WHITECOURT COMMUNITY GRAPHIC GUIDELINES

Proudly Whitecourt identifies businesses, non-profit organizations and community groups in Whitecourt.

The Whitecourt Community Graphic is available to all businesses, non-profit organizations and community groups in Whitecourt for use on promotional products or merchandise for sale. To be eligible, your company/organization must be based in Whitecourt, have more than 50% active members residing in Whitecourt, or/or be an accredited and legitimate organization.
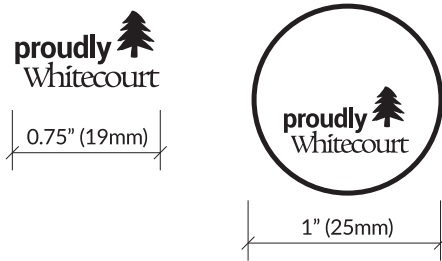
STYLE A - Circle

STYLE B - Wordmark

- The Whitecourt Community Graphic **MAY NOT BE USED** in a manner that disparages or in any way negatively represents the Town of Whitecourt, the community, residents and/or organizations that operate here.

- Use of the Whitecourt Community Graphic **MAY NOT BE USED** in a way that implies financial support, sponsorship, or partnership with the Town of Whitecourt.

Minumum Print Size

0.75" (19mm)

1" (25mm)

Colour Usage

Correct   Correct   Correct   Incorrect

The Whitecourt Community Graphic must appear in **ONE COLOUR** and not a mix of colours.
Ex. all white, all black, all grey, etc.

Typeface Information

proudly / made in Font: Helvetica Bold at 90% horizontal scale

abcdefghijklmnopqrstuvwxyz1234567890

Whitecourt Font: Legacy Serif

abcdefghijklmnopqrstuvwxyz

Please contact the Economic Development Officer at 780-778-2273 or administration@whitecourt.ca for guidance and proper use of the Whitecourt Community Graphic.