

BRAND GUIDELINES



Welcome

This graphic standards manual provides guidelines to assist LO members and affiliates in keeping within the Landscape Ontario brand identity standards. This ensures consistency in our brand identity, so it will never be compromised or misunderstood.

The Landscape Ontario logos and tagline are extremely important in effective brand recognition. Please make sure to follow these instructions clearly and accurately.



Logos

The consumer logo may be used by any group, organization or company who wishes to promote the benefits of the industry to the public.

Trade logos may only be used by landscape ontario member companies.

Consumer logo



Trade logo (Member use only)



Member only logo

Current members of Landscape Ontario in good standing are encouraged to promote their membership to potential clients and the community by displaying the logo on websites, social media, printed materials, advertising, vehicle wraps and signage.

The Proud Member logo is available for use by the following member categories:

- Member
- Sole Proprietor Member
- Green Trade Supplier (Associate)

INTRODUCTORY and **INDIVIDUAL** members are not permitted to use the logo.

Consumer logo



Trade logo



Correct logo usage

The logo must include:

- landscapeontario.com
- Tagline: Green for Life
- Icon: tree or lifestyle

Do not remove, add or alter these parts of the logo in anyway. The minimum printing size of the logo is 2"wide. There is no maximum size for the logo. It can be used on trucks, signage, and buildings. The "safe area" around the logo is at least 0.25", please ensure this area is left empty.

Consumer logo



Trade logo



Colour

The following are acceptable colour uses of the logo.

Consumer logo in colour



Trade logo in colour



Consumer logo in black



Trade logo in black



Consumer logo in white



Trade logo in white



Colour Values

When using the colour logo, be sure to use the correct process (CMYK), Pantone (PMS), or web (Hex) colours.



PMS Pantone
1665C



PMS Pantone
377C



CMYK Process
C:0 M:68 Y:100 K:0



CMYK Process
C:45 M:0 Y:100 K:24



Hex Web
#f37321



Hex Web
#78a22f

DO NOT re-create, scan or trace the logo.

For high-resolution PNG or EPS versions, please contact:

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