



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.

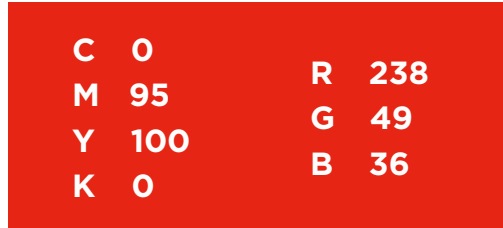


plan to be impressed.



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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:

Chelsea Whipps

Graphic Designer
cwhipps@fallsconventions.com
905.357.6222 ext.7206

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