



Landscape Ontario
HORTICULTURAL TRADES ASSOCIATION

BRAND GUIDELINES

[LandscapeOntario.com](https://www.LandscapeOntario.com)



WELCOME

This graphic standards manual provides guidelines to assist LO members and affiliates in maintaining 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 closely and accurately.



LOGO

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

MAIN



Landscape Ontario
HORTICULTURAL TRADES ASSOCIATION

ICON



VERTICAL



Landscape Ontario
HORTICULTURAL TRADES ASSOCIATION

DIMENSIONS

Do not remove, add or alter parts of the logo in any way. 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.



COLOUR

The following are acceptable colour uses of the logo.



COLOUR VALUES

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

Primary

CMYK (66, 52, 71, 44)

HEX (#444B3C)

Secondary

CMYK (92, 67, 43, 30)

HEX (#1A3E52)

Secondary

CMYK (20, 01, 51, 00)

HEX (#CADA92)

Primary

CMYK (45, 00, 100, 24)

HEX (#78A22F)

FONTS

The Landscape Ontario logo is comprised of a modified Soho Gothic family of fonts.
[DOWNLOAD SOHO GOTHIC FONT FAMILY](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÀÁÂÃÄÅËÊËÏÑÕÖÜ
abcdefghijklmnopqrstu
vwxyzàá&123456789
0123456789o(\$£€.,!?)

DO NOT re-create, scan or trace the logo.
For high-resolution PNG or EPS versions, please contact:

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