

Scotiabank Convention Centre  
6815 Stanley Avenue  
Niagara Falls, Canada, L2G 3Y9  
905.357.6222 | fallsconventions.com



# BRAND GUIDELINES

The SCCN logo must appear in one of three formats:



Full Colour



White



Black

## LOGO CLEARANCE

When displaying the Convention Centre logo, allow for a minimum amount of space around the logo equal to the height of the "S" in the Scotiabank logo type.



plan to be impressed.

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## COLOUR PALETTE



**LIGHT BLUE** and **RED** are approved for use in ads. Orange, green and dark blue are not approved for use in ads.

**For print production:** CMYK values are used.  
**For digital:** use RGB values.

## LOGO VIOLATIONS

### DO NOT:



Stretch or distort logo



Change colours of logo elements



Change fonts within logo



Change scale of logo elements



Place logo on a busy background

For additional information regarding the appropriate use of the Scotiabank Convention Centre logo, contact:

### Melissa Foye

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