

EXPLORE #YYC DOWNTOWN

MASTER BRAND IDENTITY & STYLE GUIDE

LOGO USAGE & GUIDE

2.3 – OUR BRAND IDENTITY



Our Logo: Vibrant. Dynamic. Inclusive.

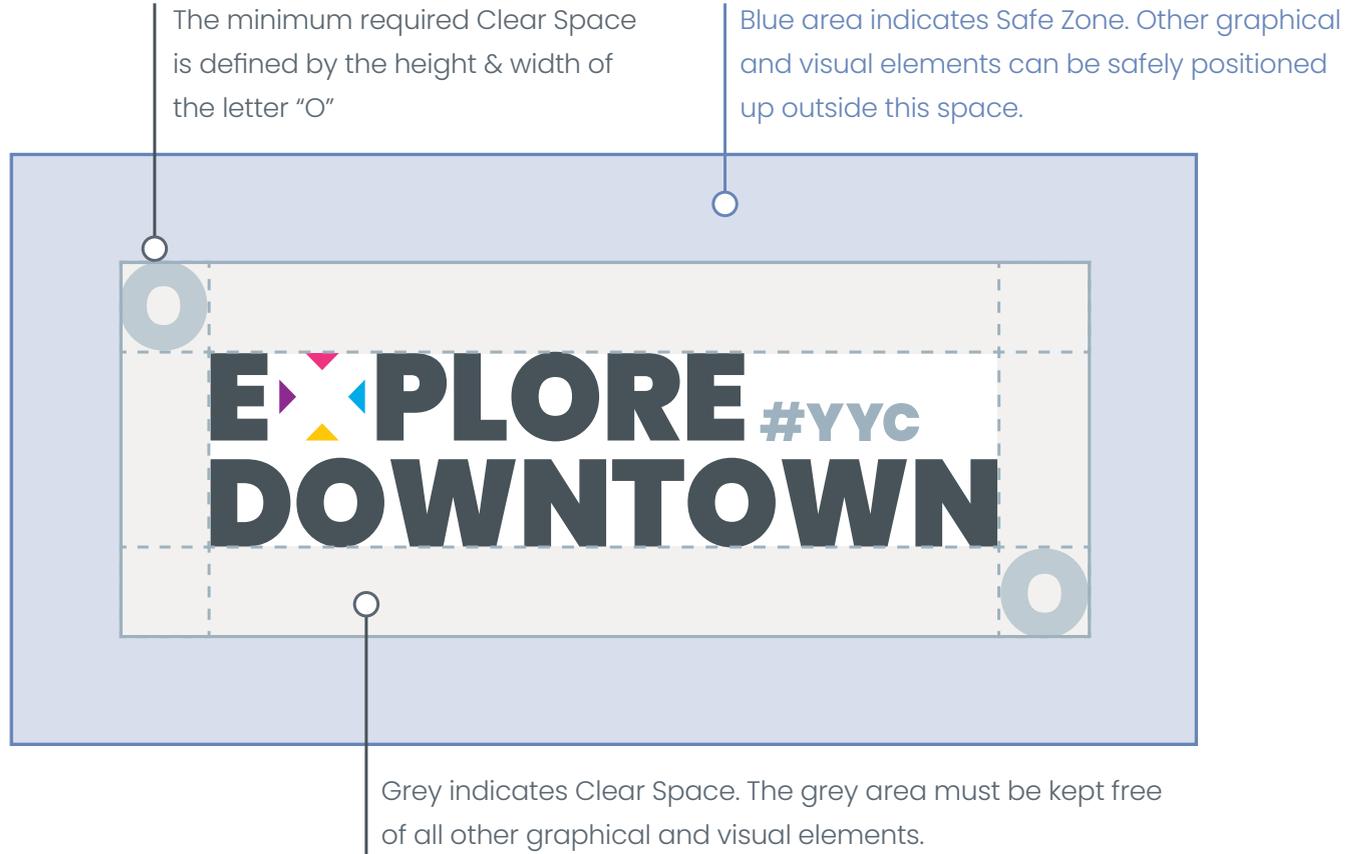
Reversed arrows form an 'X' in 'Explore,' cleverly marking downtown as the center of discovery. This bold symbol draws attention inward, suggesting connection, movement, and energy—while subtly mapping out the vibrant pathways of the inner city.

Whenever possible, always reproduce our logo in full colour on a white background.



X Icon: The colorful 'X'—crafted from four dynamic triangles—steps out of the lockup to stand on its own. As a shorthand for Explore Downtown YYC, it captures the brand's vibrant energy and symbolizes the city's diverse, interconnected core.

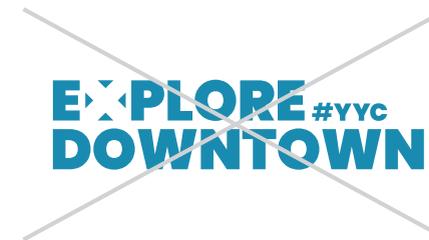
2.4 – OUR BRAND LOGO



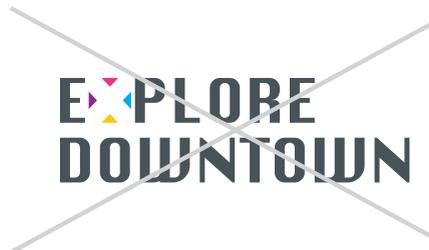
DO NOT reposition elements of the lockup.



DO NOT stretch or squash the logo.



DO NOT change the colours even if they look similar.



DO NOT use any other font for the main logo.

2.5 – OUR LOGO **LOCKUP**



City of Calgary Logo Lockup: The lockup visually unites two distinct brand elements—Calgary’s official identity and the Explore Downtown identity—while maintaining clarity, hierarchy, and balance. The alignment and spacing rules ensure consistency across applications, whether digital or print, and preserve the integrity of both logos.

2.6 – OUR ICON **LOCKUP**



Icon Text Lockup: We can use the X Icon with text in situations where the full Explore Downtown YYC brand is clearly visible in a particular creative execution. For example, in a social media post where our brand is clearly represented.