10th Anniversary Logo Brand Guidelines

GREENBELT

CELEBRATING

10 years

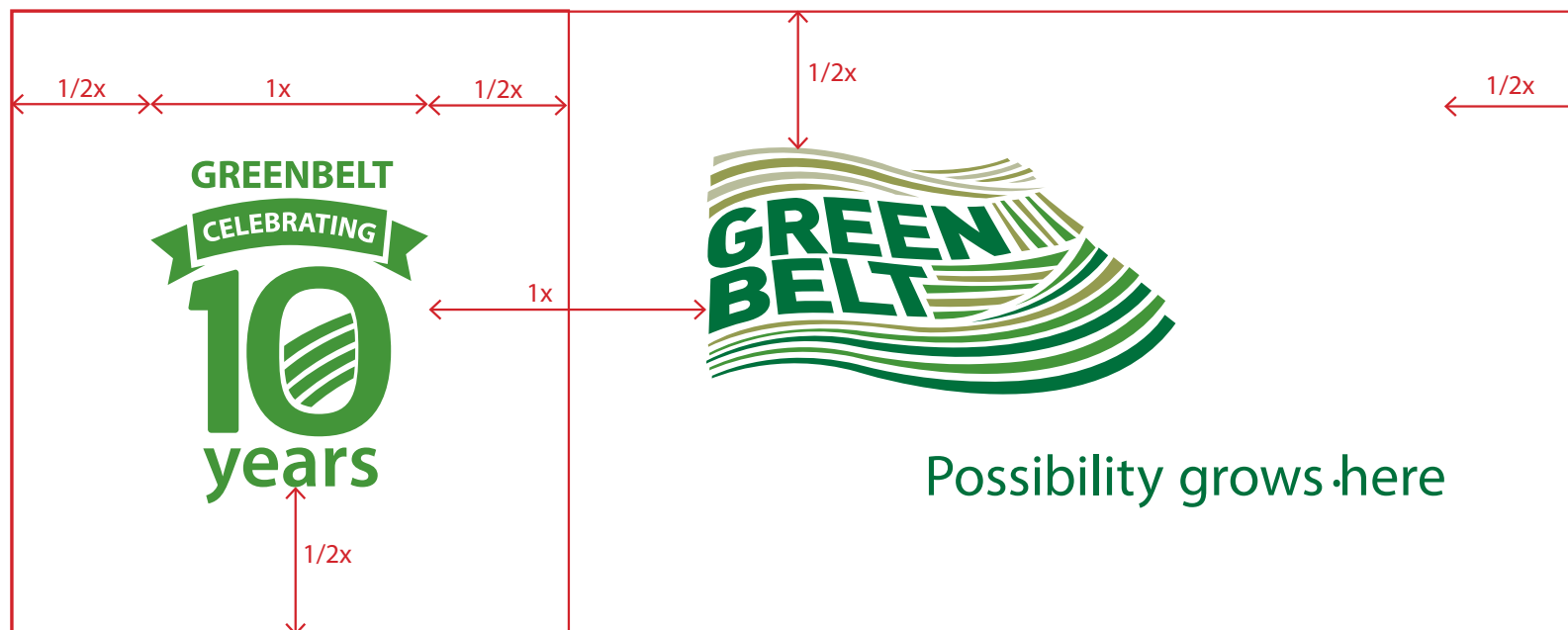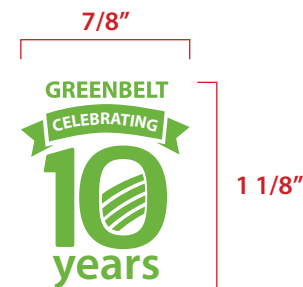**GREEN BELT**

Possibility grows ·here

Sizing and Spacing with other logos

General Rules

The red bounding box below shows how close any other graphic elements are allowed to get to the logo. The minimum distance is 1/2 of the logo's width, and is applied to the top, bottom, and both sides of the logo. It is recommended that any other logos keep at least 1 logo-width of distance from the 10th Anniversary Logo.

That being said, this logo is considered a more fun, casual graphic element, and the nature of its use on promotional materials might not allow for the recommended minimum distance. Use your best judgement in making sure that the logo is presented clearly and legibly at all times.

To the right are the minimum size restrictions for the 10th Anniversary Logo. It must never be smaller than 7/8" x 1 1/8".

