

Saskatchewan Parks and Recreation Association

Logo Usage Guidelines



**Saskatchewan
Parks and Recreation
Association**

When you think of an organization, the logo is one of the first things that come to mind. These guidelines outline the proper usage of the Saskatchewan Parks and Recreation Association's (SPRA's) logo to maintain consistent representation of the brand.

Approved Versions

To maintain consistent presentation, SPRA's logo must contain both symbol and the wordmark. An optional tagline, "Recreation - An Investment for Life" is also available. The proportions of the logo should not be altered.



Symbol

**Saskatchewan
Parks and Recreation
Association**

Wordmark



Symbol

**Saskatchewan
Parks and Recreation
Association**
*Recreation
An investment for life*

Tagline

Examples of Logo Misuse

To maintain the corporate integrity of the SPRA brand, when the logo is reproduced, only use approved colour combinations. Do not add any elements to the logo. Do not alter the logo in any way. Do not surround the logo with text or images.



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Saskatchewan
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Logo Do's

- Only use current versions of the logo
- Keep the symbol and wordmark together
- Maintain all colour elements
- Ensure the no print zone is respected
- Ensure the logo is legible against all backgrounds
- Only use high quality versions of the logo

Logo Proportions

The logo must have the minimum clear space, indicated by (X height). No versions other than those provided herein are acceptable. It is important that no material or colour interfere with the logo; therefore, a no print zone that is equal to the top of the capital S on Saskatchewan, to the bottom of the capital P on Parks, has been established around the logo proportional to its size. To ensure maximum legibility, it is strongly recommended that you not reproduce the logo any smaller than 0.75 inches.



Logo Placement

The logo can be placed anywhere on the marketing material, as long as it is prominently displayed and positioned harmoniously with other graphic elements

Logo Files

For optimal reproduction of the SPRA logo, it is recommended that vector files such as EPS or AI be used. In some circumstances a high resolution JPG or PNG can be substituted. Please contact the Saskatchewan Parks and Recreation Association for proper files.

SPRA Corporate Colours

The corporate colours for Saskatchewan Parks and Recreation Association are Black, Pantone Process Blue, Pantone 297, Pantone Warm Red, Pantone 137 and Pantone 376. The four-colour process (CMYK) colours are as follows:



Pantone 297

C - 40
M - 1
Y - 5
K - 0



Pantone 137

C - 0
M - 36
Y - 100
K - 0



Pantone Warm Red

C - 0
M - 75
Y - 90
K - 0



Pantone 376

C - 50
M - 0
Y - 100
K - 0



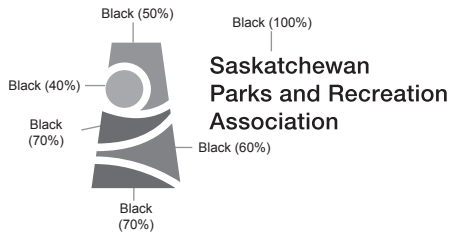
Pantone Process Blue

C - 100
M - 10
Y - 0
K - 10



Process Black
(100% Black)

C - 0
M - 0
Y - 0
K - 100



Who Can Use the SPRA Logo?

SPRA Members

SPRA members are encouraged to display the SPRA logo on appropriate marketing and communication material. Examples include promotions for programs funded by the Recreation section of the Lotteries Trust Fund, and when citing SPRA research and resources.

Grant Recipients

Where possible, groups receiving grants must publicly acknowledge Saskatchewan Lotteries and the Saskatchewan Parks and Recreation Association within their activities. Where SPRA provides the majority of funding, other funding/sponsor logos should follow at equal or smaller size. If SPRA provided equal or less funding, the SPRA logo should follow the other funders at equal or smaller size.

Partnership

Programs/initiatives developed in partnership with SPRA must acknowledge SPRA as a partner. The use of the SPRA logo in all communications must be in accordance with the logo guidelines. Where SPRA provides the majority of funding or support, other partner logos should follow at equal or smaller size. If SPRA provided equal or less funding or support, the SPRA logo should follow the other partners at equal or smaller size.

Program Specific Logos

SPRA developed and/or delivered programs, which feature program specific logos, must also feature the SPRA logo. Examples include, but are not limited to, *Take the Lead*, *June is Recreation & Parks Month*, *Forever...in motion* and *Communities in Bloom*.

Contact Us

SPRA can provide you with electronic logo files and answer any questions you might have about incorporating the SPRA logo into your marketing and communication material.

Please direct inquiries to:
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