



CADILLAC FAIRVIEW

LOGO GUIDELINES

The following pages provide clear guidelines for the application of the Cadillac Fairview corporate logo. Using these guidelines, you can provide suppliers with everything they need to maintain the corporate standard and allow you to approve all communications material with certainty. This is especially important when the corporate logo is being used by a third party (for example in advertisements by partners or situations where sponsorship is involved). The signature has been designed to be effective in a great many applications, and be instantly recognizable. To achieve this goal, it is imperative that certain standards be rigorously maintained.

1. The Cadillac Fairview Signature

1.1 Signature

The Cadillac Fairview signature includes both the symbol and the logotype. The size relationship between the symbol and the logotype should never be altered.

1.2 Symbol

The stylized “CF” is an integral part of the signature. It is distinctive and dynamic, providing immediate recognition of the Cadillac Fairview brand.

1.3 Logotype

The Cadillac Fairview logotype has been designed in a classic typeface with character shapes and letter spacing unique to the Cadillac Fairview signature. Please do not approximate or attempt to reproduce the Cadillac Fairview logotype in any other typeface or family of typefaces.

The Cadillac Fairview logotype should never appear on its own without the symbol. The only exception to this is on exterior signage where the entire signature cannot be accommodated.

When using the words “Cadillac Fairview” in a sentence, it should appear in the typeface of the entire sentence, not in the logotype.



2. Reproduction, Placement and Size

2.1 Reproduction

In order to achieve consistently high-quality reproduction, it is preferred that original digital artwork is used wherever possible. Digital artwork files for all variations of the Cadillac Fairview signature are included. Never reproduce from other printed materials nor alter the shape, size relationship, spacing or proportions.

2.2 Placement

The corporate identity is to be placed clear of all other text and graphics to maintain its status and clarity. The area of separation around the identity should be clean space only, and is equal in size to the height of the letter “F” in the word “Fairview”. (See diagram showing the the minimum area of separation at the right.)

Never utilize graphic devices such as a box rule or pattern of any kind to enclose the corporate identity.

2.3 Minimum Size Criteria

The minimum acceptable size for reproduction of the corporate signature is 10 mm (approximately 3/8 inch) on the width of the symbol. Maintaining this criteria will ensure that the logotype will be clearly legible at all times.



Minimum space requirements



Minimum size criteria

3. Colour Reproduction

The Cadillac Fairview corporate colour is Pantone® Matching System (PMS) Process Blue.

3.1 Master Files

All versions of the official Cadillac Fairview signature have been supplied for PC, Macintosh and Web applications. PC files have been saved in several different formats including Illustrator 8.0 (for litho printing), tiffs and bitmaps. Macintosh files have been saved as Illustrator 8.0 files, eps files, tiffs and bitmaps. Web versions are supplied as gif files.

To aid you in identifying what each file looks like we have included a pdf version in each folder.

3.2 Guidelines for Colour Printing

When printing the corporate signature, the preference is to use PMS Process Blue for the symbol and black for the logotype and to print the logo in its positive form. Reverse applications (white signature on a coloured background) are acceptable where there is no control over the background colour being used. Please do not use a screen or tint of the blue on the symbol or logotype when using the corporate signature.

When printing the corporate identity using the four colour process, please use 100% Cyan, 9% Magenta, 6% Black for the corporate blue.

When printing using the four colour process, a minimum of 150-line screen is preferred to ensure proper reproduction.

Note: Like the structural and spatial elements of the signature/ logotype, the colours must be reproduced as exactly as possible. Keep in mind however, that the actual printed colours can vary depending on the colour of paper used and whether it is coated or uncoated. Therefore it is important to match any printed results with the actual Pantone colour swatch.

3.3 Standards for Online Applications

The Cadillac Fairview corporate blue is most closely matched by the browser-safe colour R=0, G=153, B=204 (0-255 scale) or R=0%, G=60%, B=80% (0-100% scale). The hexadecimal equivalent for specifying this colour on web pages is #0099CC.

minimum
size
10 mm



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Sample positive application on 1 line at minimum size



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Sample positive application on 2 lines at minimum size



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Sample negative application on 1 line at minimum size



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Sample negative application on 2 lines at minimum size

