

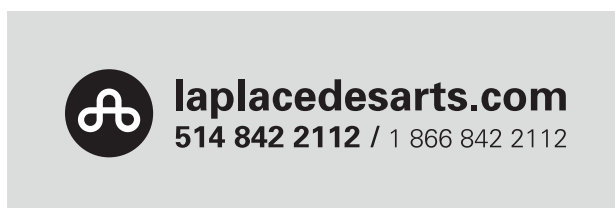
# Place des Arts information strip - Overview of the different versions

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## 1. TRANSPARENT INFORMATION STRIP FOR APPLICATION ON UNIFORM BACKGROUNDS

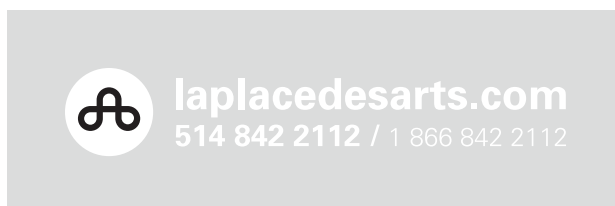
### A) Black version in transparent frame

(You must respect the protection area delimited by the grey screen)



### B) White version in transparent frame

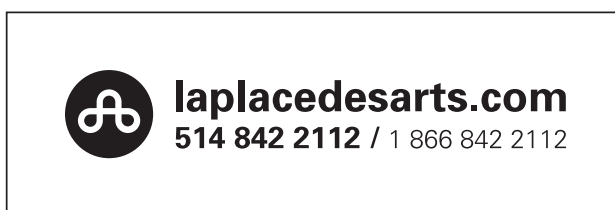
(You must respect the protection area delimited by the grey screen)



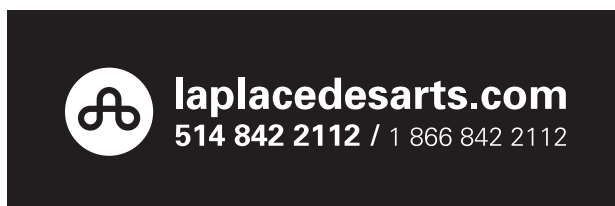
## 2. OPAQUE INFORMATION STRIP WITH BORDER FOR APPLICATION ON MULTICOLOURED BACKGROUNDS

(patterns, gradations, details that would render the information strip illegible)

### A) Black version in white background



### B) White version in black background



## Incorrect uses of the Place des Arts information strip

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- A) The logotype (print portion) must never appear without the symbol.
- B) The symbol must never be used alone without the logotype.
- C) The typeface of the logotype must never be modified.
- D) The colours of the information strip must never be modified.  
The symbol inside the circle must always be in black or white.
- E) No additional information (e.g.: hall, date, time) must be inserted into the information strip.
- F) The information strip must never be distorted.
- G) No graphical elements must infringe on the space close to the logo.  
The required clear space must be respected at all times (for information strip used against a transparent background, refer to the grey area).
- H) The proportional sizes of the various information strips components must never be modified.
- I) The two shapes that make up the symbol on the information strip must never be used separately.

A) ~~**laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

B) ~~~~

C) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

D) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

E) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112  
Théâtre Maisonneuve~~

F) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

G) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

H) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

I) ~~ **laplacedesarts.com**  
514 842 2112 / 1 866 842 2112~~

## Approvals required

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- **Material related to the Web site** (Banner ads and other Web content):

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- **Material related to the show programme:**

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- **All other items** (Posters, advertisements, outdoor banners, brochures, promotional leaflets and flyers, TV and radio spots):

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