



Introduction

In 2008, Ontario's Greenbelt introduced a new brand platform. This brand idea aims to reinforce Ontario's Greenbelt as a place that's both "good"—a place where sustainable values and practices abound—and "great"—a world-leading champion and catalyst of such leading-edge practices. At the same time, it aspires to inspire pride among Ontarians as an iconic representation of their values in action. The many exciting possibilities that this brand idea promises are embodied in the tagline, "possibility grows here."

A brand is made up of a few core building blocks - logo and tagline, colour palate, typography, tone or personality, imagery style, secondary graphic elements and co-branding rules.

This *Greenbelt Brand Applications Manual* provides basic directions for using the key elements of the revitalized brand in a variety of communications materials to give them a consistent and cohesive look. It allows professional designers and those with little design experience alike to create unified, branded pieces.

As the Friends of the Greenbelt Foundation and the Greenbelt Fund move forward with exciting new projects such as Ontariofresh.ca and the Regional Food Hub it is important to remember that all our communication efforts must ensure the Greenbelt is dominant or at minimum equal to the representation of our sub-brands. To ensure we stay on brand ALL communication materials (both Foundation and Fund) must be signed off by the Director of Communications, VP of Communications and Operations or the CEO.

And while it recommends specific rules, it allows the designer to improvise within the guidelines whenever new materials are needed. We must manage the use of this brand with care and consistency if the Greenbelt is to become universally recognized as the place where possibility grows – and in fact the foundation for a sustainable future.



Possibility grows here.

The Logo

The Greenbelt logo is a powerful representation of the Greenbelt, symbolizing rural and agricultural vitality and green space using lines/ribbons to evoke rolling hills, rivers and movement across Ontario. This logo has been in use since 2005, and the Friends of the Greenbelt Foundation will continue to use it and build its recognition.

General Rules for the Use of the Logo

The Greenbelt logo should never be incorporated into text or used in conjunction with other graphic elements. 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 Greenbelt 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.



C100 M0 Y91 K42
R0 G112 B60
#006F3C



C68 M0 Y100 K24
R67 G149 B57
#429538



C15 M0 Y68 K39
R148 G155 B80
#939B50



C6 M0 Y28 K27
R184 G188 B155
#B8BC9A

The Logo with Tagline

The Greenbelt tagline “Possibility grows here” reinforces the idea that the Greenbelt is a world-leading force in sustainable solutions for living. It evokes a pride of place and reminds us that Greenbelt is the foundation for a sustainable, prosperous future.

The Greenbelt logo should be used with the tagline whenever possible.

General Rules for the Use of the Logo with Tagline

The tagline is a positioning tool that expresses the spirit of the brand. It will be used on all advertising, the web, brochures, promotional materials, signage, posters and displays at events to ensure recognition and ownership.

The tagline may be used, colloquially, in speeches, letters and general correspondence.

When reproducing the Greenbelt tagline, always use the official artwork from the electronic files provided. The elements are fixed and should never be redrawn, retyped or altered in any way. The logo and tag line are custom drawn. Do not attempt to recreate this artwork.



Possibility grows here.

The Logo with Tagline continued

Minimum Safety Area

A minimum area of “breathing room” must always be maintained around the logo and tagline to set it apart from other graphic elements or partner logos. This minimum space allows the logo to stand out from all other visual elements and increases recognition. The space around the logo and tagline should be equal to the height or width of a perfect circle from the top of the R in GREEN to the bottom of the E in BELT.

Placement of Tagline

The tagline should be placed **1** where the negative space between the bottom of the last ribbon and the top of the “i” in “Possibility” is equal to the height of the first 4 ribbons. The tagline should **2** line up with the end of the T in BELT. The colour of the tagline is PMS 349 or C100, M0, Y91, K42.

