


User guide

Large & medium investments

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WEBSITE
 digitalmuseums.ca

Introduction

This guide is an important tool to keep close to you during the creative process and development of your project. Take the time to consult it in detail since it is imperative to not deviate from the Digital Museums Canada's brand standards.

For any questions regarding this guide, you may write us at info@digitalmuseums.ca or call us at 819 776-7061.

Logo choice

It is important to use the right version of the logo in the right context. You must use both French and English unilingual logos in a website providing the option of choosing the language.

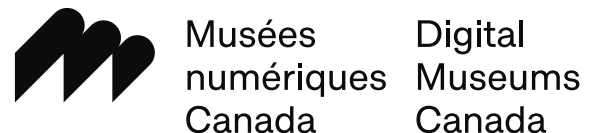
In the exceptional case a website would be French and English at the same time, a bilingual version could be use.

In the case of a third language, when in doubt about the right choice to make, please contact the *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.

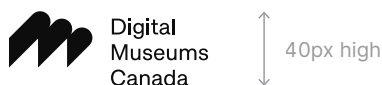
There must always be a space of at least 40 px between the Digital Museums Canada logo and another logo. There must never be any other element to the right of the DMC logo.

To ensure the visibility of the logo and maintain consistency across all funded platforms, the logo must always be positioned at the top right of the page.

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

DIMENSIONS

Minimum size



Margins required in a box



POSITIONING



Minimum space to the left 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



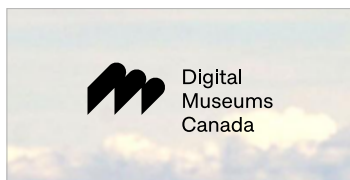
White logo on coloured background



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

