



# **CORPORATE VISUAL IDENTITY GUIDELINES**

**for the use of the OAAS Logo**

**ONTARIO ASSOCIATION OF AGRICULTURAL SOCIETIES**

*Reviewed June 2021*



## **Introduction**

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### **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**

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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**

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The OAAS grants permission to use their 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 shall 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 shall never be rendered smaller than 1 inch high.

The logo shall 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 to the use of the OAAS Logo, contact the Manager.



## **Elements of the Brand Signature**

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### **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 greyscale 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 tagline positioning. This makes the OAAS instantly and easily recognizable.

### **The logo**

The corporate logo must always be copied from an electronic master provided by the 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.

### **A few things to avoid**

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Don't change the aspect ratio



Don't change the colours



Don't print a box around the logo

## **Colour Applications**

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### **Preferred logo reproduction – four-colour process**

Use the logo with four-colour process whenever available, using the pantone colours specified.



## **Black and White Applications**

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### **Monochrome reproduction - Greyscale**

Use the logo in greyscale when the use of colour is not available



### **Logo reproduction – high contrast black and white**

Use the logo with solid black when greyscale or colour is not reproducible. This version shall 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

## **Protection Space**

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### **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**

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### **Minimum size – 1.0 inch**

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



## Typeface

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A San-Serif typeface is recommended for accessibility. The most common San-Serif fonts are Arial, Arial Black, Helvetica, and Verdana. For most documents, it is recommended that no more than 2 fonts be used and no more than 3 sizes. Typefaces are measured in printer's points. There are 72 points per inch.

## **Titles: 20pt Arial Black**

**Headings: 14pt Arial Bold**

Body Text: 12pt Arial

## **Cover page titles, below the logo, may be as large as 36pt Arial Black.**

## Alternate typefaces

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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**

OAAS.jpg

Ontario Association of  
Agricultural Societies

OAAS wording.jpg



Ontario Association  
of Agricultural  
Societies

OAAS-signature.jpg



## Letterhead

The logo is at the top right hand corner and the street address is in 12 pt Arial regular in black at the bottom of the page, with the website addresses in 12 pt -Arial bold in black below the street address.

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

## OAAS Publications

### Cover or Title Page

The title may be as large as 36pt Arial Black, centered on the page below the logo. White space, the width of the “0” must be maintained around the logo.

## Internal pages

Pages within a document may display the logo in the top right corner on the page. If the pages are numbered, the page number shall appear in a footer on each page, in 12 pt Arial regular, in black, with the page number right justified, and, separated with a black line, the left justified document title.

The internal pages of a society’s publication shall not display the OAAS Logo.

## Society 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. The internal pages of a society’s publication shall not display the OAAS Logo. Example, both logos are two inches high.



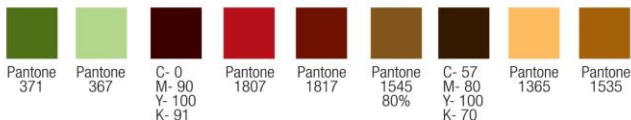
Name: 14pt Bauhaus-Medium, Bold, Pantone 1817

Title: 10pt Bauhaus-Medium, Black

Body: 8pt Arial, Pantone 371

Celebrating Rural Ontario: 10pt Bauhaus-Medium, Bold, Pantone 1817

Card background filename: BusinessCard-background.bmp





Pantone  
371



Pantone  
367



C- 0  
M- 90  
Y- 100  
K- 91



Pantone  
1807



Pantone  
1817



Pantone  
1545  
80%



C- 57  
M- 80  
Y- 100  
K- 70



Pantone  
1365



Pantone  
1535

Bauhaus Medium

*P22 Corinthia*