



MEDIACO
THE PRESENTATION COMPANY

GRAPHIC STANDARDS GUIDELINES

REVISED AUGUST 3RD 2005

Graphic Standards

The specifications in this guide ensure consistent usage for all marketing and sponsorship initiatives and/or corporate communications for Mediaco The Presentation Company.

Whenever the Primary Logo is used, the following rules must be adhered to.

Only authorized users with written permission from Mediaco The Presentation Company are authorized to reproduce the logos and titles within.

Color Reproduction



Full Colour



Greyscale



Black



Reversed



White

Spot / CMYK Colour

The Mediaco The Presentation Company logo uses one Pantone Matching System® (PMS) colour or CMYK process colour. If exact reproduction of the colour is not possible, the black and white logo must be used.

Spot Colour



PMS Violet

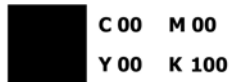


PMS Black

CMYK Colour



C 94 M 91
Y 00 K 00



C 00 M 00
Y 00 K 100

Single Colour

The Mediaco The Presentation Company may only appear in a single colour application in black and white.

Greyscale

When using the black and white logo, the greyscale version should be used wherever possible

Reversed

When printing on a dark background, the logo must appear in two-colour reversed format wherever possible. If two-colour is not possible, the logo must appear in all white.

Minimum Size

The Mediaco The Presentation Company logo must never appear smaller than 1.00" wide.

Typefaces

Tahoma, Bold and Italic are the only typefaces approved for use in Mediaco The Presentation Company marketing and sponsorship initiatives and/or communications. Document headings and body copy must be set in upper and lower case. Titles must always be bold and set in upper case.

Text will appear in black.

Electronic Files on Disc

All versions of the Mediaco The Presentation Company logos can be provided on CD Rom as well as on our website. Files for digital and process printing are in Adobe Illustrator® EPS format, with all text converted to outlines so that no fonts are required. Files for electronic purposes are also available in jpg format. Visit www.mediaco.ca and look under "Resources".

Approval Prior to Use

The incorporation of any logo into a document or design must have the approval of Mediaco The Presentation Company before production is initiated. Submit requests, allowing a minimum of five (5) business days to:

Matt Hussack, Technical Director
Tel: 604-871-1000
Fax: 604-871-1001