

Halifax Sustainable Event Program Badge Usage Standards

**DISCOVER
HALIFAX**
BUSINESS EVENTS

Badge Options

Each badge category you qualify for has three graphic versions to choose from:



White Outline



White Background



Colour

Correct use of program badges

This is an example of how badges should display on varying backgrounds:



White or light
Background



Graphic or pattern
background



Dark Background

Incorrect use of program badges

This are examples of how Badges should **not** be displayed:



White outline badge on a light
or busy background



Stretched, rotated or
altered proportions



Colour changes



Too close to another
graphic element

Linking & Referencing

When possible, please link badge graphics to the Halifax Sustainable Event Program page:

<https://businesseventshalifax.com/sustainable-events-program/>