



GRAPHIC GUIDE

GUIDE FOR PROGRAM PARTICIPANT ADVERTISING

In most cases, the word Participant must appear above the logo in capital letters and the website address must appear on the bottom in lower case letters. According to the colour of the background, the words can be light brown, dark brown or white. The protection zone of the logo must be respected at all times. See next page.

Font: Aller Bold

Proportional ratio: Participant and the website address must appear so that the height of the letters is almost the same as the Well Made Here text in the logo. Participant can be larger than the website address.

Vertical placement example



Horizontal placement example



See examples
of posters on page 3



PROTECTION ZONE

MINIMUM CLEAR ZONE

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height of white space within which the text is found

This zone and its proportions must be preserved at all times. The protection zone maintains the logo's visibility by preventing other elements from intruding on its space.



OFFICIAL COLOURS

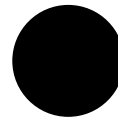


CMYK MODE
C 0 M 100 J 100 N 0

RGB CODE
R 0 G 100 B 100

PANTONE
032

HEX CODE
FF0000



CMYK MODE
C 75 M 68 J 67 N 90

RGB CODE
R 0 G 0 B 0

PANTONE
Black 6C

HEX CODE
000000

POSTER EXAMPLES

48" x 24" POSTER



24" x 48" POSTER