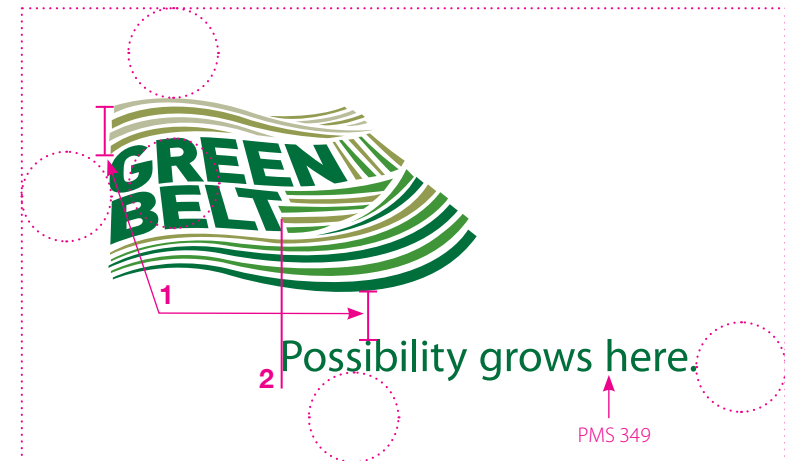
Black and White Versions

When colour is not possible, the logo can appear as entirely 100% black, no screens permitted. Knockout 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.

Minimum Size

The minimum width of the logo is 0.75” or 3 quarters of an inch, not including the tagline. Do not use a width smaller than this minimum as doing so will decrease legibility.

When the logo has to be smaller than the minimum size of 0.75” wide, use the Simplified Greenbelt Logo. It is only to be used in one colour, either 100% Black or PMS 349.



Tagline Placement and Safety Area



Possibility grows here.

100% Black



Possibility grows here.

Knockout



Possibility grows here.

Minimum 0.75"



Possibility grows here.

Simplified Logo with Tagline 12mm x 8mm

Brand Personality

All communication materials – from imagery selection and copy development to the sorts of activities and events we choose – should be developed according to the spirit of the new Greenbelt brand. The personality of this revitalized brand is:

Emphatic & Assertive - We are the experts and we are going to tell you about the Greenbelt.

Active & Inviting - We are engaging and we want you to engage with us.

Friendly & Familiar - Like an old friend, the Greenbelt is here for you to enjoy.

Insightful - We are aware of the world around us, and we bring that context forward.

Gutsy - We will take the chance to make a difference.

Positive - We are optimistic, always. We foster collaborative working relationships.

Examples of tone and personality of copy

Possibility grows here in the Greenbelt. But it sure doesn't end here. Flowing, swirling, and pulsing through the air, water, land, and people is an unstoppable spirit of what can be and of what's around the corner. And it's leading to better, safer, more renewable ways to grow, power, eat, work, and live. Not just for the Greenbelt or Ontario, but for the planet.

One of the most important ways that people connect to the Greenbelt is a visceral one – through their senses. Fresh, quality food from local farms purchased at local markets creates a very tangible link to the Greenbelt, and a number of exciting programs are making this connection increasingly strong.

One tasty example is the creation and growth of more and more certified farmers' markets every year. This provides the necessary marketplace for local farmers to sell their fruits and vegetables, spices, and meats, as well as being an important forum for education. In a hands-on way, we all learn not only where our food comes from, but that it's possible to completely fill our fridges and cupboards from farms just a few kilometres away, strengthening our connection with nature.

In the Niagara region, the Wine Council of Ontario is pursuing efforts to implement practices that make wine production – from the grape to the bottle to the table.

Typography

The typeface is Myriad Pro. This typeface has been selected to compliment the logo. It looks fresh, modern, friendly and approachable. It should be used exclusively on all Greenbelt materials.

Myriad Pro is a sans serif typeface. It is a large typeface family and provides a wide range of options. All weights of Myriad Pro are permitted.

On some electronic formats such as emails, where Meta is not available or can't be loaded into the PC's font library, it can be replaced by Arial.

Avoid using many different sizes, weights and italics together.

Myriad Pro normal width

light ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

regular ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

bold ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

black ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

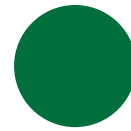
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz&1234567890

Colour Palette

The corporate colours for the Greenbelt Fund are included as part of the overall colour palette.

The Greenbelt brand colour palette is made up of an additional 10 colours. This broad range of colours is meant to give the Greenbelt Fund a fresh look and was chosen because they compliment each other while working well with the logo colour palette. They give the Greenbelt Fund and the designer maximum flexibility as the library of collateral grows over time.

