

## Alberta Open Farm Days Logo Usage Guidelines.

Thank you for participating in Alberta Open Farm Days, we encourage you to promote your event locally and on social media to promote your farm or event to visitors during Alberta Open Farm Days.

To help you promote your participation in Alberta Open Farm Days you can access the Alberta Open Farm Days logo at the link below.

[https://www.dropbox.com/sh/i86a3z30ajvavwl/AADA67K5p2Nj1KTzU7M\\_ARMza?dl=0](https://www.dropbox.com/sh/i86a3z30ajvavwl/AADA67K5p2Nj1KTzU7M_ARMza?dl=0);

**Below are logo usage guidelines to keep in mind when using the logo. If your using the logo for paid advertising,( billboards, signage, newspaper) please send proofs to [nicola@albertaagsocieties.ca](mailto:nicola@albertaagsocieties.ca) for approval.**

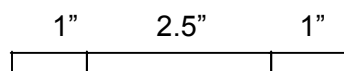
### Guidelines

The logo, or signature, primarily consists of the wordmark, which is “Alberta Open Farm Days” in all caps. The emphasis of the word ‘open’ highlights that brand attribute.

Wordmark: **ALBERTA  
OPEN  
FARM DAYS**

The logo has a flexible boundary around the wordmark. It is often in a square box, but can be reversed with the wordmark alone on a white or transparent background, or white on a colour band or background with additional information (i.e. dates or web address). When in a square box, it should rarely standalone but rather be a piece of a larger pattern, keeping the overall design away from feeling too boxed in.

If the wordmark is in a square box, the boundary should be a ratio of approximately 1:2.5. (I.e. if wordmark text is 2.5”, then the distance between the wordmark and edge of the square should be 1”). Avoid a smaller ratio as the tighter the boundary, the less open the feel. If the logo is small and the wordmark becomes too difficult to read, better to not use the square logo variation.



minimum size 0.75” wide



**Our logo is one of our most visible and valuable assets. Please respect it.**



= Height of O

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the Alberta Open Farm Days logo is defined as the height of the block O in Open. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



**Do not:**

1. alter the logo in any way.
2. use any part of the logo, as part of another word.
3. redesign, redraw, animate, modify, distort, or alter the proportions of the logo.
4. surround the marks with—or place in the foreground over—a pattern or design.
5. rotate or render the marks three-dimensionally.
6. add words, images, or any other new elements to the logo.
7. replace the approved typeface with any other typeface.
8. enclose the logo in a shape or combine it with other design elements or effects.
9. modify the size or position relationship of any element within the logo.
10. add additional copy to the logo.

## Alberta Open Farm Days Official Colours



**Blue:** Pantone 5483  
R79 G134 B142  
C65 M11 Y25 K27

**Orange:** Pantone 7417  
R224 G78 B57  
C1 M83 Y85 K0

**Yellow:** Pantone 7403  
R238 G212 B132  
C1 M11 Y58 K2

