

Landscape Ontario Horticultural Trades Association

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.

Logo Categories

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**. Trade logos are password-protected.

Do not re-create, scan or trace the logo. For high-resolution PNG or EPS versions of the trade and consumer logo, please **visit www.horttrades.com under the Resource tab, Green for life initiatives**. Or contact Rob Ellidge: rellidge@landscapeontario.com, for more information.

Consumer Logo



Trade Logo (Member use only)



Correct Logo usage

The logo **must** include:

- landscapeontario.com
- Tagline: Green for Life
- Symbol: tree or girl on swing

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

Trade Logo



Consumer Logo



The following are acceptable COLOUR uses of the logo:

Trade Logo in colour



Trade Logo in black for light backgrounds



Trade Logo in white for dark backgrounds



Consumer Logo in colour



Consumer Logo in black for light backgrounds



Consumer Logo in white for dark backgrounds

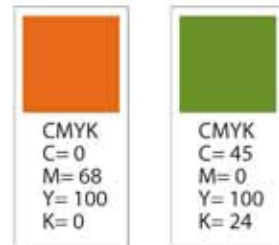


When using the colour logo, be sure to use the correct process (CMYK), Pantone (PMS) or Vinyl colours:

PMS Pantone



CMYK Process



Vinyl colours



Incorrect logo usage

Maintaining standard reproduction usages is critical for Landscape Ontario's logos. Please review the following before publishing any Landscape Ontario logos to make sure that they have not been altered in the following ways.

Examples of removed, added and altered logo elements:



Do not stretch, distort or skew the logo:



Do not bevel, emboss or 3D the logo:



Do not use distant and/or coloured drop shadows:



Do not rotate the logo on an awkward angle:

