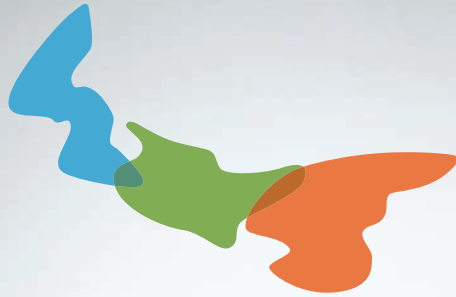
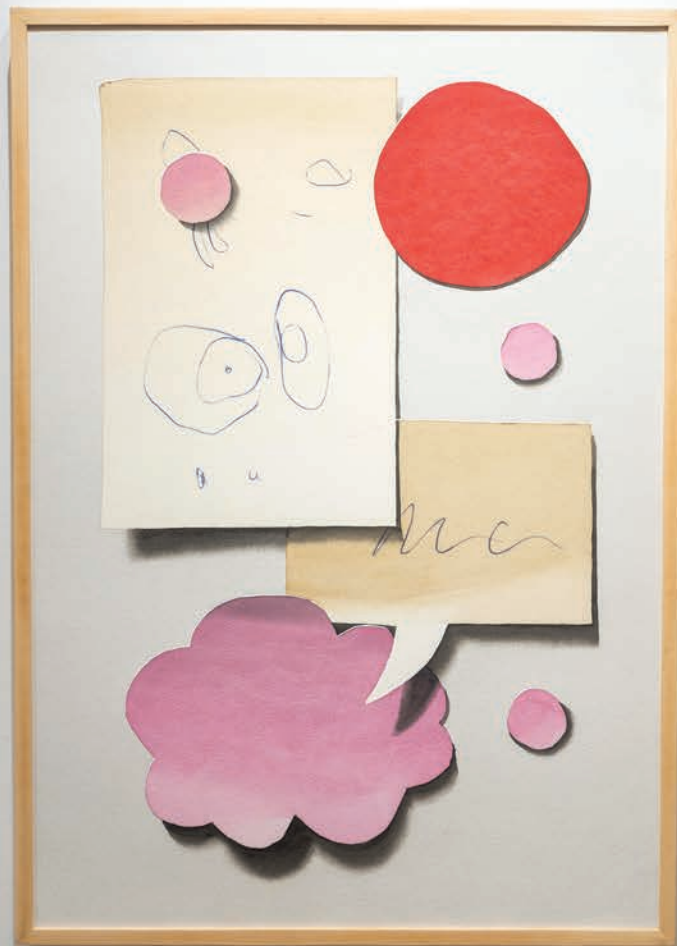


PEI CREATES

BRANDING GUIDE



PEI CREATES



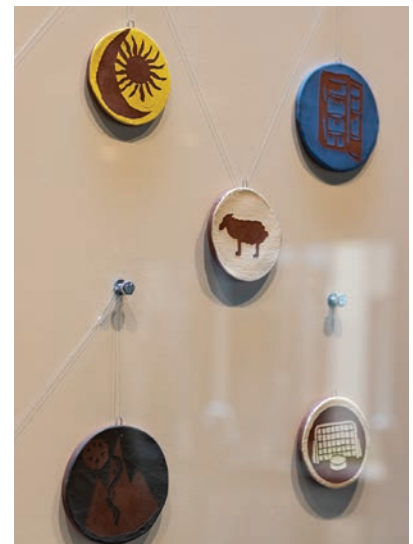
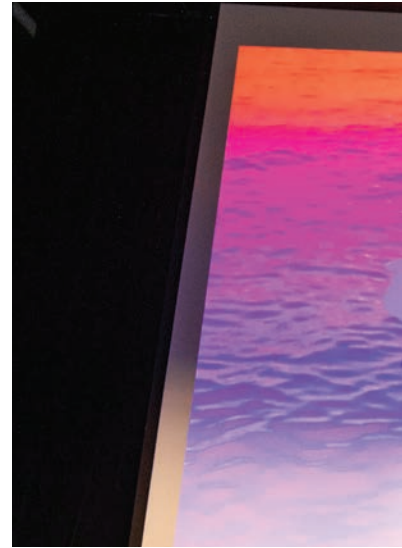
INTRODUCTION

These
guidelines
provide a
unifying
context for
creativity
so that

—
in different
materials

produced by
various groups

—
the **PEI Creates**
brand and style
retain their
integrity.







Where our creativity flows like the ocean.

LOGO



PEI CREATES



- 1 BLUE WATER**
- 2 GREEN FIELDS**
- 3 RED SOIL**

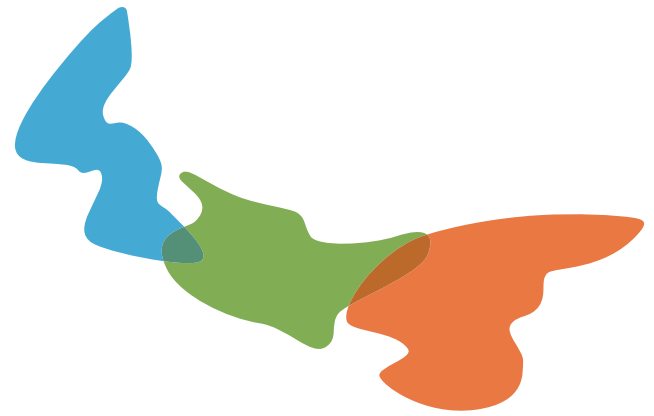
The logo consists of three overlapping organic shapes. The leftmost shape is blue, the middle shape is green, and the rightmost shape is orange. They overlap in a way that creates a sense of movement and collaboration. The title 'LOGO DESIGN BREAKDOWN' is centered above the shapes, flanked by two horizontal lines.

LOGO DESIGN BREAKDOWN

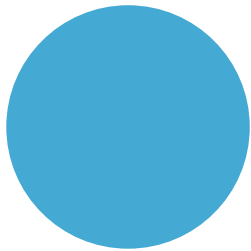
"Island Shapes" presents a contemporary interpretation of Prince Edward Island using three sea glass-like silhouettes in **blue**, **green**, and **orange** to capture the distinct geography of our province. The colours selected represent the natural landscapes of *red soil*, *green fields*, and *blue waters* while the shape evokes a sense of movement, creativity, and collaboration.

The playful, organic forms are inspired by sea glass, which is a well-known natural artistic resource for aspiring and professional artists across the Island. The overlapping of the three forms captures the blending of disciplines and shared nature of creative work across the province.

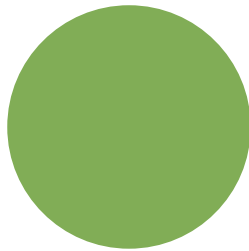
COLOUR PALETTE AND FONTS



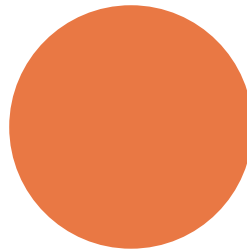
PEICREATES



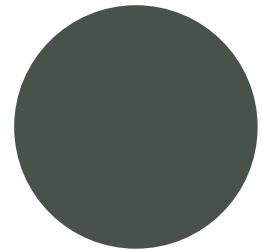
Fluid Blue
#4eaa3



Growing Green
#82ad57



Grounding Orange
#e87845



Supportive Gray
#4a524a

Sonar Sans - Regular *(Adobe Font)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

Sonar Sans - SemiBold *(Adobe Font)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

ALTERNATIVE FONT

Century Gothic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

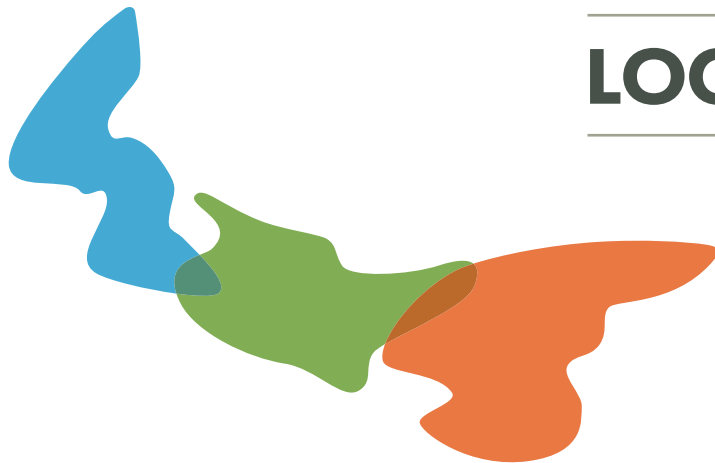
Century Gothic - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

