

GRAPHIC STANDARDS GUIDE FOR THE CPA MEMBER LOGO



This Graphic Standards Guide has been developed to assist members in displaying their pride of membership and commitment to the Canadian Parking Association (CPA) through the use of official CPA logos and graphics on their various communications materials. This includes, but is not limited to, printed materials, electronic messaging and web pages. This guide should be regarded as the official reference to ensure adherence to the standards as presented when using CPA branding. Logos may only be displayed by members in good standing of the Canadian Parking Association.

For further information and assistance, please contact our Graphics Department at design@canadianparking.ca to discuss any questions or issues that you may have.

DISCLAIMER / TERMS OF USE

Canadian Parking Association media kits are available for members by permission only. Communications containing/representing CPA logos and any other graphic marks must be in keeping with the CPA mission and vision.

FOR ASSISTANCE, CONTACT OUR GRAPHICS DEPARTMENT

Tel: 613-727-0700 x 15

design@canadianparking.ca



■ TECHNICAL GUIDELINES FOR USE OF CPA LOGO

OFFICIAL LOGO - COLOR



OFFICIAL LOGO - GREY SCALE



The membership is encouraged to use the CPA Logo on printed and electronic media. The logo should never be manipulated or redrawn in any way.

IMAGE RESOLUTION

- Images used for printed materials - 300 dpi (dots per inch)
- Images used for the Web need to be around 72 dpi

■ CPA LOGO CLEAR SPACE



To guarantee the legibility and integrity of the CPA logos, a minimum distance from any other graphics, or “clear space,” must be respected.

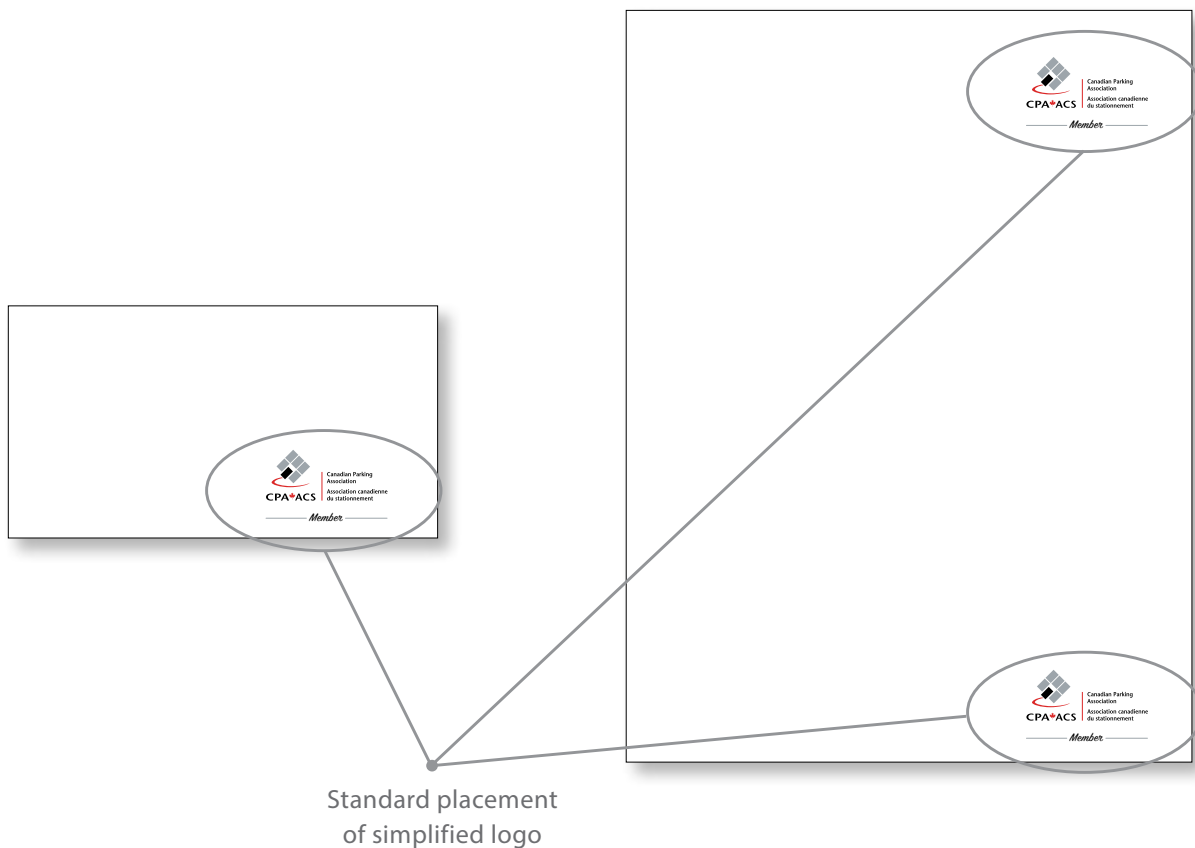
The logos must never be scaled so small that legibility is sacrificed, nor should individual elements of the logo or wordmark be independently scaled or repositioned.

The clearspace for the official logo is defined by the character heights of the “Canadian Parking Association” two lines. The clearspace for the simplified version of the logo is defined by the character heights of the “CPA ACS”.

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■ APPLYING THE GRAPHIC STANDARDS TO PRINT MATERIALS



BUSINESS CARDS

For business cards we suggest the lower right hand corner.

LETTERHEAD

The sample letter displays two options for correctly positioning the CPA Member logo.

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