Logo colours



C100 M0 Y91 K42
R0 G112 B60
#006F3C



C68 M0 Y100 K24
R67 G149 B57
#429538



C15 M0 Y68 K39
R148 G155 B80
#939B50



C6 M0 Y28 K27
R184 G188 B155
#B8BC9A

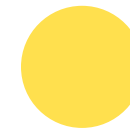
Brand Palette



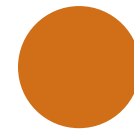
C23 M0 Y100 K17
R176 G188 B34
#AFBC21



C59 M0 Y100 K7
R108 G179 B63
#6CB33E



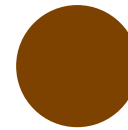
C0 M9 Y80 K0
R255 G225 B79
#FFE04F



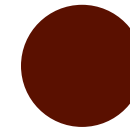
C0 M60 Y100 K17
R208 G111 B26
#D06F19



C0 M2 Y67 K40
R170 G159 B78
#AA9E4D



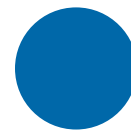
C0 M57 Y100 K59
R126 G67 B0
#7E4300



C0 M81 Y100 K77
R90 G20 B0
#5A1300



C0 M91 Y100 K23
R191 G49 B26
#BF301A



C100 M45 Y0 K14
R0 G105 B170
#0069AA



C67 M0 Y12 K2
R38 G188 B215
#26BCD6

Graphic Elements

The secondary graphic elements created to support our new brand are ribbons that can be used across a wide variety of materials, be they print, broadcast, web and other. These ribbons symbolize the spirit of possibility sweeping around, in, and throughout the Greenbelt. The ribbons help create a fresh, energizing graphic look that will enliven and unify our communication materials.

Building on the idea that “Possibility grows here”, the ribbons come from one side of the page and twist, turn, and meander across the page interacting with the people, places and things that are on the page.

General Rules for Use of the Ribbons

- Generally use two to four ribbons at a time, depending on the application. Three ribbons is the ideal number.
- In any given grouping of ribbons, at least one ribbon must be green. Use either PMS 349 or PMS 363.
- The other ribbon colours should always be one of the 8 brand palette colours, unless the piece is black & white, in which case it would be a percentage of black.
- Ribbon weight should be similar to the examples shown in this manual – not too thick or dominant – and should be modified to fit the application.
- Ribbons should wind through the piece, potentially going over, under or behind some elements to give a sense of depth and movement.

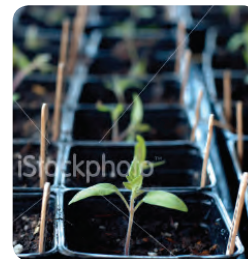


Images

Considering the environmental and geographic realities of our Greenbelt, imagery will be a vital part of many marketing and communication materials. To the right you can see examples of the types of on-brand imagery that should be used. These images should be used to support the story or copy. They will most likely be images of big landscapes, examples of innovative efforts and activities, or images of people working, playing, or being active in the Greenbelt.

General Rules for the Selection and Use of Imagery

- Imagery should be from the Ontario Greenbelt.
- Imagery should try provide a sense of the scope of our efforts, geography and impact.
- Imagery should be inspiring, bold and gutsy – please avoid “touristy” or “stock-like” choices.
- The Greenbelt Fund has a large selection of images and photographers you may be able to use.



Applications Print

Possibility grows in Ontario's Greenbelt ~ #1 in a series

The Speck family is fermenting possibility.



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PARTNERS IN POSSIBILITY: Friends of the Greenbelt Foundation • Greenbelt Alliance • Oak Ridge Moraine • Niagara Escarpment • Wine Council of Ontario • Ontario Nature • Earthroots • Greenpeace Canada • Ontario Smart Growth Network • Protection of Agricultural Land Society • Protect Our Water and Environmental Resources (POWER)



Possibility grows here.

Possibility grows in Ontario's Greenbelt ~ #2 in a series

Sylvia Cooper is knee-deep in possibility.



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Possibility grows here.