

User guide

DMC logo downloads



Introduction

This guide outlines the requirements for ensuring consistent integration of the Digital Museums Canada program brand into a digital project. Adhering to these guidelines is essential to ensure a uniform and compliant representation of the program across all projects.

For any questions regarding this guide,
you may write us at info@digitalmuseums.ca

Logo choice

It is important to use the appropriate version of the logo based on the context. A website that offers a language toggle must use the unilingual French and English versions of the logo.

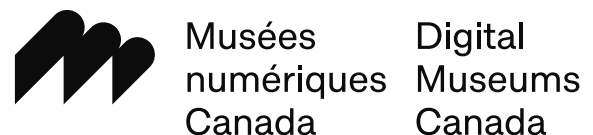
In the exceptional case of a bilingual website (with French and English presented simultaneously), the bilingual version of the logo may be used.

For any project involving a third language, or if there is uncertainty about which version of the logo to use, please contact DMC.

FRENCH VERSION



BILINGUAL VERSION – FRENCH FIRST



ENGLISH VERSION



BILINGUAL VERSION – ENGLISH FIRST



Dimensions and positioning

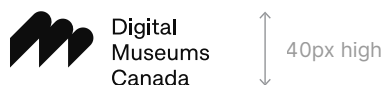
The logo must never be smaller than 40 px in height and must have a surrounding margin of at least 15 px.

There must always be a space of at least 40 px between the Digital Museums Canada logo and another logo.

*** The Canada logo is used here as an example only.**

DIMENSIONS

Minimum size



Margins required in a box



Minimum space to the left or right of *DMC* logo



Colours and contrasts

The logo integrated with the web platform must always be white (#FFF) or black (#000).

The logo must always be placed on a plain background. If the background behind the logo is a complex image, the logo must be placed in a box. This box can be fully opaque or up to 60% opaque.

If the background was to change, we strongly recommend putting the logo on a box.

For more details on the logo colour to choose, please refer to page 6.

EXAMPLES OF ACCEPTABLE USAGE



White logo on black box



Black logo on white box



White logo on 60% black box



Black logo on 60% white box



White logo on black background



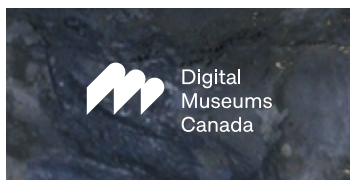
Black logo on white background



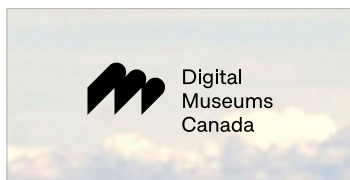
White logo on coloured background



Black logo on coloured background



White logo on dark photographic background



Black logo on light photographic background

Colours and contrasts

To comply with accessibility standards, it is important to use the right colour according to the background on which the logo is found.

Please refer to the grey scale on the right to make the best choice.

GREY SCALE

