos, creates a connection to our logo and builds brand recognition. See pages 13-24 for examples.

CULTURE DAYS



PHOTOGRAPHY

Culture Days marketing materials are led by text and graphics. When there's time or space for multiple images, such as videos or newsletters, photography has an impact. But for small or static applications, photography should play a supporting role, since it's hard to represent the many activities and people at our events in a single, compelling photo.

If a photo can help promote your event, make sure it sparks curiosity and has a strong focal point. Photos should feel real, not posed, and reflect our diverse audiences and experiences.








BRINGING IT ALL TOGETHER

SIMPLE TEXT AND COLOUR

Straightforward text, or our logo, on a colour field is quick to read. This is useful for applications with limited time or space.

This look can be used to break through image-heavy social feeds and is a cost-effective way to create impact and brand recognition on promotional flyers or t-shirts.







SIMPLE SHAPES

Introducing graphic shapes creates layouts with more of our colourful, energetic personality.

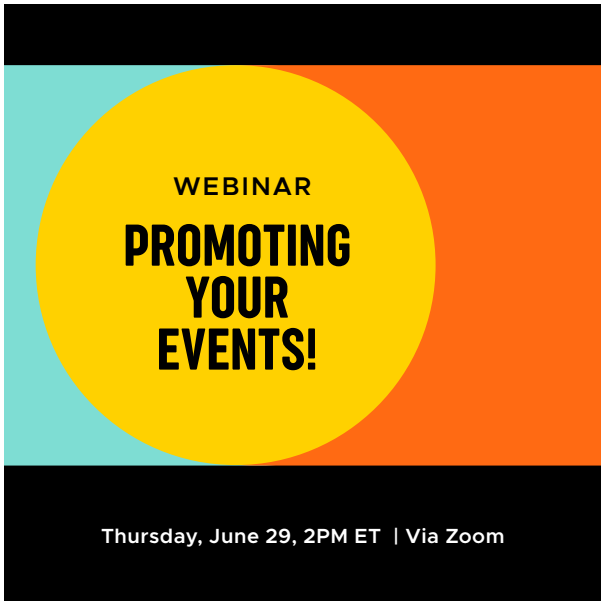
Shapes can be used as flourishes on photos or to separate text from photos.

One or two graphic shapes can also overlap, introducing a third or fourth colour in the overlap area.

When placing text inside a shape, three to five words are best for readability. If more text is needed, consider just one graphic shape.