7/8"

GREENBELT
CELEBRATING
10
years

1 1/8"

1/2x   1x   1/2x

1/2x

1/2x

GREENBELT
CELEBRATING
10
years

1x

GREEN
BELT

Possibility grows ·here

1/2x

x = the width of the 10th Anniversary Logo

General Rules

The 10th Anniversary logo should never be incorporated into text or used in conjunction with other graphic elements. Do not lock up the logo with other logos, Greenbelt-related or otherwise.

The logo must appear on a suitable contrasting background to ensure clear visibility. It must not be obscured by other elements appearing over or behind it.

When reproducing the 10th Anniversary logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. The dimensions must remain consistent.

If increasing or decreasing the size of the logo is necessary, both elements must change in sync. The logo is custom drawn. Do not attempt to recreate this artwork.
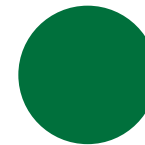
Brand Colours

Pantone PMS 363 or C68, M0, Y100, K24
Pantone PMS 349 or C100, M0, Y91, K42

C68 M0 Y100 K24
R67 G149 B57
#429538

C100 M0 Y91 K42
R0 G112 B60
#006F3C

General Rules

The rules applying to the Single Colour 10th Anniversary Logo also apply to the Full Colour Logo.

Use of this logo is appropriate where the colours are not lost in the background. A white background is preferred for this version of the logo.

Each colour represents a different aspect of the Greenbelt - Air, Water, Food, Economy. This logo works well if you are using content that discusses one or all of these aspects.
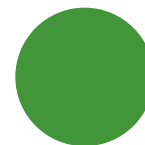
Brand Colours

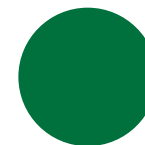Pantone PMS 363 or C68, M0, Y100, K24
Pantone PMS 349 or C100, M0, Y91, K42
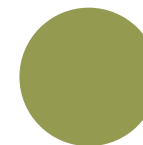Pantone PMS 5767 or C15, M0, 768, K39
Pantone PMS 631 or C67, M0, Y12, K2

C68 M0 Y100 K24
R67 G149 B57
#429538

C100 M0 Y91 K42
R0 G112 B60
#006F3C

C15 M0 Y68 K39
R148 G155 B80
#939B50

C67 M0 Y12 K2
R39 G188 B215
#27BCD7

General Rules

The general rules for the Clean logo apply to the Stamp Effect logo as well.

The Stamp Effect logo is to be used where it is thematically appropriate. For example, this is great to use if you are designing a flyer for a farmer's market, as it is more rustic and personable than the Clean logo. It is also appropriate if you are designing craft-like materials, like napkins, coffee cups, or coffee cup sleeves for an event.

Use the Clean logo when you are designing more professional materials, like an official letter.

Brand Colours

Pantone PMS 363 or C68, M0, Y100, K24
Pantone PMS 349 or C100, M0, Y91, K42

Black and White Versions

When colour is not possible, the logo can appear as entirely 100% black. Knockout (white cutout) is used only when a dark colour background is the only option in a given medium. Do not use on photography unless it is sitting on a clean, almost solid background, for example, flat blue sky or flat-looking grass. Do not place logo on textured or multicoloured areas of a photo.

PMS 363
C68, M0, Y100, K24
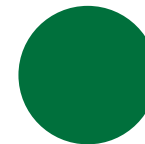
PMS 349
C100, M0, Y91, K42

10th Anniversary Logo - Tilt Angle

General Rules

As previously mentioned, the 10th Anniversary Logo is a more relaxed graphic element that can be used on a wide variety of promotional materials. This means that it might be appropriate, at times, to present the logo tilted at an angle.

The recommended angle is 12 degrees, to either the left or the right. It is good design practice to angle the logo towards the main focus of the material. For example, if the tilted logo is in the bottom left of a page, it should be tilted 12 degrees to the left. Two examples of the use of the tilted logo are presented on this page.

Use your best judgement in using the tilted logo instead of the untilted logo. It works well for fun posters or postcards, as it adds a touch of whimsy and liveliness. It is not recommended for official letters or applications.

Tilt Angles

No more and no less than 12 degrees to the left or right.

12 degrees

On a postcard:

As a footer for a poster: