

Foodland Ontario

BRAND STANDARDS GUIDE - GENERAL



August, 2019

Foodland Ontario

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Logo Application

When the logo cannot be rendered in the Foodland Ontario green it should be shown in black or reversed out to white.

Foodland Ontario Green Logo



Foodland Ontario Black Logo



Colours



Pantone Green 361
C: 77 M: 0 Y: 100 K: 0
R: 58 G: 178 B: 51
HTML: 34B233

Size

The logo can be scaled down to a minimum height of 0,62". Always maintain the logo's aspect ratio when scaling.



Pantone Pro Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HTML: 000000

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Circular and Rectangular Buttons

When placed on a busy background and/or if legibility is an issue for the Foodland Ontario logo, a circular or rounded rectangular button (90° degrees) should be used.

When the logo cannot be rendered in Foodland Green as a Pantone, CMYK, RGB or HTML colour, it should be shown in black. Please note that if a black button is used, the logo should be rendered in white.

Logo Construction



To determine the minimum clear space, align the letter “F” at the bottom of the “O” in Ontario (A) and with the top right edge of the tulip space (B).

Application



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Clear Space

There should be a minimum amount of clear space present around the logo to ensure it is not visually crowded. The clear space is determined by the height of the letter “F”.



French and Bilingual Logos

There is a fixed format for the French and Bilingual logos. It is not permitted to adjust this relationship. For the Bilingual logo, the French name, *Ontario Terre nourricière*, should always follow the English name. Use approved artwork only for these logos.

French Logo



French Logo with Tagline



Bilingual Logo



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Tagline

There is a fixed format that exists between the Foodland Ontario logo and the Good Things Grow in Ontario tagline. It is not permitted to adjust the relationship between the logo and tagline. The logo with tagline is available as a two and one colour application. Use approved artwork only.

One colour



Good Things Grow in Ontario

Two colour



Good Things Grow in Ontario

When the Tagline is used as a heading it should appear in upper and lower case in the Gotham Rounded font.

Good Things Grow in Ontario

GOOD THINGS GROW IN ONTARIO

Incorrect Tagline Usage

Italic font

Good Things Grow in Ontario

Substitute font

Good Things Grow in Ontario

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Incorrect Logo Usage

It is important that the Foodland Ontario logo is not altered in any way. The following examples are some, but not all, of the things to be avoided.

Substitute fonts



Delete sections



Change colours



Re-configure elements



Modify Shapes



Combine with other logos



Rotate



Stretch vertically or horizontally



Adjust relationship between elements

