



# Logo Guidelines

## Logo 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 wordmark in the Niagara Falls logo type.



## Colour Palette



**Pantone 286 C**

CMYK 100/75/0/0  
RGB 0/51/160  
Hex# 0033A0



**Pantone 485 C**

CMYK 0/95/100/0  
RGB 218/41/28  
Hex# DA291C



**Pantone 306 C**

CMYK 75/0/5/0  
RGB 0/181/226  
Hex# 00B5E2



**Pantone 151 C**

CMYK 0/60/100/0  
RGB 255/130/0  
Hex# FF8200



**Pantone 362 C**

CMYK 78/0/100/2  
RGB 80/158/47  
Hex# 509E2F

## Logo Violations



**NIAGARA FALLS**  
CONVENTION CENTRE

Stretch or distort logo



**NIAGARA FALLS**  
CONVENTION CENTRE

Change colours of logo elements



**NIAGARA FALLS**  
CONVENTION CENTRE

Change fonts within logo



**NIAGARA FALLS**  
CONVENTION CENTRE

Change scale of logo elements



**NIAGARA FALLS**  
CONVENTION CENTRE

Place logo on a busy background

For additional information regarding the appropriate use of the Niagara Falls Convention Centre logo, please contact:

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905.357.6222