



## HOW TO USE THE REEL CANADA and CANADA 150 COMPOSITE LOGO

There are three design variations of the REEL CANADA and Canada 150 composite logo available for your use in both a vertical and horizontal format. The horizontal design is the preferred option, when space allows.

The red colour logo (labelled: white) version is the preferred option — it aligns best with the combined branding.

The white colour logo (labelled: red) version is the preferred option when using on a medium to dark background.

The black colour logo (labelled: black) version is the preferred option when using an all black and white logo line.

We trust you will use your best judgment when using the REEL CANADA and Canada 150 composite logo. A few guidelines to follow:

- The logo is presented in its complete, unmodified form, and is separate and distinct from other logos.
- The logo is positioned prominently, and not in a manner that implies a financial relationship (sponsor or otherwise).
- The logo can be applied to virtually all communication, marketing and promotional materials to support your *National Canadian Film Day 150 (NCFD 150)* screening event. This composite logo may not be used as a social media avatar or profile picture.