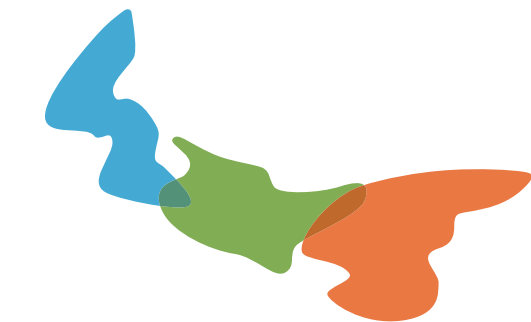
1234567890!@#\$<>?

LOGO VERSIONS



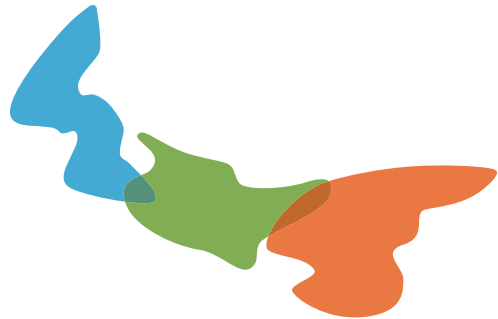
PRIMARY

PEI CREATES



CRÉATIVÎPÉ

FRENCH



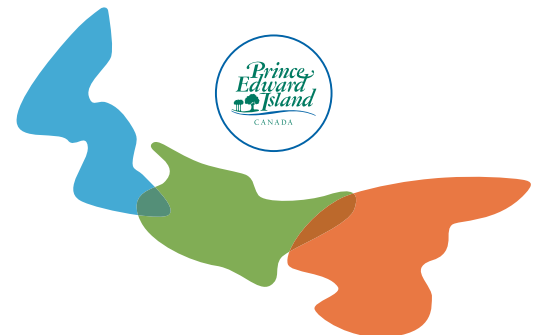
PRINCE EDWARD ISLAND
CREATES

INTERNATIONAL

GOVERNMENT CO-BRANDED



PEI CREATES



PEI CREATES

The black and white versions are to be used when a colour option isn't available or appropriate. Either the light or the dark version can be used as long as the background has enough contrast for the entire logo and tagline to be seen clearly.



ADDITIONAL CONSIDERATIONS

Transparency

The logo and wordmark should always have a solid fill and must not be transparent.

Contrast

The colour logo and wordmark must not be used on backgrounds with little contrast.

Skewing or tilting

The logo and wordmark must not be skewed or tilted in any way.

Drop Shadow

The logo and wordmark must not be used with a drop shadow.

Logo colours

The colours in the logo and wordmark must not be changed.

TAGLINE LOGOS

These alternate logo versions can be used to represent specific disciplines within the creative sector that **PEI Creates** supports through funding.





IN-MARKET EXAMPLES

PEI Festival & Events Training Series

Designed for community volunteers and established event teams across Prince Edward Island, the PEI Festival & Events Training Series offers practical, in-person, hands-on learning to strengthen event planning, promotion, operations, and long-term sustainability.

This **five-session training series** allows participants to **attend one session or multiple**, based on their needs and goals.

Sessions include:

- Partnership Development & Funding Fundamentals
- Building Strong Events: Foundations, Strategy & Confident Planning
- Festival & Events Marketing, Storytelling & Social Media Strategy
- Event Operations Essentials: Logistics, Leadership & On-Site Success
- Growing Strong: Sustainable Practices & Evaluating Event Impact

← Swipe to explore each session



FARMGATE THEATRE PRESENTS

BECOME

An outdoor theatre adventure

**Created and performed by
Cameron MacDuffee**

**Featuring
Karen Graves Ben Kunder
Greg Gale Alicia Toner**



SOUTH SHORE ARTS COUNCIL

innovationpei

**Finally Farm, Bonshaw
SUNDAY AUG 30
4PM & 7:30PM**

TICKETS: www.farmgatetheatre.ca



ARTIST TALK:

JoAnna Howlett

WEDNESDAY, MARCH 4, 2026

5:30PM - 7:00PM

@ This Town Is Small (The Arts Guild: 111 Queen Street)



Conseil des arts
du Canada

Canada Council
for the Arts





