



## WHAT IS MADE IN YYC?

Made in YYC is an initiative to promote local content with a badge of honour. Calgary is a phenomenal city, with great content produced here on a constant basis. Made in YYC is two components, then: a badge, and a list.

The badge can be integrated with any number of materials, whether they are digital or print. The list, available at [madeinyyc.com](http://madeinyyc.com), connects badged content, with links to the websites that display it.

## HOW DO I USE THE BADGE?

The badge seen at the top of this document identifies locally-produced content. It is available totally free from [madeinyyc.com/badge](http://madeinyyc.com/badge), though if you have this document, you've probably downloaded the badge package already. There are three files in the package:

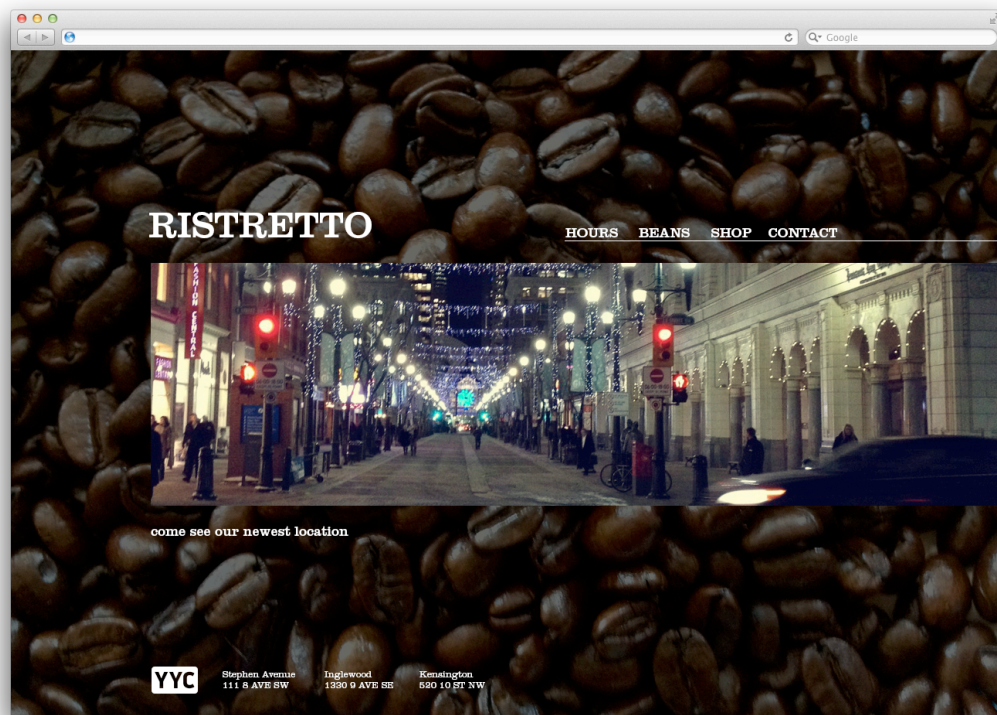
- **made-in-yyc-main.psd**: this contains a vector shape which can be resized and recoloured to your liking
- **made-in-yyc-print-tall.psd**: this contains a vector shape with the addition of the project website, intended for print materials
- **made-in-yyc-print-wide.psd**: this contains a vector shape with the addition of the project website, and is more horizontal than the other print badge

## HOW DO I USE THE BADGE ON THE WEB?

The web version of the badge is best placed in the footer of your website, or in the spot where other social icons are, such as Twitter and Facebook. The badge should be linked to the project website, [madeinyyc.com](http://madeinyyc.com).

There are no hard rules about colour or size. The badge looks best when it's 60px wide or bigger, but it's okay down to about 40px wide. It looks best with a minimum of 10px of surrounding margins. The badge can be filled with any colour, pattern, or image of your choosing. Ideally, the badge should be filled with the key colour of the website, or another visible colour. It's best if it isn't filled with a garish pattern, adorned with bevels, or stretched out.

Example:



The badge uses white, as that's the primary colour of the website, and it contrasts well against the background. There is plenty of surrounding whitespace.

## HOW DO I USE THE BADGE IN PRINT?

The print version of the badge is best placed in the area of your material where other third-party logos sit. In some cases, this could be sponsors, community logos, or other logos. Since a hyperlink is impossible in printed materials, two other logos are available. The “tall” variant places the [madeinyyc.com](http://madeinyyc.com) URL below the badge, whereas the “wide” variant places it off to the right side.

As with the web version, the colour and size of the logo are best when they fit within the context of your material. In the example to the right, the badge is the same colour as the main colour of the poster text. It looks best when it is not adorned with effects, nor placed on a complex pattern or other difficult-to-read background.

The badge has been designed to be scalable and flexible, but not to be smaller than 16mm on its widest edge for the “tall” version, and 24mm on the widest edge for the “wide” version. A minimum of 5mm of margin around the badge would be ideal where space allows.



## WHO CREATED MADE IN YYC?

Made in YYC is a spare-time project by Nick Heer ([nickheer.com](http://nickheer.com)).

## HOW MUCH ARE ROYALTIES?

No fees, tariffs or royalties need to be paid, though donations are accepted, if you wish. If you make cool, good, quirky, or awesome stuff in Calgary, you can use the badge for free anywhere you'd like. If you knit scarves, you are free to put it on the tag. If you roast coffee, you are welcome to print it on the bag's label (and even more welcome to send me a bag).

## SO IS THIS A SPONSOR THING?

No, it's just a great way to learn about interesting content being produced throughout Calgary. You don't have to use it. It isn't official, or endorsed by the city in any way.

## CAN YOU ADD ME TO THE LIST?

Sure. Get in touch via the website and I'll take a look. The only requirement of being listed is that you also display the badge and link back to [madeinyyc.com](http://madeinyyc.com).