SIMPLE SHAPES

Additional Examples











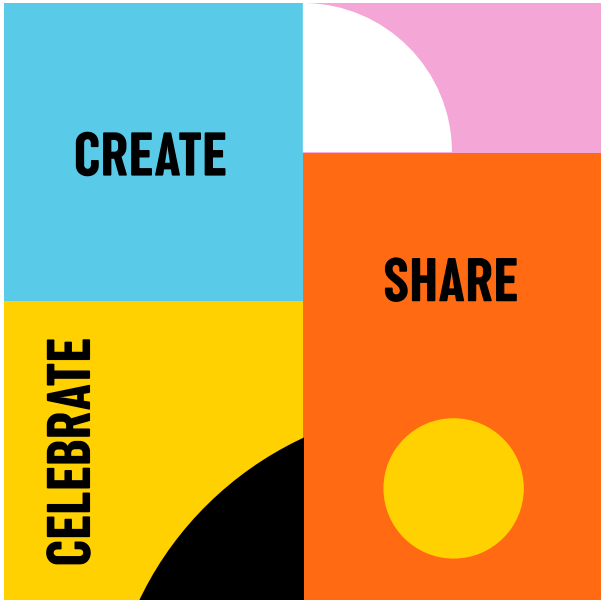


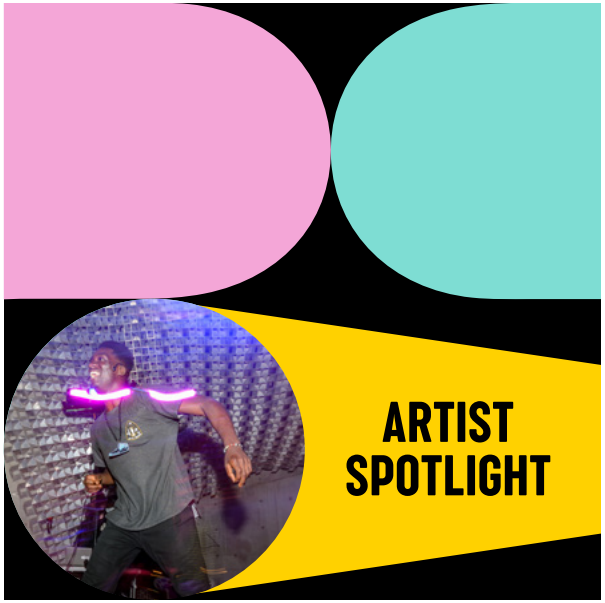
ADVANCED SHAPES

Advanced designers can create more complex, expressive compositions using more than three graphic shapes. The shapes can contain solid colour, text or images.

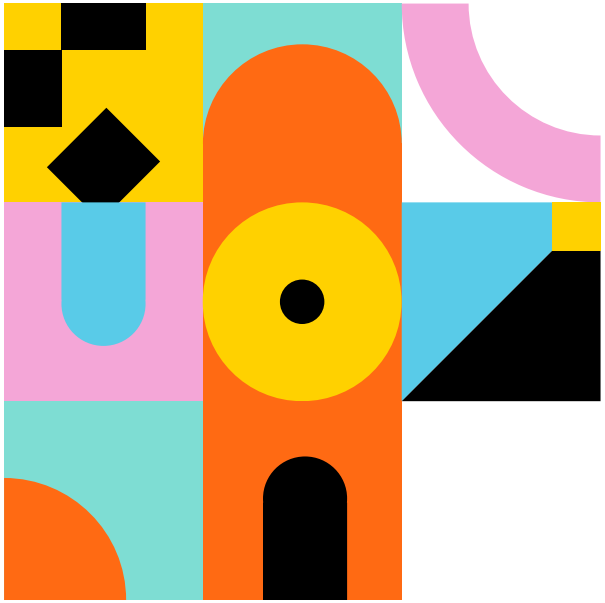
Although additional graphics or movement can grab attention and increase energy, too many can get in the way of key messages or event details. One element should stand out to provide focus and clear communication.

Our aim is to have engaging and recognizable designs, without being visually overwhelming. Consider that most people can only take in two to three words in a second and let your project objectives, audience and medium help you to find the right balance.





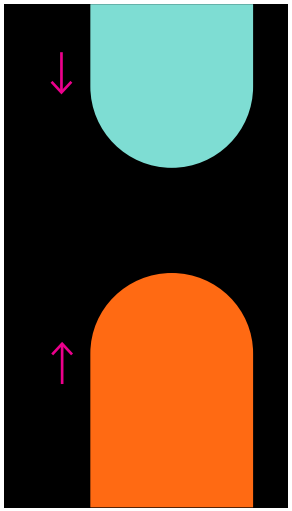




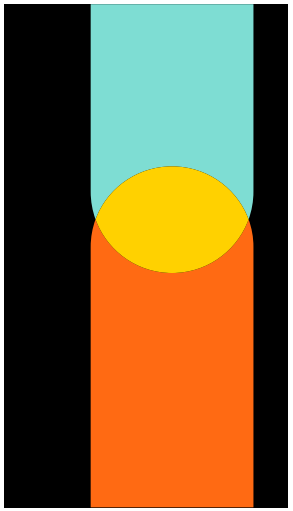
MOTION

For videos or animated digital ads, graphics and text can move and overlap.

Motion can be smooth and welcoming or quick and energetic. But always informed by our brand personality and the tone of the specific project.



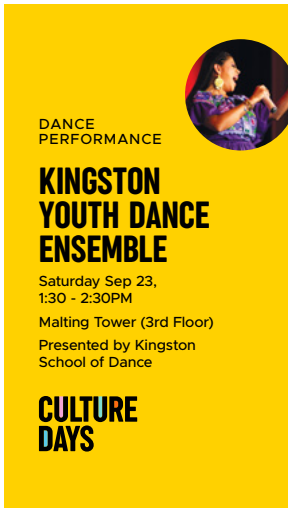
1 Graphic shapes slide in from top and bottom.



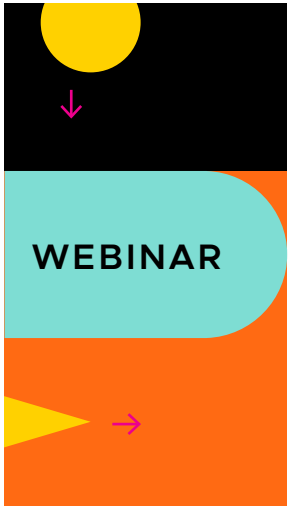
2 Overlapping area reveals a third colour.



