

BRAND GUIDELINES



LOGOTYPE

	Regular square	Horizontal standard	Horizontal long	Vertical	
Colour version					The colour version is available to use only on a white background.
Black version					The white version is available to use on a white background or light colour background.
White version					The white version is available to use on a black background or dark colour background.

CORPORATE TYPOGRAPHY

Font
Poppins
fonts.google.com/specimen/Poppins

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #
Light italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #</i>
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #</i>
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #
Semibold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #</i>
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #
Black Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789@ \$ & * () #</i>

CORPORATE COLORS

	HEX 2F1F52 RGB 47, 31, 86 CMYK 94, 100, 33, 30 Pantone P 98-8 C		HEX 764A9E RGB 118, 74, 158 CMYK 64, 84, 0, 0 Pantone P 93-7 C
	HEX EF3F56 RGB 239, 63, 86 CMYK 0, 90, 60, 0 Pantone P 57-7 C		HEX FFD64A RGB 255, 214, 74 CMYK 0, 14, 82, 0 Pantone P 7-7 C
	HEX F26643 RGB 242, 107, 67 CMYK 0, 72, 79, 0 Pantone P 40-7 C		HEX 63AFDA RGB 99, 175, 218 CMYK 58, 16, 4, 0 Pantone P 112-12 C

ABOUT THE LOGO

As we close the chapter on the last **40 years of Arts Whistler** and look to the future, we felt it was time to refresh our look. The logo is an external reflection of a team more passionate than ever to deliver bold, contemporary and community-focused programs.

Like many artists, our Senior Graphic Designer, Fredy Valencia, drew design inspiration from the natural beauty of Whistler. *"Living here is like waking up in a postcard every day. From the warm pinks of the alpine glow in winter, to the soft orange hues of golden hour in summer, Whistler's beauty constantly fuels this community's creativity. We wanted our new design to represent this."*