

Canadian Farm Business
Management Council



Conseil canadien de la gestion
d'entreprise agricole

Visual Standards Manual

MAINTAINING A
CORPORATE IDENTITY

Maintaining a corporate identity

The corporate wordmark of CFBMC is designed to convey a sense of who we are and whom we serve. As agricultural specialists, we bring a wealth of information and support to the industry across Canada. The image of the barn is quintessentially Canadian. The sun rising over the building denotes a bright horizon for everyone involved in making his or her living off the land. The rolling landscape in the foreground represents the changing face of agriculture.

We have established these visual standards to make it easy to conform to corporate standards and to eliminate any confusion over what's acceptable usage and what isn't.

If you have any questions regarding the use of these standards, or require an interpretation for a specific design situation, please call one of the numbers listed on the back cover.

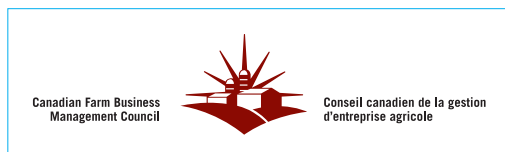
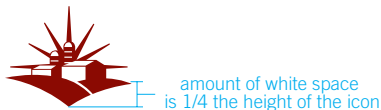
Wendell Joyce
Executive Director
Canadian Farm Business Management Council

Corporate wordmark guidelines

Wordmark refers to the combination of the icon and signature. The CFBMC icon and the words “Canadian Farm Business Management Council/Conseil canadien de la gestion d’entreprise agricole” are the primary elements of CFBMC’s visual identity program.

GUIDELINES FOR USE

- The relationship of the icon to the type – their relative proportions and placement – must not be altered in any way.
- As shown, a variety of wordmark options are available, making it quite flexible for different applications. The wordmark is available in PMS and CYMK colours (for coated and uncoated stock options), and in black and reverse applications.
- The wordmark must have sufficient clear space around it. The wordmark should be surrounded by an area of white space equal to one-quarter of the height of the icon (see illustration below).
- Minimum size of wordmark is such that the icon is not less than 1/2” in height.



