



CORPORATE VISUAL IDENTITY GUIDELINES

for the use of the OAAS Logo

ONTARIO ASSOCIATION OF AGRICULTURAL SOCIETIES

September 2017



Introduction

Our branding is more than a name and a logo.

Our branding is every bit of communication seen for and about the Ontario Association of Agricultural Societies. It is every visual cue and written message we use, and the tone in which we convey them. A positive experience with the personality and tone of the messages from the OAAS brand reinforces our image as an organization committed to excellence.

Each and every piece of communication creates an unforgettable impression of our brand. Therefore, we must ensure that we manage our brand carefully. Using these guidelines correctly will ensure a unified, consistent expression of our brand logo, and protect our brand assets from misuse. Because when we express who we are in a consistent way, we ensure a strong, unique, and memorable brand experience.

Name abbreviation

The preferred abbreviation of the name of the Ontario Association of Agricultural Societies is OAAS without periods between the letters, to be consistent with the corporate logo.

Permission to use

The OAAS grants permission to use its logo to the member Societies, Directors, Officers, and staff of the OAAS, for official purposes only, provided that the following guidelines are adhered to:

- The logo should appear as a single unit, never combined with other logos;
 - The logo must be used as originally designed and proportioned and shall not be modified under any circumstances other than to scale the image while maintaining its aspect ratio;
 - The logo should never be rendered smaller than 1 inch high; (enforceable? 2.5 cm)
 - The logo should appear on the front or back cover of all print publications;
 - The logo will not be used in such a way as to degrade the image of the OAAS;
 - The logo will not be used for commercial purposes without the written permission of the OAAS.
- For other uses, and inquiries into the use of the OAAS Logo, contact the Office Manager.



Elements of the Brand Signature

Usage guidelines

The logo is available in different formats to suit varying uses.

1. The preferred usage is the OAAS logo as a photographic treatment on a white background.
2. The preferred usage is to print four-colour process.
3. Use black ink only and the grey-scale logo when colour process is not available.
4. This logo is to be used for all print advertising, stationery, and web applications.

Elements of the brand signature

A brand signature is a visual means of identifying an organization. The elements of the OAAS brand signature include the brand colour palette and the tag line positioning. The signature expresses the personality and encapsulates the identity of the Association with impact and immediacy. This makes OAAS instantly and easily recognizable.

The logo

The corporate logo should always be taken from an electronic master reproduction copy provided by OAAS. Use the official versions of the logo only. The elements within the logo and their relative position to one another cannot be rearranged under any circumstance.



Colour Applications

Preferred logo reproduction – four-colour process

Use the logo with four-colour process whenever available, using the pan-tone colours specified. The logo should always be taken from the electronic master reproduction copy provided by OAAS.

Monochrome reproduction – Grey-scale

Use the logo in black when the use of colour is not available. The logo should always be taken from the electronic master reproduction copy provided by OAAS.

Black and White Applications



Logo reproduction – high contrast black and white

Use the logo with solid black when grey-scale or colour is not reproducible. This version should only be used for small applications (example, engraving on glass or metal, for making trinkets), or as a washed-out watermark in documents on pages following the letterhead. The logo should always be taken from the electronic master reproduction copy provided by OAAS.

Letterhead

The logo is right aligned at the top of the page; the street address is in 11 pt black Arial regular at the bottom of the page, with the website addresses in 11 pt green Arial bold below the street address.

Letterhead is to be used only on the first page of a multi-page letter.



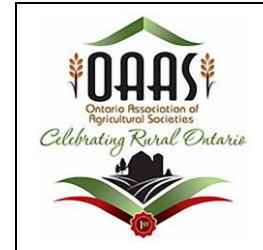
A few things to avoid



Don't change the aspect ratio



Don't change the colours



Don't print a box around the logo

Protection Space



Protection space / White space

In order for the logo to be easily seen and recognized as a clear piece of branding, it must not be crowded by other images or type. The general rule is to leave a space around the Logo of not less than the width of the "0".

Minimum Size



Minimum size – 1.0 inch (2.5 cm)

The logo must always be legible. In order for the logo to provide maximum impact, it should not appear smaller than the minimum size of one inch (2.5 cm).

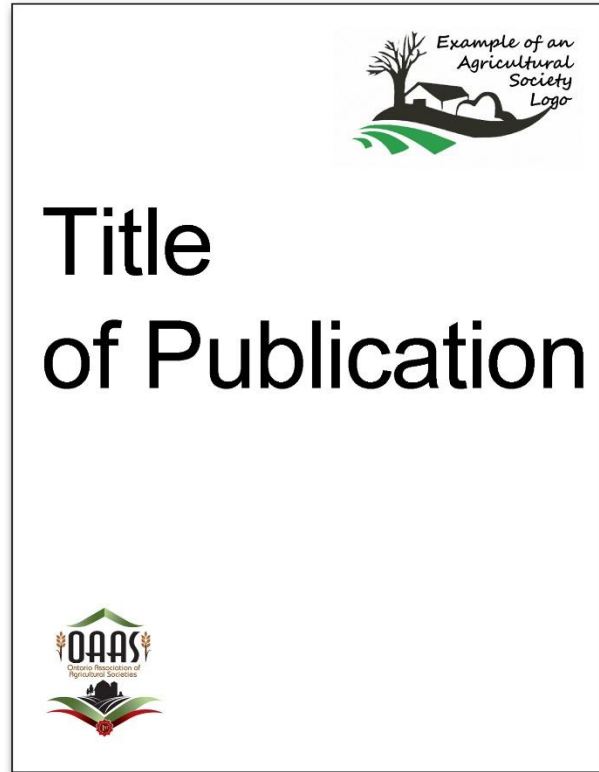


Publications

Do not combine multiple logos or visual marks; instead, use top / bottom, left / right positioning.

Other logos or visual marks shall be no larger than the OAAS logo.

In this example, both logos are two inches (5 cm) high.



Photoshop change
Change Logo Positions



Typeface

A San-Serif typeface is recommended for accessibility. For most documents, it is recommended that no more than two fonts be used and no more than three sizes. Typefaces are measured in printer's points. There are 72 points per inch (2.5cm).

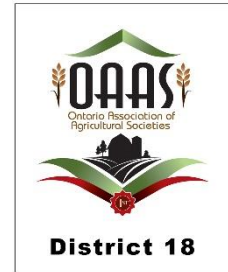


Alternate typefaces

Some elements of the logo may be used separately for e-mail signatures, business cards, etc., and are available from the OAAS. Here are some examples.



OAAS-signature.jpg



District Logos



Bauhaus Medium

P22 Corinthia