

# LOGO GUIDELINES

## OUR NAME AND LOGO

The Cultch, also known as the Vancouver East Cultural Centre (or VECC), has recently re-branded all of its marketing. The Cultch logo is designed to capture the elegant forms of the historical space and the contemporary programming and activities of The Cultch. Please use the logo on all marketing materials. We ask that you refer to us as “The Cultch” or “The Cultch (also known as the Vancouver East Cultural Centre)”. The correct names for the two venues at The Cultch are the Historic Theatre and Vancity Culture Lab, e.g. “Now showing at the Historic Theatre at The Cultch”.

## FILE FORMATS

It is important to use the correct file format for your application:

.eps file - the best all-round file for the ability to scale the logo up or down

.jpg file - for web or on-screen use only

.tif file - generally for placement in Word files only

## COLOURS

Use only black or white versions of The Cultch logo. Black is preferred but white can also be used on darker backgrounds.



## THE CULTCH LOGO - DOs and DON'Ts

Do not use another typeface to rewrite the words "The Cultch" in a way that can be confused as a new logo.



The Cultch logo always takes precedence to the "Vancouver East Cultural Centre" in marketing material. Place this term beside or below the logo, but never on its own. Do not use "VECC".



Do not stretch, distort or add effects to the logo.



Care should be made to allow sufficient room around the logo, except in the case of extremely small ads. We are calling the height of the logo X and there should always be a space equivalent to X on all four sides of the logo, as shown here.