CFBMCBiLing_01 (Various).eps



CFBMCBiLing_02 (Various).eps



CFBMCBiLing_03 (Various).eps



CFBMCEng_04 (Various).eps

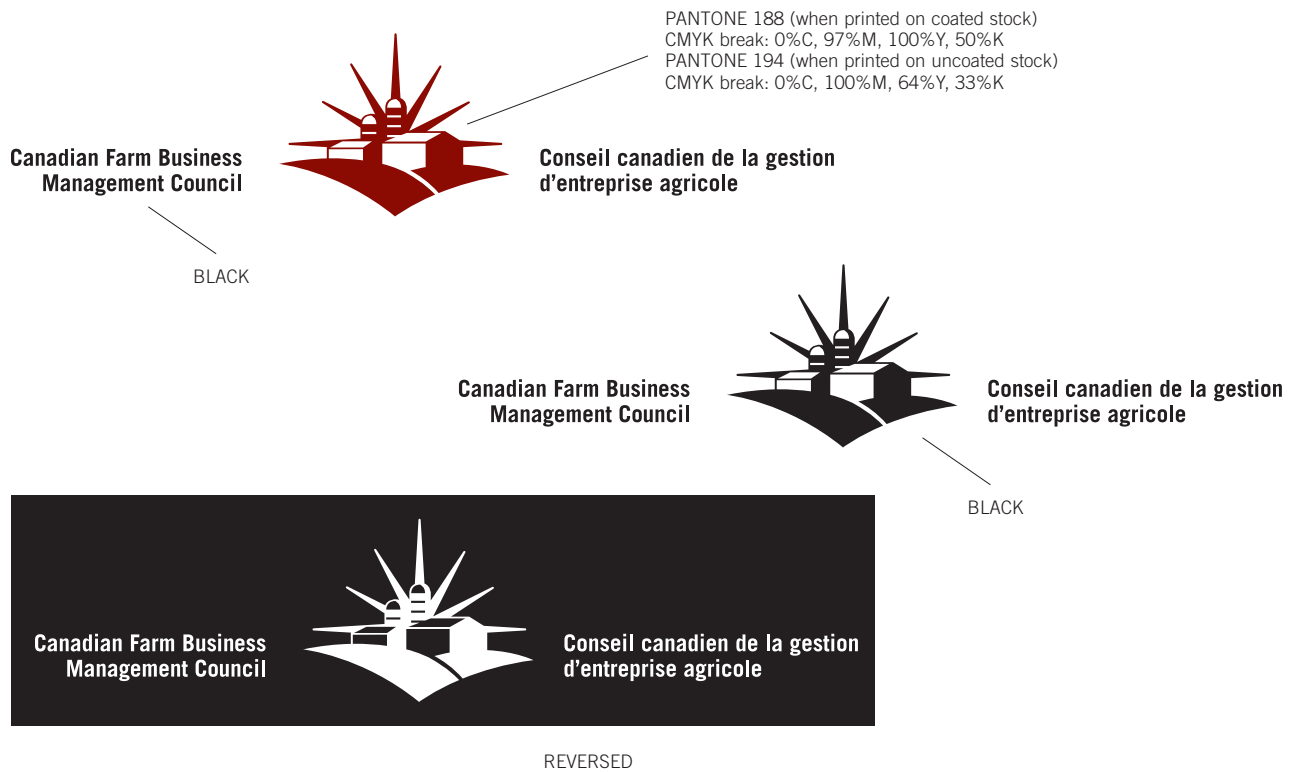


CFBMCFre_05 (Various).eps



Corporate colour guidelines

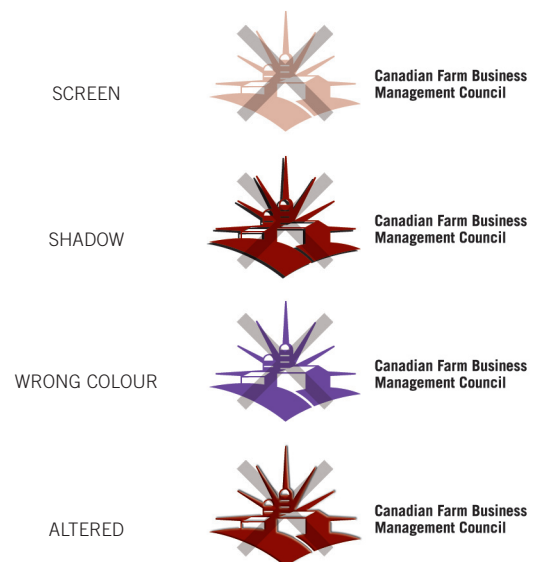
- When colour is being used, the icon should be **Pantone 188** (when printed on coated stock) or **Pantone 194** (when printed on uncoated stock) and the type must be black. Process colour breaks of the PMS colours may be used when printing 4-colour. The colour breaks are: Pantone 188 – 0%C, 97%M, 100%Y, 50%K; Pantone 194 – 0%C, 100%M, 64%Y, 33%K.
- In cases where colour is not being used, the entire wordmark may be black.
- Printing on paper stock other than white should be avoided because of the potential for colour distortion or lack of contrast.
- The entire wordmark may be reversed out as white when printing on a solid colour field.



What not to do

VISUAL IDENTITY MISTAKES TO AVOID

- The wordmark cannot be combined with any other design mark. Guidelines on spacing apply.
- The digital version of the wordmark must be used.
- The wordmark may not be modified or embellished in any way.
- Colours other than those specified (Pantone 188 for the icon on coated stock, Pantone 194 for the icon on uncoated stock) cannot be used.
- Do not screen back the icon (for primary use).
- Do not use any type of drop shadow or Photoshop effect on the icon.
- Do not reverse the icon and type colours.



Partnership logo placement guidelines

GUIDELINES FOR USE

- The wordmark must have sufficient clear space around it.
- Vertically, the spacing between the CFBMC wordmark and partner logo is one-quarter of the height of the CFBMC icon.
- Horizontally, the spacing between the CFBMC wordmark and partner logo is one-half of the width of the CFBMC icon.

Agriculture and Agri-Food Canada and Canada logos are used on this page as example partner logos only to demonstrate spacing. Please consult with CFBMC to determine the appropriate use of CFBMC, Agriculture and Agri-Food Canada and Canada logos at all times.

