GEORGIAN BAY
BIOSPHERE
MNIDOO GAMII

TYPES

These are the versions of the logo that are acceptable to use. Only 3 versions are to be used in certain circumstances depending on context, use, size and publication or partnerships. There is a horizontal and vertical version for each variant. All uses of the logo should be the main "Translation" version whenever space permits.

TRANSLATION

TAGLINE

UNESCO

USES

Translation
· most applications where space is an limited
· anywhere the logo can be represented in physical space less than 2" in height.

Tagline
· large applications
· anywhere the logo can be represented in physical space over 2" in height.

UNESCO Logo Combination
· official letterhead and correspondence
· digital signatures and business cards
· footer on websites
· used for educational products and publications
· cannot be used for any commercial purpose (e.g. merchandise)

Vertical
· Horizontal logo recommended for posters, promotions, merchandise, and signs
· Used where centering layout is preferred and for use in small spaces such as stationery, stickers, and apparel.

Four Directions Icon of GBB
· only used for social media linked to larger GBB brand
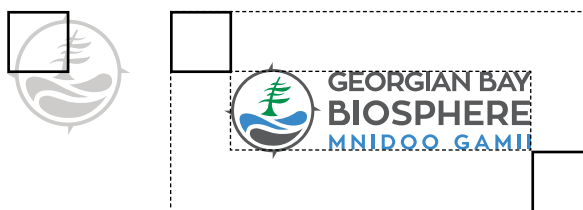· generally not to be used alone

COLOUR TREATMENT

The GBB logo should be used on a white background whenever possible. If used on an image background it needs to be use in an area of the image where a flat colour appears, such as a sky or water.

CLEAR SPACE

In all cases a clear space needs to be represented around the GBB logo at least 50% the height of the Four Directions Icon.

MINIMUM SIZE

In all cases the Four Directions Icon should never be used if the height of the circle is smaller than 0.5" diameter.

IDEAL SIZE USES

Tagline - Above 2" minimum circle height

Translation - Above 0.5" minimum circle height

UNESCO - Above 0.5" minimum circle height

COLOURS

| | CMYK | 75 37 0 0 |
| | RGB | 56 138 202 |

| | CMYK | 100 19 100 0 |
| | RGB | 0 145 77 |

| | CMYK | 0 : 0 : 0 : 80 |
| | RGB | 88 : 89 : 91 |

BRAND FONT

ZONA PRO - BOLD

ZONA PRO - THIN

Helvetica Neue LT Sdt - Light Condensed : Body Text

Text for GBB correspondence and publications should preferably be set in upper-and lower-case, and justified flush left. Capitalization should never be used for body text, but is acceptable for headings.

These fonts may not be part of normal systems font libraries and might need to be downloaded and installed prior to use. They can be found online or with the GBB brand package files.

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