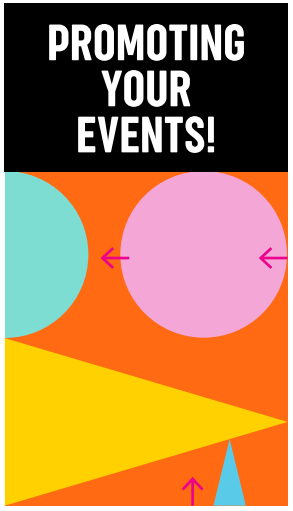
3 Overlap area zooms in as text appears.



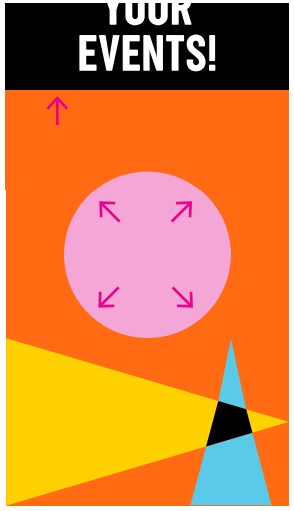
4 Overlap area zooms to fill frame as text and logo appear.



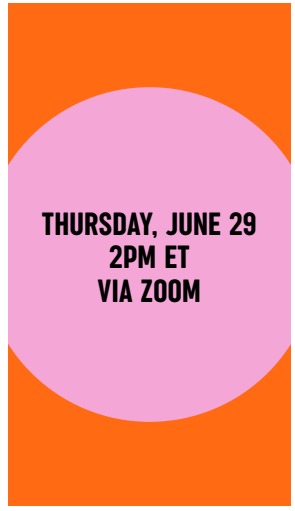
1 Graphic shapes move down and right.



2 Copy appears while shapes keep moving.



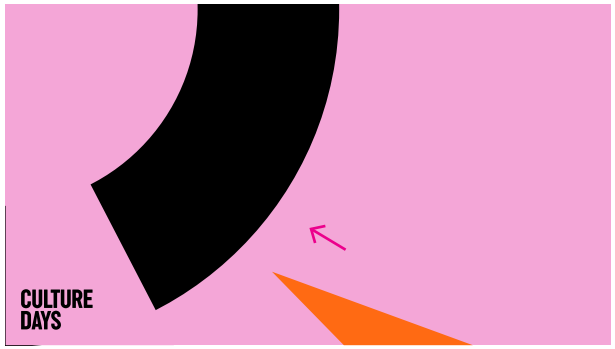
3 Copy moves up and out of frame.



4 Shapes zooms in as text appears.

MOTION

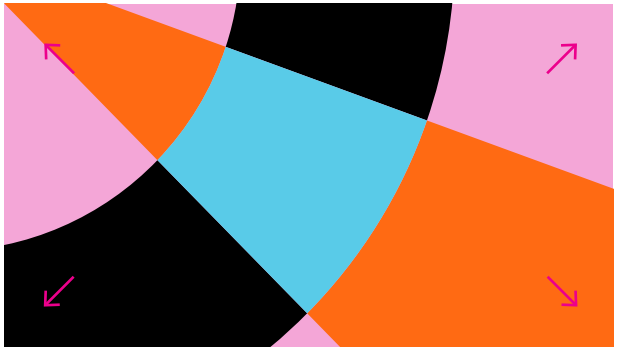
Video Intro A



1 Sequence of graphic shapes appear and merge.



2



3 Blue shape fills screen.



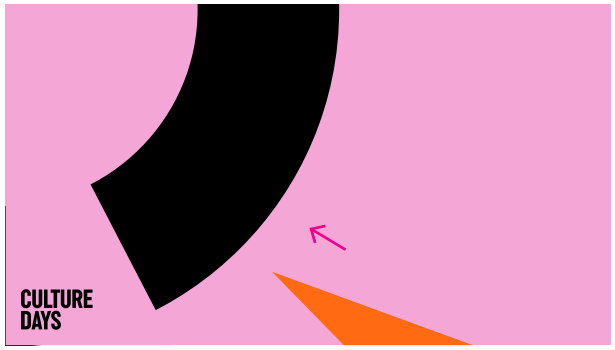
4 Blue colour fades to reveal a video.



