



La Nouvelle Scène Gilles Desjardins Logo Policies

La Nouvelle Scène Gilles Desjardins's (LNSGD) name, branding and logo are an integral part of our corporate identity. Therefore, their use must reflect at all times our norms and values.

Every reproduction or representation of LNSGD must be compliant with our standards. The following policies allow us to ensure that our branding is faithful to our mission and consistent from one document to another. We strongly believe that this coherence reinforces our corporate identity.

General usage

Every document presenting our name, our logo or the name of one of our spaces must be sent to publics@nouvellescene.com for approval before they are printed or released.

Terms of use of LNSGD's logo

- The logo cannot be used as a way to identify the location of an event. If you want to announce LNSGD as a location, you must write our full name: La Nouvelle Scène Gilles Desjardins;
- The logo must be displayed in its integrality. It cannot be cropped or cut off;
- The logo can be shrunk or expanded as long as the proportions are maintained;
- The text in the logo must be readable at all times;
- If the logo is positioned on top of another image, the logo must be fully readable and easily distinguished;
- The logo must not be positioned on a background where it doesn't stand out. If the logo does not look good on the chosen background colour, please use our monochrome colour;
- The colours of the logo must remain as is: they must not be modified;
- The logo must not be modified, under any circumstances;
- The text in our logo, our name or the name of any of our spaces must not be translated or modify;
- No elements can be added or deleted from the logo;
- Fonts and orientation of the logo must not be altered;
- Usage of capital letters must remain as is.



Restrictions

LNSGD retains the right to refuse any usage of its logo or name if the communication department believes it to be inappropriate. LNSGD also retain the right to demand modifications regarding the usage of our logo as long as they have not given their approval.

Responsibility

LNSGD assumes no responsibilities regarding the impact of visual elements that have been promoted by an external firm, partners or any third party.

Colours

The colours from our logo must remain as is. But if the coloured version does not suit your needs, you can use one of the following variants. Please refer to our communication department to obtain the HD version of any of the following at publics@nouvellescene.com



Coloured version
Prioritize this version if possible



Gray tones



Monochrome



Inverted