



CITY OF
Lethbridge


City Crest Guidelines



CITY OF LETHBRIDGE CREST

Colour

The City of Lethbridge crest uses the following colour:

City of Lethbridge Crest Colour	Process Colour CMYK	Screen Colour RGB	WEB Colour Hex #
	0/25/100/20	209/161/13	#CC9900

Font

The fonts used in the logo are; “City of” is Minion Pro and “Lethbridge” is a custom made font unavailable anywhere else.

CITY CREST USAGE

The City of Lethbridge official City Crest must be used as the primary visual identifier.

Preferred Representation



CITY OF
Lethbridge



CITY OF
Lethbridge

Vertical Representation

Only use the vertical version of the City Crest in the case of major spacing issues.



Colour or Black & White

Use the colour City Crest only for full colour printing. The black and white version of the Crest is designed to show up crisper when full colour printing is not used.

Logo to Show Sponsorship or Support

Sponsorship: When City departments donate funds to support any community initiative, the words “Sponsored By” can be added to the top of the City Crest. The font used should be Minion Pro and the font size should be smaller than the words “City of.”



Sponsored By

CITY OF
Lethbridge

Support: When any City department agrees to support an initiative, but is not necessarily providing monetary support, the words “Supported By” can be added to the top of the City Crest. The font used should be Minion Pro and the font size should be smaller than the words “City of.”



Supported By

CITY OF
Lethbridge

Do's and Don'ts of City Crest Usage



Do not add a containing shape to the crest



CITY OF
Lethbridge

Do not change the proportions



CITY OF
Lethbridge

Do not use a low-res version



Do not use the crest without the type



CITY OF
LETHBRIDGE

Do not change the crest type font



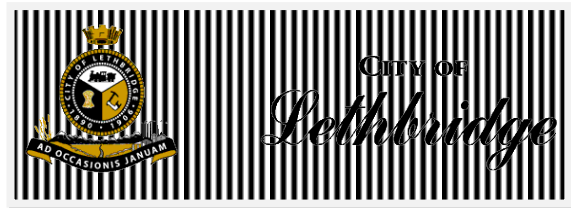
CITY OF
Lethbridge

Do not rotate the crest



CITY OF *Lethbridge*

Do not rearrange crest elements



Do not place crest on background
that interferes with legibility

Outdated Logo

The City of Lethbridge has two outdated logos. The multi-coloured crest and the leaf-design logo are not to be used on any current or future City of Lethbridge materials.



How to Obtain a Copy of the City Crest

Please contact Carly Kleisinger at carly.kleisinger@lethbridge.ca or Keaton Bosch at keaton.bosch@lethbridge.ca if you require a specific format or version of the City Crest.