

Bethlehem Housing and Support Services

Logo Style Guide

Basic Logo Checklist

- All communications material, whether printed or digital, must display an approved version of the logo.
- Use only authorized digital files or camera-ready art of the logo.
- Please do not alter the logo. When the logo is reduced or enlarged, they should be treated as one unit. Resize all elements proportionately. Do not reduce the logo below 1 1/2" in scale. The logo must be reproduced from authorized original artwork and may not be redrawn, repositioned, or modified in anyway.
- Check colour for accuracy and ensure that the logo is legible in the chosen print context.
- The logo should never be incorporated into illustrations, cartoons or other symbols or logo.
- The logo is two colours and can appear as PMS 540 (Blue) & PMS 723 (Orange), black or white only.
- Baker Signet (outlined as vector in file) are the typefaces used in the Bethlehem logo.



bethlehem
housing and support services

BETHLEHEM logo 2c
PMS 540, PMS 723



bethlehem
housing and support services

BETHLEHEM logo 1c
PMS Black



bethlehem
housing and support services

BETHLEHEM logo 1c rev
Reverse



bethlehem
housing and support services

Logo Style Guide

CREATED & PREPARED BY:

Caters Design Group

211 King Street, St. Catharines, ON L2R 3J8

T. 905.688.2202 | F. 905.688.7747