

# VICTORIA CONSERVATORY OF MUSIC

LOGO GRAPHIC STANDARDS

# VICTORIA CONSERVATORY OF MUSIC

## COLOUR LOGOS

# 1

### FILE EXTENSIONS

#### **.EPS/.AI**

Vector, great for signs, print, etc

#### **.JPG**

Raster, powerpoint, web, etc

#### **.TIF**

Loves word, print, web, etc

#### **.PNG**

Powerpoint, web, etc

### RESTRICTIONS

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

### LOGO - FULL COLOUR



VICTORIA  
CONSERVATORY  
OF MUSIC

#### **PRINT FILE NAMES:**

VCM\_Logo\_CMYK.ai  
VCM\_Logo\_CMYK.eps  
VCM\_Logo\_CMYK.tif  
VCM\_Logo\_SPOT.eps

#### **WEB FILE NAMES:**

VCM\_Logo\_RGB.jpg  
VCM\_Logo\_RGB.png

### LOGO - COLOUR WITH WHITE TEXT



VICTORIA  
CONSERVATORY  
OF MUSIC

#### **PRINT FILE NAMES:**

VCM\_Logo\_CMYK\_White\_Text.ai  
VCM\_Logo\_CMYK\_White\_Text.eps

#### **WEB FILE NAMES:**

VCM\_Logo\_RGB\_White\_Text.png

# VICTORIA CONSERVATORY OF MUSIC

## SPOT COLOUR LOGOS

# 2

### FILE EXTENSIONS

#### .EPS

Vector, great for signs, print, etc

### RESTRICTIONS

- Do not separate elements
- Do not print in colours not specified
- Do not use a different font

### LOGO - SPOT COLOUR



VICTORIA  
CONSERVATORY  
OF MUSIC

#### PRINT FILE NAME:

VCM\_Logo\_SPOT.eps

### LOGO - SPOT COLOUR WITH WHITE TEXT



VICTORIA  
CONSERVATORY  
OF MUSIC

#### PRINT FILE NAME:

VCM\_Logo\_SPOT\_White\_Text.eps

# VICTORIA CONSERVATORY OF MUSIC

## BLACK & WHITE LOGOS

# 3

### FILE EXTENSIONS

#### **.EPS/.AI**

Vector, great for signs, print, etc

#### **.JPG**

Raster, powerpoint, web, etc

#### **.TIF**

MS Word, print, web, etc

#### **.PNG**

Powerpoint, web, etc

### RESTRICTIONS

- Do not separate elements
- Do not print in colours  
not specified
- Do not use a different font

### LOGO - BLACK



VICTORIA  
CONSERVATORY  
OF MUSIC

#### **PRINT FILE NAMES:**

VCM\_Logo\_BLACK.ai  
VCM\_Logo\_BLACK.eps  
VCM\_Logo\_BLACK.tif

#### **WEB FILE NAMES:**

VCM\_Logo\_BLACK.jpg  
VCM\_Logo\_BLACK.png

### LOGO - WHITE



VICTORIA  
CONSERVATORY  
OF MUSIC

#### **PRINT FILE NAMES:**

VCM\_Logo\_WHITE.ai  
VCM\_Logo\_WHITE.eps

#### **WEB FILE NAMES:**

VCM\_Logo\_WHITE.png

# VICTORIA CONSERVATORY OF MUSIC COLOURS

# 4

The **COLOUR** logo can be reproduced using 4 colour process (CMYK), Pantone colours or RGB specifications.

## RESTRICTIONS

- Do not print in colours not specified
- Do not use a different font

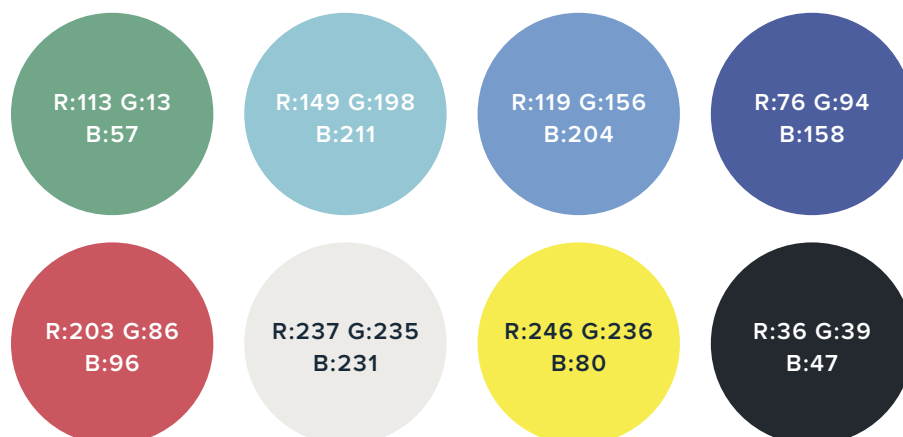
## SOLID PANTONE COLOURS



## CMYK PRINT COLOURS



## RGB WEB COLOURS



# VICTORIA CONSERVATORY OF MUSIC SPACING GUIDELINES

## PROTECTIVE SPACE

The requirements below are needed for all Victoria Conservatory of Music logos.

The minimum protective space is 'x', where 'x' equals the total height of the three lines of text that say 'VICTORIA CONSERVATORY OF MUSIC'.

To protect the integrity of the logo, this space is required around all sides of the logo. This applies to positioning around other printed elements only.

## PROTECTIVE SPACE



## MINIMUM LOGO SIZE

The Victoria Conservatory of Music logo should be reproduced no smaller than 1.125 inches wide.

## MINIMUM LOGO SIZE - HORIZONTAL

