

VANCOUVER FILM SCHOOL

VFS Logo Guidelines

Primary Logo Colour



Spot Colour
Pantone 187

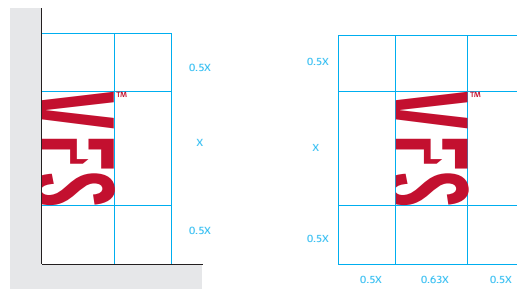
CMYK
C: 0% M: 100% Y: 79% K: 20%

RGB Value
R: 196 G: 18 B: 48

HEX Code
B31B34

Whenever possible the VFS logo should be printed in the VFS red. Black and White is also acceptable.

Logo Placement



The logo, whenever possible, should be flush left to final trim line. It must in this case bleed beyond the trim line (use bleed version of logo). Never use less than the minimum clear space, as shown above.

Logo on Background



Preferred usage.



It is acceptable to use the logo with open clear space



It is acceptable to use the logo in black or white on an image as long as it clearly contrasts the background.

Whenever possible the VFS signature should be set against one of the VFS primary colours (Pantone 187, PMS Black and or White). Reverse knockouts are also acceptable.

Logo Don'ts



Never position the logo horizontally



Never position the logo switched vertically



Never position the logo at an angle



Never distort the logo



Never position the logo against a low contrasting background



Never position the logo against a varying gradient



Never position the logo centered within a bounding box