



What's
HAPPENING
ST. JOHN'S

Brand Style Guide

Introduction

What's Happening St. John's permits its customers, third-party organizations, partners and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features (the What's Happening St. John's "brand features," "marks" or "logos") only in limited circumstances and as specified in these guidelines. By using the What's Happening St. John's marks, you agree to adhere to these guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with What's Happening St. John's that addresses use of the What's Happening St. John's brand, that agreement shall govern your use of the What's Happening St. John's marks. The What's Happening St. John's marks include the What's Happening St. John's name and logo, and any word, phrase, image or other designation that identifies the source or origin of any What's Happening St. John's events or products.



Text Usage Guidelines

When "What's Happening St. John's" or "What's Happening" is used, use as a noun phrase (ex. "Check out What's Happening," "Event organized by What's Happening St. John's").

You are entitled to say that your event is in collaboration with What's Happening St. John's ONLY if your event has been coordinated in advance with the What's Happening St. John's team.

Do not

- Do not use "What's Happening St. John's" as an adjective, verb, plural, or possessive. An appropriate generic descriptor must appear after the What's Happening St. John's trademark the first time it appears in a printed piece, and as often as is reasonable after that.
- Do not use the What's Happening St. John's marks in a way that suggests a common, descriptive or generic meaning.
- Do not register a domain containing the words "What's Happening" or any variation thereof. Deliberate misspellings and transliterations are also not permitted.
- Do not apply for a trademark that includes the words "What's Happening," our logo, or any other words or marks similar to our own.
- Do not use "What's Happening St. John's" or any variation in connection with advertising (search engine or otherwise) without explicit approval from the What's Happening St. John's team.
- Do not use the What's Happening St. John's logo, with or without your company logo, without first obtaining explicit approval from the What's Happening St. John's team.

Logo Usage Guidelines

Ensure that there is adequate space between the logo and surrounding elements.



The clear space surrounding the logo should be the height of the “H” in “Happening”



The minimum size of the logo is 1 inch

Logo Variations



Full Colour



Inverse



Black



White

Download logos at: [\[link\]](#)

Logo use guidelines can be found at: [\[link\]](#)

Do Not:

- Do not modify the wordmarks or use them in a confusing way, including suggesting sponsorship or endorsement by What’s Happening St. John’s, or in a way that confuses What’s Happening St. John’s with another brand (including your own)
- Do not use any logos or similar imagery to represent What’s Happening St. John’s other than the examples provided in the What’s Happening St. John’s Brand folder.
- Do not use a What’s Happening St. John’s asset as a substitute for your own—if you don’t have a logo, please do not co-opt ours.
- Do not overprint or obstruct any part of the logo.
- Do not add special effects to the logo, including animation.
- Do not use old versions or any other marks or logos to represent our brand. If you’re not sure which logo is the most up to date, email us.



- Do not distribute or otherwise make available our logos, marks or assets to the general public.
- Do not crop the logo.
- Do not outline logotype.
- Do not rotate any part of the logo.
- Do not stretch or distort the logo.
- Do not use drop shadows or any other effects.
- Do not re-create using any other typeface.
- Do not change the transparency of the logo.
- Do not shuffle the colours of the logo.
- Do not use different colours.
- Do not change the size or orientation of the logo or logotype in relation to each other.
- No disparaging or objectionable use is permitted.



Logo Misuse



Do not squash or stretch the logo



Do not place the logo on a textured background



Do not rotate the logo



Do not place the logo on a background with poor contrast



Do not use a dropshadow behind the logo



Do not change the colour of the logo

Logo Colours



Blue
 RGB: 16, 127, 187
 CMYK: 84, 42, 5, 3
 HEX: 107FBB



Yellow
 RGB: 255, 196, 41
 CMYK: 0, 24, 93, 0
 HEX: FFC429



Green
 RGB: 141, 198, 63
 CMYK: 50, 0, 100, 0
 HEX: 8DC63F



Red
 RGB: 214, 29, 69
 CMYK: 9, 100, 71, 2
 HEX: D61D45



RGB: 14, 108, 154
 CMYK: 90, 53, 19, 4
 HEX: 0E6C9A



RGB: 144, 116, 39
 CMYK: 32, 42, 98, 25
 HEX: 907427



RGB: 108, 153, 67
 CMYK: 63, 21, 96, 5
 HEX: 6C9943



RGB: 150, 25, 52
 CMYK: 26, 100, 75, 25
 HEX: 961934

Secondary Brand Colours



RGB: 27, 32, 80
 CMYK: 100, 95, 34, 38
 HEX: 1B2050



RGB: 136, 110, 48
 CMYK: 34, 43, 89, 28
 HEX: 886E31



RGB: 83, 124, 68
 CMYK: 70, 31, 89, 17
 HEX: 537C44



RGB: 126, 30, 56
 CMYK: 30, 95, 62, 37
 HEX: 7E1E38

Brand Typeface

Filson Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*!?

Acumin Variable Concept Extrabold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*!?



Screenshots

- Screenshots of the What's Happening St. John's website is permitted for instructive, educational or illustrative purposes.
- Do not alter screenshots, except to resize.
- Do not include screenshots in your product user interface.
- Do not use screenshots that contain third-party content without the permission of the third party.



Merchandise

Do not use the What's Happening St. John's assets or any other confusingly similar words or marks on any apparel, toy, product or other merchandise. If you are looking for our assets, please contact us for a possible solution.



Social Media Guidelines

Appropriately tag [@ What's Happening St. John's] on social media platforms.



Art Direction

Do not use or imitate the distinctive "look and feel" of What's Happening St. John's or other identifiable and unique visual elements of the What's Happening St. John's brand assets or [insert URL] website, including (but not limited to) the color combinations, graphics, sounds, icons, typefaces or other stylization.

Use Requirements and Terms

- a. Any use of What's Happening St. John's brand assets must conform to these guidelines.
- b. These guidelines may be modified at any time. Use of the What's Happening St. John's brand assets constitutes consent to any modifications to the guidelines.
- c. What's Happening St. John's has sole discretion in determining if use of the What's Happening St. John's assets violates these guidelines.
- d. Termination: What's Happening St. John's may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.
- e. Reservation of Rights: What's Happening St. John's is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Use of the Marks pursuant to this license shall not be construed as limiting the rights of What's Happening St. John's in the Marks.
- g. Contact us at [email] to request use of brand assets in a manner inconsistent with the guidelines, or for any questions.