Logo Standards Guide
Licencing Program

2022 COME HOME

NEWFOUNDLAND & LABRADOR

Newfoundland
Labrador

Our Primary Logo

We're proud to introduce our Come Home 2022 logo to you, along with useful variants. Here we have the Primary Logo. This version should be the first logo considered for use. You will also see the defined colours for reproduction.
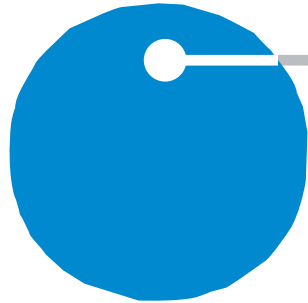
To the right of our Primary Logo, we also have provided a "Knockout" (all-white) version and a 1-Colour Black version. These can be used when full colour isn't possible, as well as for placement over imagery.
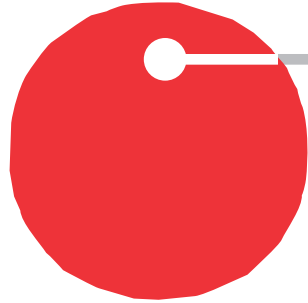

Primary Logo, Knockout

Primary Logo, 1-colour Black

| | Atlantic Blue | C93 M32 Y00 K00 | R000 G126 B195 | PMS 7461 |
| | Heartwarming Red | C00 M93 Y82 K00 | R238 G038 B062 | PMS 1788 |

Newfoundland Labrador

Version française du logo principal

Nous sommes fiers de vous présenter notre logo principal « Rentrons chez nous 2022 ». Nous offrons également une version entièrement blanche et une version noire à une couleur. Ces versions peuvent être utilisées quand la couleur intégrale n'est pas possible et pour la superposition sur des images.

Version française du logo

Primary Logo – Inuktitut, Innu-aimun, Mi'kmaw

We're proud to introduce our Come Home 2022 primary logo to you. Also available is an all-white version and a 1-Colour Black version. These can be used when full colour isn't possible, as well as for placement over imagery.

Inuktitut Logo

2022
ANIGGALAUGIT
Newfoundland ammalu Labradorimut

Innu-aimun Logo

2022
TSHIUETAIEU
Newfoundland mak Labrador

Mi'kmaw Logo

2022
APAJITA'Q KMITKNU
Newfoundland aq Labrador

Newfoundland
Labrador

Logo Variants

Sometimes vertical space is at a premium. This Vertical Non-Stack variant can be used when the Primary Logo would be too tall for the space allotted.

When vertical space is even more confined, this Horizontal Spread variation can be used.

Newfoundland Labrador

Text Only

In some cases, like small applications or over busy images, the whale iconogram can be dropped. Stacked and horizontal Text-Only variants are provided for these cases.

Text-only

COME HOME
Newfoundland & Labrador
2022

Text-only, Knockout

COME HOME
Newfoundland & Labrador
2022

Text-only, 1-colour Black

COME HOME
Newfoundland & Labrador
2022

Text-only, Horizontal

COME HOME 2022
Newfoundland & Labrador

Text-only, Horizontal, Knockout

COME HOME 2022
Newfoundland & Labrador

Text-only, Horizontal, 1-colour Black

COME HOME 2022
Newfoundland & Labrador

Newfoundland
Labrador

Text Only Non-2022

There may be cases, especially in small applications, where you require as much space for Come Home as possible. For these instances, we have provided Text Only Non-2022 versions.

Text-only, Non-2022

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Knockout

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, 1-colour Black

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Stack variant

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Stack variant, Knockout

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Stack variant, 1-colour Black

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Horizontal

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Horizontal, Knockout

COME HOME
NEWFOUNDLAND & LABRADOR

Text-only, Non-2022, Horizontal, 1-colour Black

COME HOME
NEWFOUNDLAND & LABRADOR

Newfoundland
Labrador

Do:

For Print Materials: Use CMYK-TIFF files.
For Social Media: Use RGB-PNG or JPEG files.
For Web Materials: Use RGB-PNG or JPEG files.

The manufacturers of printed merchandise can determine the best file format to use.

Don't:

Of course, there are some things that our logo was never meant to do. Let's ensure consistency in all applications by avoiding the misuses on this page.

Don't stretch the logo.

Don't change the proportion of logo elements.

Don't change the logo to feature strokes.

Don't rearrange the logo elements.

Don't recolour the logo.

Don't rotate or shear the logo.

Don't apply effects (embosses or shadows) to the logo.

Don't remove elements from the logo.

Minimum Protection Space

To ensure legibility, the logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or distracting graphics.

The minimum protection space required on all sides of the logo is equal to the width of the "E" from the Come Home 2022 wordmark.

This area is to always remain clear of colour, imagery or other elements.

Primary

Text-only Non-2022
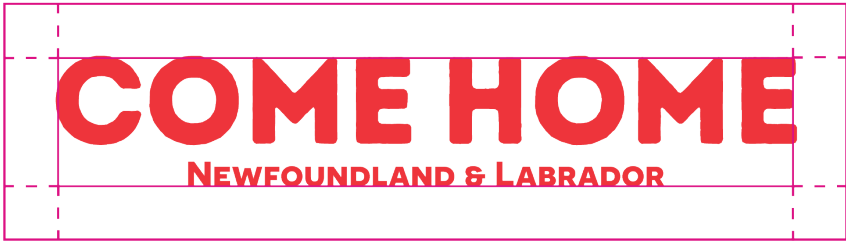
Horizontal Spread

Text-only Non-2022 Stack

Text-only Horizontal

Vertical Non-stack

Text-only Non-2022 Horizontal

Text-only

Thank You

Application:

To apply for use of the Come Home 2022 logo, for commercial/sales purposes, please complete the Logo Licencing Application. The application form must be signed and returned by email to the contact below. Any inquiries regarding the Come Home 2022 Logo Licencing Program, please contact:

Alison MacLeod-Boland

Email: AlisonMacLeod-Boland@gov.nl.ca

Phone: 709.729.5729