Logo arrangement 1



Logo arrangement 2



Logo arrangement 3



Logo arrangement 4



Logo arrangement 5



Corporate stationery guidelines

Stationery plays an important role in the corporate identity program. These guidelines should be followed whenever possible.

LETTERHEAD

- The address information on page 1 is **Trade Gothic Bold** 8/10 pt.
- For business correspondence the font **Adobe Garamond** should be used, appropriately sized (10/13 pt preferred).
- The Web address is **Trajan Bold** 9 pt at a height of 90%.
- All letterhead should be printed on 70 lb. text Mohawk Superfine UltraWhite Smooth.
- The icon and Web address are Pantone 194.
- The CFBMC name, address and telephone information are black.
- The icon in the background is 3% black.

BUSINESS CARD

- The personal name is **Trajan Regular** 9/9 pt at a height of 90% with an after paragraph spacing of .0625".
- The education is **Trade Gothic Bold** 5/9 pt.
- The position is **Trade Gothic Bold** 6.5/8 pt with an after paragraph spacing of .125".
- The phone and fax information is **Trade Gothic Bold** 6.5/8 pt with the extensions/descriptors at 5 pt. Last line after paragraph spacing is .0625".
- The address information is **Trade Gothic Bold** 6.5/8 pt. Last line after paragraph spacing is .0625".
- Email information is **Trade Gothic Bold** 6.5/8 pt. Last line after paragraph spacing is .0625".
- The Web address is **Trajan Bold** 7/8 pt at a height of 90%.
- Business cards should be printed on Centura Silk 100 lb. cover.
- The icon is Pantone 188. The type is reversed out of black.



50% ACTUAL SIZE

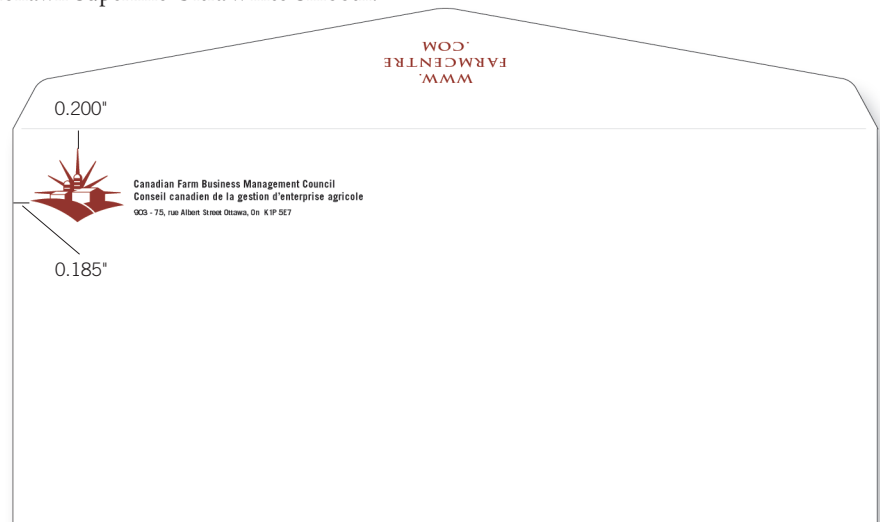


Corporate stationery guidelines Continued

#10 ENVELOPE

The clear space around the wordmark should be consistent with all other documents.

- When the wordmark is placed, the CFBMC name should be the equivalent of **Trade Gothic Bold 8 pt.**
- The address information is **Trade Gothic Bold 6 pt.**
- The Web address font is **Trajan Bold 10/12 pt** at a height of 90%.
- #10 envelopes should be printed on Mohawk Superfine UltraWhite Smooth.
- #10 window envelopes should be printed on White Wove.
- The icon and Web address are Pantone 194.
- The CFBMC name and address information are black.



50% ACTUAL SIZE



Canadian Farm Business Management Council
Conseil canadien de la gestion d'entreprise agricole
903 - 75, rue Albert Street, Ottawa, On K1P 5E7

12" X 9" ENVELOPE

The clear space around the wordmark should be consistent with all other documents.

