



OFFICIAL BRAND IDENTITY

USAGE AND STYLE GUIDE

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Introduction

This style guide was created to provide users with a tool to assure brand consistency. The style guide will demonstrate appropriate uses of the brand that should always be used for any communication disseminated from Ontario Co-operative Association, including all forms of print or digital media.

The approved logos included in this guide will serve as visual representation of the Ontario Co-operative Association. This guide should be referenced by all individuals responsible for development and distribution of content to ensure proper usage of the organization's brand identities. For additional information, contact:

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Logo Primary Usage

The logo consists of the icon and typography in the proper colors and configurations (see examples below). For proper color specifications, see page 6 of this guide.

These logos may only be used on a white or light-colored neutral background which provides suitable contrast.

The digital art files must be used as currently constructed, and never altered in any way except overall size. See page 8 for minimum acceptable size, and page 9 for examples of inappropriate logo usage.

See page 5 for optional approved logo usages.



Logo Optional Usage

For certain applications it may be necessary to utilize the logo options pictured below, including all-black or all-white. These logos may only be used on a background which provides suitable contrast. Please contact Audrey Aczel for approval.

The digital art files must be used as is and never altered in any way except overall size.

See page 8 for minimum acceptable size.

Also see page 9 for samples of inappropriate logo usage.



Color Specifications

Color breakdowns for the logos are detailed here. The color usage and specifications must never be altered.

Due to the inconsistent display of color on computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® or process colors. For logo usage that requires PANTONE® or process colors, specify the actual numbers listed below for accurate color reproduction.



TEAL



RGB

R: 0
G: 150
B: 167



CMYK

C: 82
M: 24
Y: 32
K: 0



PANTONE

7711



HTML

0096A7

GRAY



RGB

R: 52
G: 80
B: 94



CMYK

C: 82
M: 59
Y: 47
K: 29



PANTONE

7477



HTML

34505E

GREEN



RGB

R: 144
G: 176
B: 74



CMYK

C: 39
M: 3
Y: 85
K: 15



PANTONE

377



HTML

90B04A

Typography

Primary Typography

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

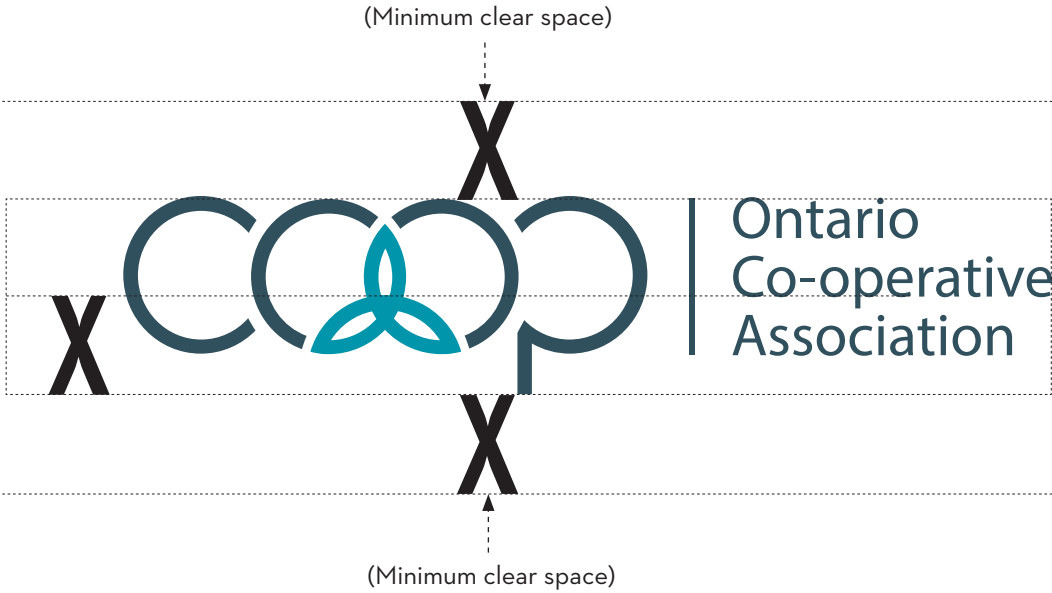
abcdefghijklmnopqrstuvwxyz

1234567890

The font used for the words “Ontario Co-operative Association” is Myriad Pro Regular.

Clear Space

The logo should receive minimum clear space above and below equal to half the height of the logo, as demonstrated below. No text, graphics or color should appear within this minimum clear space.



Minimum Sizing

Pictured below is the smallest acceptable usage of the logo. The logo should be used at a larger size whenever possible.



Common Logo Misuse



NEVER DISTORT THE LOGO



NEVER ROTATE THE LOGO



NEVER ALTER THE PROPORTIONS



NEVER ALTER THE COLORS



NEVER USE WITHOUT SUFFICIENT CONTRAST



NEVER USE WITH DROP SHADOW OR SPECIAL EFFECTS



NEVER ALTER THE TYPOGRAPHY



Ontario Co-operative Association



NEVER REARRANGE THE COMPONENTS