5

MOTION

Video Intro B



1 Open with graphic shapes moving into frame.



2 Shapes overlap, revealing an image/video.



3 Zoom in on image/video area to fill frame.



4

MOTION

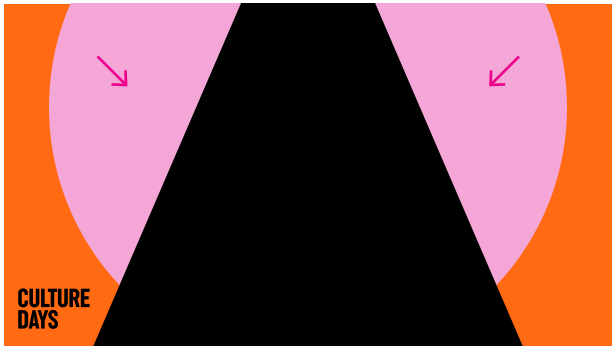
Video Outro A



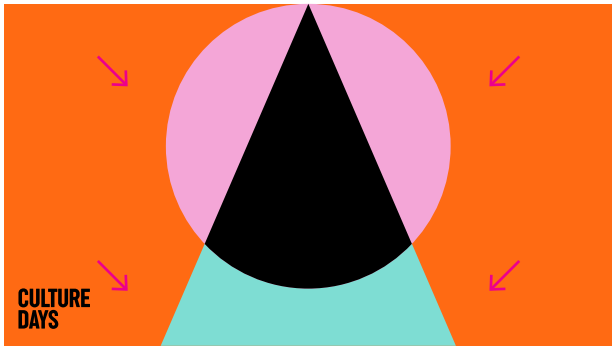
1



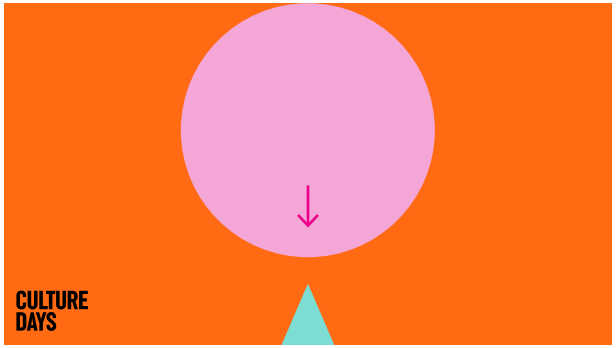
2 Video fades to black.



3 Black shrinks to reveal a shape.



4 Shapes animate.



5



6 Logo and text appear.

MOTION

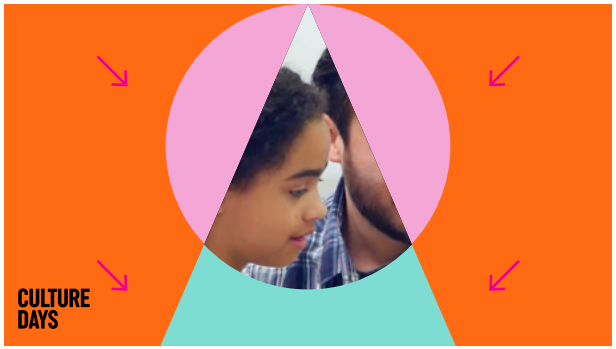
Video Outro B



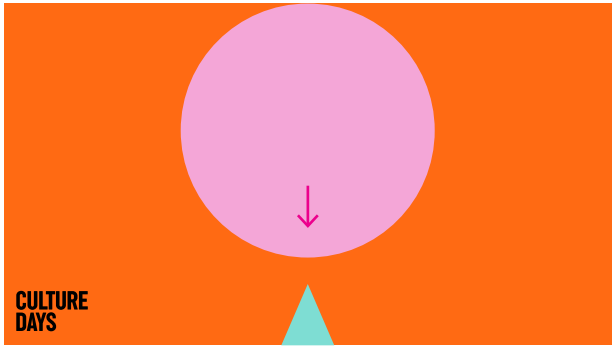
1



2 Zoom out of last video scene, revealing the scene is inside a graphic shape.



3 Continue to zoom out.



4 Shapes slide away from each other and move out of frame.



5 Logo and text appear.

For questions regarding this brand guide,
please contact **info@culturedays.ca**

CULTUREDAYS.CA