

Guidelines for sponsorship recognition

The Vancouver Fraser Port Authority is pleased to take part in sponsorship opportunities in local communities. This document provides guidance regarding acknowledging the port authority as a sponsor in event materials. When doing so, please follow these two overarching guidelines:

- When referring to the Vancouver Fraser Port Authority, always use “Vancouver Fraser Port Authority” or “port authority”, never use “port” or “the port”
- Do not use the acronym VFPA; instead, please use “port authority”

Text recognition

When recognizing the Vancouver Fraser Port Authority as a sponsor in materials, including but not limited to websites, videos, event programs, advertisements, and social media posts, please do so using one of the following statements, as applicable:

- *Proudly representing the Port of Vancouver, the Vancouver Fraser Port Authority is a pleased to be the [type of sponsor] of [name of event or organization].*
- *Brought to you by the Vancouver Fraser Port Authority, proudly representing the Port of Vancouver.*

Verbal acknowledgement

When recognizing the Vancouver Fraser Port Authority as a sponsor verbally, please do so using one of the following statements, as applicable:

- *Thank you to the Vancouver Fraser Port Authority, proudly representing the Port of Vancouver, for being our [type of sponsor].*
- *This event is brought to you by the Vancouver Fraser Port Authority, proudly representing the Port of Vancouver.*

When introducing an emcee, event host, panelist or executive of the organization, please do so as follows:

Thank you to the Vancouver Fraser Port Authority, proudly representing the Port of Vancouver, for being our [type of sponsor]. At this time, we would like to ask [name], [title] of the Vancouver Fraser Port Authority to join us for opening remarks.

When introducing an employee of the Vancouver Fraser Port Authority, please do so as follows:

Please welcome [name], [title] of the Vancouver Fraser Port Authority ...

Logo usage in sponsorship scenarios

The port authority logo lockup should be used for sponsorship opportunities.

Full-colour

This version of the port authority logo lockup is for use on a white background only.

Horizontal logo (preferred)



Vertical logo

If there is insufficient space for the horizontal logo to be used, please use the vertical version as noted below.



A horizontal (preferred) or vertical version of the Port of Vancouver and Vancouver Fraser Port Authority logo lockup is available for use. The logo lockup must be used in its entirety without modification. Treatments such as transparency, drop shadows, repeating pattern, and rotation are prohibited. Always maintain the minimum size (shown next page) and clear space, shown to the left as “X”. Clear space is equal to half the height of the Port of Vancouver logomark.



PORT of
vancouver

Vancouver Fraser
Port Authority

Full-colour reverse

This version of the port authority logo lockup is for use on solid coloured backgrounds only.



Black

This version of the port authority logo lockup is for use on white backgrounds when restricted to one-colour reproduction.



Animated logo

Animated logo lockup files are also available, incorporating motion to the logo and wordmark. This version is available for use in video or presentation materials that will benefit from motion graphics.

Minimum size

Please maintain the minimum sizing below in order to ensure the logo remains legible.

Print applications

8mm HIGH @ 300dpi
(0.3134in @ 300dpi)

Web applications

30px HIGH @ 72dpi

Colours

Prosperity red

Spot: Pantone 704C
Process: C8 M97 Y76 K31
RGB: R158 G42 B47
HTML: 9e2a2f

Nautical gray

Spot: Pantone cool gray 10C
Process: C40 M30 Y20 K66
RGB: R99 G102 B106
HTML: 63666a

Ocean blue

Spot: Pantone 315C
Process: C100 M12 Y21 K44
RGB: R0 G103 B127
HTML: 00677f

Typefaces

Primary

Berthold Akzidenz Grotesk

Corporate/secondary

Arial

Please note: Due to licensing restrictions, the Vancouver Fraser Port Authority is not at liberty to share font files with third parties.