USING THE COMMON WEAL LOGO

The visual elements of the Common Weal Community Arts brand identity should be consistently and accurately applied to ensure a professional appearance for the organization.

Those making use of the visual elements of the brand identity must adhere to the standards with regard to colour, typography and juxtaposition of visual elements in all applications.

These elements should be used consistently and without modification to avoid diluting the Common Weal brand identity.

PRIMARY LOGO

This is the primary Common Weal logo and should be used whenever the Common Weal brand identity is included in any content.

PRIMARY VERTICAL LOGO

PRIMARY HORIZONTAL LOGO

GREYSCALE LOGO

Sometimes in production, only black ink is available and the Common Weal logo must be reproduced using this version.


REVERSE LOGO

There may be special cases in which the background is black. In this case, the Common Weal logo must be reproduced using this version.

(White, 30% black, 70% black)

LOGO SPACING

It is important to ensure the logo has clear space around it. Clear space ensures that other graphics, text or images do not interfere with the readability and reproduction of the logo. The minimum clear space surrounding the logo should be equal to the height and width of the letter X as illustrated.
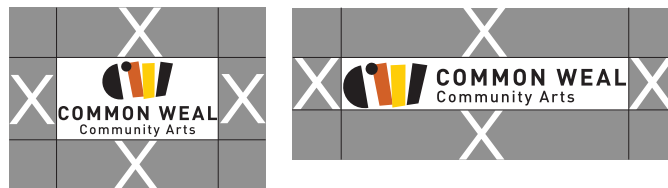
DISTORTION

The logo may not be distorted, angled or altered, nor may it be presented on colours that are too light or bright to allow for quick recognition of the logo.

LOGO SIZE

Sizing is also important. The minimum size is determined by the width of the logo. Reducing it too far will make it too small to read in print.

The vertical logo can be reduced to a width of 0.625". The horizontal logo can be reduced to a width of 1". Anything smaller than this becomes difficult to register and print. There are similar issues with electronic presentations at this size.

0.625"   1"