- When the wordmark is placed, the CFBMC name should be the equivalent of **Trade Gothic Bold 9.5 pt.**
- The address information is **Trade Gothic Bold 7.25 pt.**
- The Web address font is **Trajan Bold 10/12 pt** at a height of 90%.
- 12" x 9" envelopes should be printed on White Wove.
- The icon and Web address are Pantone 194.
- The CFBMC name and address information are black.

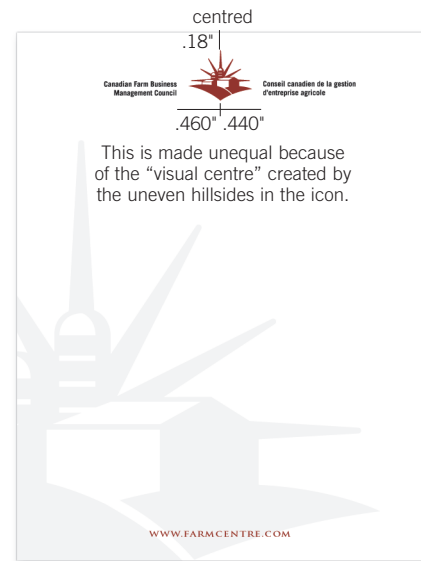
WWW.FARMCENTRE.COM

Corporate stationery guidelines Continued

NOTEPAPER

- The Web address font is **Trajan Bold** 6/7 pt at a height of 90%.
- The icon and Web address are Pantone 194.
- Notepaper should be printed on 60 lb. text Mohawk Superfine UltraWhite Smooth.
- The CFBMC name is black.
- The icon in the background is 3% black.

50% ACTUAL SIZE



Corporate paper stock guidelines

Paper stock is an integral part of corporate identity. Although subtle, it conveys an important message in and of itself.

- All letterhead should be 70 lb. text Mohawk Superfine UltraWhite Smooth.
- Business cards should be Centura Silk 100 lb. cover.
- #10 envelopes should be Mohawk Superfine UltraWhite Smooth.
- #10 window and 12" x 9" envelopes should be White Wove.
- Notepaper should be 60 lb. text Mohawk Superfine UltraWhite Smooth.

Farmcentre.com wordmark guidelines

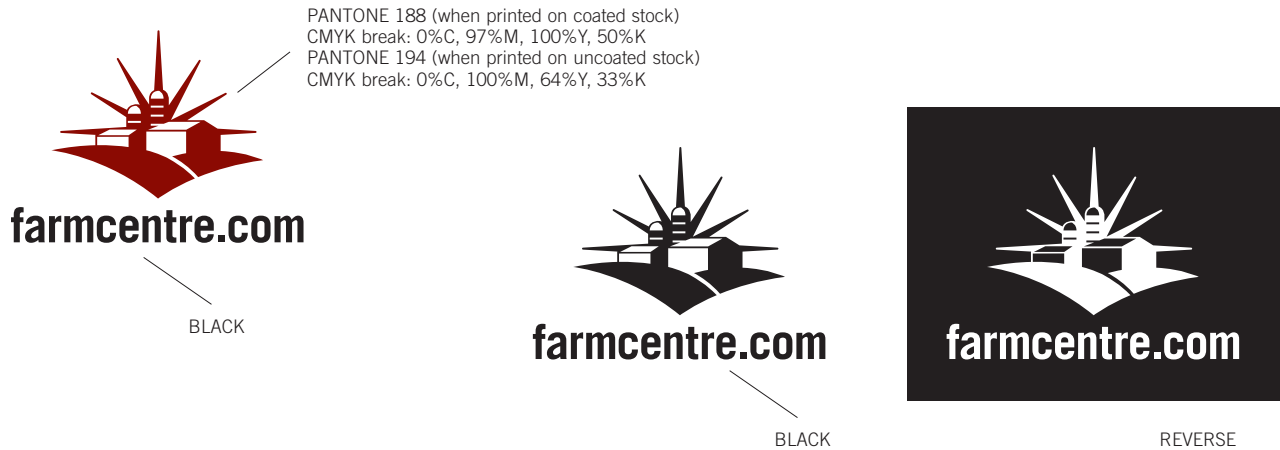
GUIDELINES FOR USE

- The relationship of the icon to the type – their relative proportions and placement – must not be altered in any way.
- The wordmark is available in PMS and CMYK colours (for coated and uncoated stock options), and in black and reverse applications.
- The wordmark must have sufficient clear space around it. The wordmark should be surrounded by an area of white space equal to one-quarter of the height of the icon (see illustration at right).
- Minimum size of wordmark is such that the icon is not less than 1/2" in height.



