



LOGO
(VERTICAL OPTION)



DEFAULT LOGO USAGE (HORIZONTAL)

This version of the Canada's Outdoor Farm Show logo should be used as the first choice whenever possible where proportional space allows.

Note that the default colours within the leaf are graduated or fade from dark to light. See below for solid colour versions.

ACCEPTABLE ONE COLOUR VARIATIONS

Applicable to horizontal and vertical versions



SOLID COLOUR LOGO VARIATION (NO GRADUATED COLOUR IN LEAF)

Applicable to horizontal and vertical versions



LOGO COLOUR SPECS

Green
C51 M0 Y100 K0
R139 G198 B62
HEX 8BC63E
PMS 376

Yellow
C0 M25 Y94 K0
R254 G194 B33
HEX FEC221
PMS 7408

Blue
C68 M34 Y0 K0
R80 G144 B204
HEX 5090CC
PMS 279

Grey
C0 M0 Y0 K78
R92 G92 B95
HEX 5C5C5F
PMS 447

LOGO SAFE AREA

When reproducing the Canada's Outdoor Farm Show logo in any context – but especially adjacent to other logos, graphics or text, it is important not to crowd the logo. A proportional amount of clear or white space must be left around the logo. Do not allow any graphics or text to touch or overlap the logo.



The minimum clear space (safe area) around the logo is equal to 1/2 X, where X is the height of the logo in its entirety.



Example of logo placed with other graphics



Text is too close to logo



Graphics are too close or overlapping the logo

WHEN TO USE THE BLENDED AND SOLID COLOUR LEAF LOGO VARIATIONS
The Canada's Outdoor Farm Show logo with the blended leaf (left) is the default logo and should be used as a first choice whenever possible.

However, some printing applications may not be able to reproduce this graduated screen accurately. Either due to ink colour restrictions or other technical reasons. In these cases the solid logo (right) can be used with the PMS colours indicated as closely as possible.

The text under the leaf should always be **PMS 447 Grey, 75% Black** or in colour-restrictive applications the text can be black.



Blended Leaf Logo



Solid Leaf Logo

INCORRECT LOGO VARIATION EXAMPLES

Incorrect use of our logo compromises its integrity and effectiveness. The examples below are only a small sample of possible no-no's to show how we need to ensure accurate, consistent reproduction of our logo. Never alter, add to or attempt to recreate it.

DO NOT reproduce the logo in any of these variations.



DO NOT reproduce the logo in any other colour combinations



DO NOT Apply excessive effects to the logo



DO NOT Scale or stretch the logo in any way



DO NOT Alter the scale or position of any of the logo elements



DO NOT change or replace the typography



DO NOT put the logo inside of a box or any other shape

EXAMPLE LOGO APPLICATIONS & VARIATIONS



TRADE SHOW BANNERS/SIGNAGE

Logo shown on dark and light coloured backgrounds using the blended colour leaf.

Note: when placing the logo over photographs or busy backgrounds ensure there is enough contrast.



GARMENTS/HATS/PROMO ITEMS (Example items shown)

For dark coloured items use the blended colour (or solid colour, depending on embroidery or printing ink specs) leaf and white text. For light coloured items use the blended colour (or solid colour, depending on embroidery or printing ink specs) leaf and dark grey or black text.

DON'T MISS THE BIG FARM SHOW

Agriculture industry growth on display

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Subhead Example Proxima Nova Bold

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PRIMARY OR HEADLINE FONT

Univia Black (upper or lower case)
To be used as primary headline font for promotions and sales collateral.

Whenever possible the primary font should be used on Canada's Outdoor Farm Show materials.

Univia Light can be used for decks or secondary headlines/text.

BODY COPY FONT

Proxima Nova (Light or Regular)
To be used as default font in text-heavy applications within all promos/ correspondence whenever possible. Variations of bold, italic etc can be applied as required.

EXAMPLE TYPOGRAPHIC APPLICATIONS

