

FRYE

GRAPHIC STANDARDS GUIDE



LOGO DESCRIPTION

The logo is solid and strong, with high visual impact.

A book, bound by the tops of F and R, is opening slightly and inviting us in to explore.

The pages stop on a diagonal at F's vertical middle, subtly evoking the tidal bore as it travels up the Petitcodiac River.

The blue to green gradient symbolizes the transition from winter to spring during which the Festival takes place.

Lastly, the rounding of the letters implies softness and emphasizes the human side of the Festival.



LOGO VERSIONS (WITHOUT SLOGAN)

Using the appropriate version of the logo according to application and context is important in order to maximize visual impact.

The following examples are the only acceptable versions of the logo.

Black or white versions are recommended for applications that do not allow the use of colour.

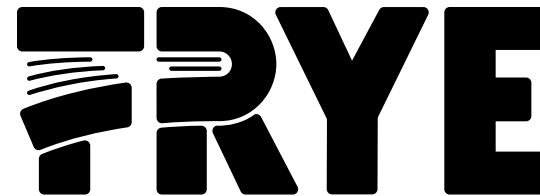
The white version of the logo should be used on dark backgrounds.

The colour version is to be used on light backgrounds.

Colour Logo



Black Logo



White Logo



LOGO VERSIONS (WITH SLOGAN)

Colour Logo



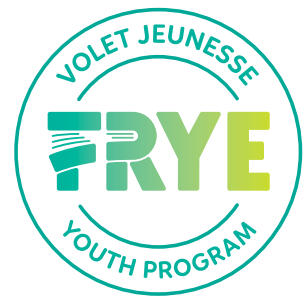
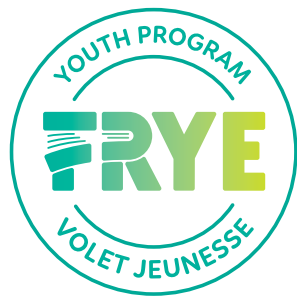
Black Logo



White Logo



LOGO
VARIATIONS



MINIMUM DIMENSIONS

Logo reductions must be at least 0.75 inches wide.



SURROUNDING BORDER

The space surrounding the logo should equal the width of the E in the logo.



PROHIBITED USES

Here are some examples of unaccepted logo applications.



Do not add effects to the logo.



Logo opacity must always be 100%. Transparency is never allowed.



Do not distort logo proportions.



Do not change the colours.



Do not change the text or font.



Do not tilt the logo.



RECOMMENDED FONTS

The **Roboto** font is recommended for use in all communication materials employing the logo and branding. This font offers a variety of typefaces (bold, etc).

For document titles: **LINOTTE**

COULEURS DU LOGO



CMYK: C **85** M **0** Y **50** K **0**
RGB: R **0** G **169** B **154**
WEB: **00a899**
PANTONE: **3275 C**



CMYK: C **25** M **0** Y **90** K **0**
RGB: R **203** G **219** B **42**
WEB: **cadb2a**
PANTONE: **381 C**



Colour gradient from blue
to green.



FILE TYPES

Logo files are classified by colour (colour, black, white) then by file type (pdf, eps, jpeg, png).

Additionally, you can choose between low resolution (LRes - smaller file, lower quality) and high resolution (HRes - larger file, better quality), with vector files being the exception.

The choice of file type is made according to the logo's intended use.

The guidelines below should be followed for maximum quality:

If you are working with a printer or graphic designer:

- **eps vector**
- **pdf vector**

If you are using the logo for website design, on social media, or in the Microsoft suite (Word, PowerPoint, etc):

- **jpeg**
- **png**

Please contact the FRYE Festival team with any questions or concerns about using the logo on screen or in print.