Corporate colour guidelines

- When colour is being used, the icon should be **Pantone 188** (when printed on coated stock) or **Pantone 194** (when printed on uncoated stock) and the type must be black. Process colour breaks of the PMS colours may be used when printing 4-colour. The colour breaks are: Pantone 188 – 0%C, 97%M, 100%Y, 50%K; Pantone 194 – 0%C, 100%M, 64%Y, 33%K.
- In cases where colour is not being used, the entire wordmark may be black.
- Printing on paper stock other than white should be avoided because of the potential for colour distortion or lack of contrast.
- The entire wordmark may be reversed out as white when printing on a solid colour field.



What not to do

VISUAL IDENTITY MISTAKES TO AVOID

- The wordmark cannot be combined with any other design mark. Guidelines on spacing apply.
- The digital version of the wordmark must be used.
- The wordmark may not be modified or embellished in any way.
- Colours other than those specified (Pantone 188 for the icon on coated stock, Pantone 194 for the icon on uncoated stock) cannot be used.
- Do not screen back the icon (for primary use).
- Do not use any type of drop shadow or Photoshop effect on the icon.
- Do not reverse the icon and type colours.



Promotional material

When creating brochures, text books and other collateral materials, follow these basic guidelines for font style and size:

- Head is **Trade Gothic Bold** 18/20 pt, with a before paragraph spacing of .125" and an after paragraph spacing of .175".
- Subhead is **Trajan Bold** 10/12 pt at a height of 90%, with a before paragraph spacing of .05" and an after paragraph spacing of .05".
- Body copy is **Adobe Garamond** 9.5/12 pt, with an after paragraph spacing of .1".
- Body copy bold is **Trade Gothic Bold** 9.5/12 pt.
- Body copy bullet points are **Adobe Garamond** 9.5/12 pt, with an after paragraph spacing of .05" (last bullet point: after paragraph spacing of .1"), and a .094" tab.
- Body copy bullet point bold is **Trade Gothic Bold** 9.5/12 pt.

NOTE: Font sizes can be adjusted depending on the size of the promotional material being produced, eg. trade show displays.

WORDMARK PLACEMENT

Consistent placement of the wordmark on all CFBMC materials reinforces the CFBMC brand. Where possible, when the icon is at the centre of the wordmark, place the wordmark at the top, centre of the layout. When the icon is at the left of the wordmark, place the wordmark in the top, left corner.

Top, centre placement



Top, left placement



COLOUR PALETTE

Primary colours to be used throughout any promotional materials are the CFBMC wordmark colours: Pantone 188 (Pantone 194 for uncoated stock) and black.

Secondary or support colours to be used are:

Pantone 876 Bronze metallic (or the 4-colour equivalent – 30%C, 50%M, 85%Y, 0%K)

Pantone 1545 (or the 4-colour equivalent – 0%C, 53%M, 100%Y, 72%K)

Pantone 7500 (or the 4-colour equivalent – 0%C, 2%M, 15%Y, 3%K)

Secondary colours may be derived from a partner logo as long as it complements the CFBMC wordmark.

NOTE: All promotional material should be created in consultation with CFBMC.

Graphic files

Graphic files for all approved CFBMC wordmarks and Canada logos are available in JPEG and EPS file formats at <http://www.farmcentre.com/english/aboutus/identification.htm>. If you have any questions regarding wordmarks, wordmark placement or appropriate fonts, please do not hesitate to contact us.

Need to know more?

For additional information on Canadian Farm Business Management Council's visual identity standards, contact:

Susy Kilby, Project Manager

613.237.9060 ext 31

1.888.232.3262

susy@cfbmc.com

www.farmcentre.com