

## Logo and Ad Placement Policy – Prairie Region

Our graphics are in keeping with our communications philosophy of clear and simple messaging. **There can be no liberties taken with regards to the scale and positioning.** This will ensure our images are always rich, strong, and consistent as professionally designed.

For example, if a logo or ad is designed at 4"x4" it cannot be displayed as a 4"x3". Our logos and ads must **never be distorted or misrepresented** by elongating, condensing or otherwise taking liberties with their geometry.



Correctly placed as provided



Incorrectly placed (condensed)

The logo colours are:

**GOLD**

Pantone 7555 C  
CMYK **18, 37, 100, 1**  
RGB 212, 159, 11

**BLUE**

Pantone 7682 C  
CMYK **63, 43, 8, 0**  
RGB 106, 134, 184

We provide the expertise and ability to design, at no cost to advisors and chambers, the exact size required for our logos and ads in any format required, such as PDF, jpeg, gif, tif, eps, or any other.

Any questions or concerns **may be directed in writing** to the Prairie Region RMD, Ken Willoughby at [ken@prteam.ca](mailto:ken@prteam.ca) whose ruling will be finally determinative.

Implemented: October 18, 2016