

C. Improper Uses of the Humber Logo

The following images are examples of the most common errors to be avoided when using any of the Humber logos.



Example of trying to change the font type for the word "Humber." Use the master logo files and the logo image in its entirety.



Example of repositioning the symbol and school name. Use the master logo files and the logo image in its entirety.



Example of moving icon too close to school name. Use the master logo files and the logo image in its entirety.



Do not add any other graphic device or logo to the primary (or sub-brand) logo.



Distortion example due to improperly resizing the logo. See resizing tips in Section E.



Do not alter the size relationship between the symbol and the word "Humber."



Do not change the colours of the logo.



Do not reposition any of the graphic elements of the sub-brand logo.



Do not outline the logo.



Do not alter the size of any of the graphic elements of the sub-brand logo.



Do not use any other fonts for the name of the School or Business Unit in the sub-brand logo.



Do not reverse the order of colours.



Do not use a Humber Gold logo on a Humber Blue background.



Do not use a white logo on a Humber Gold background.



Do not screen any portion of the logo.



Do not create a decorative pattern with the logo.



Do not place the logo on a "busy" background.



Do not place a white signature on a faint background.



Do not insert unauthorized text in place of a School or Business Unit.



Do not use poor quality reproductions or distortions of the logo.



Do not copy and paste the logo from Humber's website into your document.