



Logo Guidelines

Logo formats

FULL COLOUR



WHITE



BLACK

Logo Clearance

When displaying the Convention Centre logo, allow for a minimum amount of space around the logo equal to the height of the wordmark in the Niagara Falls logo type.



Colour Palette



Pantone 286 C

CMYK 100/75/0/0
RGB 0/51/160
Hex# 0033A0



Pantone 485 C

CMYK 0/95/100/0
RGB 218/41/28
Hex# DA291C



Pantone 306 C

CMYK 75/0/5/0
RGB 0/181/226
Hex# 00B5E2



Pantone 151 C

CMYK 0/60/100/0
RGB 255/130/0
Hex# FF8200



Pantone 362 C

CMYK 78/0/100/2
RGB 80/158/47
Hex# 509E2F

Logo Violations



Stretch or distort logo



Change colours of logo elements



Change fonts within logo



Change scale of logo elements



Place logo on a busy background

For additional information regarding the appropriate use of the Niagara Falls Convention Centre logo, please contact:

marketing@fallsconventions.com
905.357.6222