



LOGO GUIDE

Thank you!

At the start of this project, you put your trust in me to create a logo for the upcoming Cooking for Kids program. Guided by the voice of Holland Bloorview's stakeholders, I was able to create a logo that I hope will bring Cooking for Kids to life, as well as make the Holland Bloorview brand sing.

The information in this document serves to both inform the user of the technical aspects of the logo, as well as give a few pointers as to how to use it.

WHAT'S INCLUDED IN YOUR LOGO PACKAGE

- Cooking for Kids logos in colour, black, and white
- Cooking for Kids logos in .AI, .EPS, .PNG, and .JPG formats
- Banner for ticketing website

Table of Contents

- 4** Logo
- 9** Colour
- 11** File Types
- 13** Branding
- 15** Contact

LOGO

Bright, Rounded, Bold.

The Cooking for Kids logo incorporates a bright blue colour to represent fun and creativity. A rounded, bold font has been used in tandem with careful highlighting to give life to each letter, while creating space for the unmistakable chef's hat (toque blanche) to shine. The logo has been optimized for digital use in choosing a bold font and circular form. It will fit nicely in a square frame, or even in a circular-cropped icon.



Logo Variants

As with all of my logo designs, I've also created a one-colour version of the Cooking for Kids logo. This variation can be used where conflicting backgrounds may make the full colour logo difficult to distinguish. You will notice a slight variation in the toque blanche illustration - this has been done intentionally to preserve the balance and integrity of the logo.

Logo hard to distinguish?



Holland Bloorview Orange



Try one of these!



Spacing

It's important to let the Cooking for Kids logo breathe, especially since it may often be paired with the Holland Bloorview logo. An easy measure of space is to allow at least the width of the word "for" around each side of the logo.



Try not to let anything enter this area!

Holland Bloorview Logo

The form of the Cooking for Kids logo was intentionally designed to contrast the shape of the Holland Bloorview logo. In pairing them together, both logos can occupy their own space without competing for attention. This pairing is most easily done with the use of a thin line.

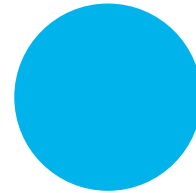


Holland Bloorview
Kids Rehabilitation Hospital



Holland Bloorview
Kids Rehabilitation Hospital

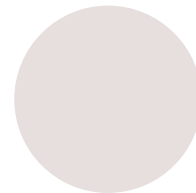
COLOUR



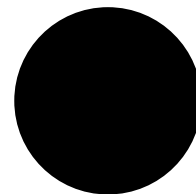
C	75	R	0
M	5	G	185
Y	0	B	235
K	0	HEX	#00B4EB



C	0	R	255
M	1	G	251
Y	1	B	248
K	0	HEX	#FFFBF8



C	8	R	232
M	10	G	224
Y	9	B	221
K	0	HEX	#E8E0DD



C	15	R	0
M	15	G	0
Y	15	B	0
K	10	HEX	#000000


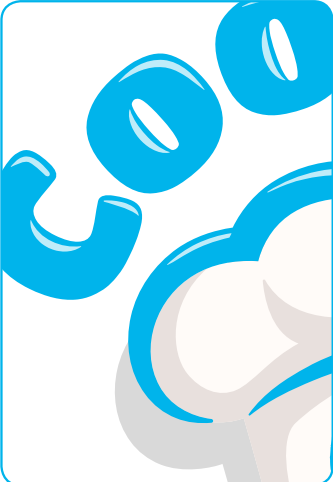
***AT 15% OPACITY

FILE TYPES

In your brand package, I've included 4 types of logo file types: .ai, .eps, .png, and .jpg the last two being exported in small, medium, and large dimensions. The .png file is what you'll probably be using for most applications. This file type is fine for social media, website, and even simple print documents. These are called **raster files**. The downside of these files is that they are limited by pixel data. If you try to increase the size of the image too much, it will become pixelated and won't look very good.

That's where **vectors** come in. If you were ever to have merchandise/stationery printed (let's say pens, for example), you'll want to send the printer the .ai or .eps file. These are **vector files**, and give the printer the most flexibility if they need to resize or adjust your logo for print. Vector files are much larger, but can be resized infinitely.

If you're ever confused or have issues with the logos, you can always contact me and I'll be happy to help!

<p>RASTER @ 200%</p> 	<p>VECTOR @ ANY SIZE</p> 	<p>RASTER FILES</p> <ul style="list-style-type: none">○ Good for websites, Facebook, Instagram, etc.○ Can use on simple print materials○ File can be opened by many programs✗ Resizing should be avoided✗ Aren't good for merchandise/stationery printing <p>VECTOR FILES</p> <ul style="list-style-type: none">○ Great for merchandise/stationery○ Can be resized infinitely✗ Not good for websites, etc.✗ File can't be opened by all programs
---	--	---

BRANDING

Imagine the Possibilities...

Although it may not be needed, I like to include mockups of brand collateral to help visualize the potential of the logo on branding materials if the brand were ever to grow larger than in its beginnings. I've included a few items that I thought may be applicable to the Cooking for Kids program.



CONTACT

Summary & Contact Info

You're ready to send your brand out into the world! In addition to learning how to use the different logos in your kit, I hope that you also feel a sense of pride in your new look since this brand couldn't have come to fruition without a vital player in the design process - YOU!

I hope this guide has given you all the instruction and visualization you need moving forward, but if you find yourself in need of assistance, professional advice, or need additional design work done, I'd be more than happy to jump in - I'm no more than a click or call away!

Thank you for choosing and trusting me as your designer!

Sincerely,



BRIAN TSANG

btimmedia@gmail.com

416-989-3951

btimmedia.com