Ontario Trillium Foundation

Ontario
Trillium
Foundation

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Fondation
Trillium
de l'Ontario

Visual Identity

Contents

The Ontario Trillium Foundation Visual Identity

Welcome to the Ontario Trillium Foundation's (OTF) Visual Identity guide. As one of Canada's leading grant makers, OTF works to build healthy and vibrant communities across Ontario and each year invests in hundreds of projects in the province.

As part of this work, we work to ensure we are building trust, engagement, inclusiveness and that this is reflected in the OTF brand. OTF's visual identity is an important component of OTF's brand. How we use our visual identity helps to guide how we communicate about our work to audiences and stakeholders and specifically the non-profit sector in Ontario. An aspect of that is ensuring clear communication of who we are and what we do.

This document is a resource to provide direction on how we use the OTF visual identity to communicate about our brand with our stakeholders. It also provides the necessary guidelines to assist grantees and partners in how they use OTF's visual identity as part of working with OTF.

This can be used by organizations, grantees and partners to guide their usage of the OTF visual identity including for grant recognition activities, documents, promotions and more. However, note that OTF requires final approval of any usage. Please contact communications@otf.ca for further details.

What are our aims with this document?

In any communications, OTF seeks to reflect and maintain a clear visual identity through:
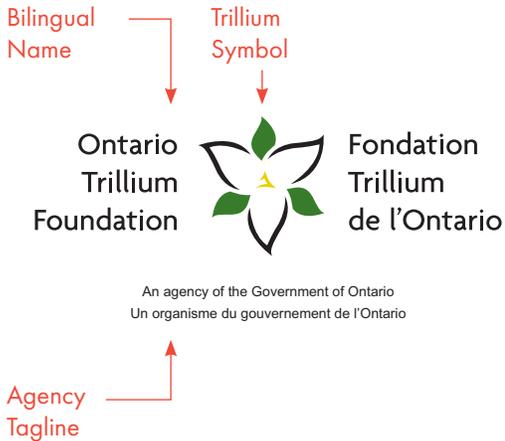
- **Consistency:** Reflecting and communicating a consistent brand and visual identify in the use of all visual elements supports how we achieve our mission and our work in communities across Ontario. The guidelines provide direction on how we can maintain a consistent approach in the use of visual elements, both internally and externally. Consistency is also critical across all forms of communication including website, social media, community outreach and more.

- **Diversity, Equity and Inclusion:** OTF works to ensure our commitment to diversity, equity and inclusion is reflected across our content and imagery. We strive to reflect all the communities that we support and invest in. OTF's communications also follow relevant directives and guidelines including those set out by the French Language Service Act (FLSA) and Accessibility for Ontarians with Disabilities Act (AODA).

- **Building Trust:** OTF is committed to transparency and using OTF's visual identity in appropriate and relevant communications ensures audiences and stakeholders can see how and where OTF invests across Ontario.

- **Community Engagement:** OTF engages community-based organizations and communities in many ways to inform on and support the application process.

- **Government alignment:** Our brand communications and visual cues allow us to clearly identify our role as an agency of the government of Ontario and aligns with government priorities.

- **A unique voice:** OTF has a unique role investing in non-profit organizations across the province and continues to build this role as one of the leading grantors in Canada.

For more information about or assistance with OTF's visual identity and these guidelines, please contact communications@otf.ca

Preferred Horizontal

Bilingual Name

Trillium Symbol

Ontario Trillium Foundation · **Fondation Trillium de l'Ontario**

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Agency Tagline

Preferred Vertical

Ontario Trillium Foundation

Fondation Trillium de l'Ontario

An agency of the Government of Ontario
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OTF logo is comprised of multiple elements including our bilingual name, a trillium symbol and the "Agency of the Government of Ontario" tagline. All of these elements must be used when placing our logo.

OTF logo is available in multiple versions. The preferred version (full colour) should be used whenever possible. Either horizontal or vertical format may be used.

Downloads

To download copies of our logo, go to otf.ca/otf-logo.

Alternative Logo Versions

Ontario Trillium Foundation · **Fondation Trillium de l'Ontario**

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Our black- and white-only (reverse) versions are for use on applications where the preferred full-colour version is not suitable or the reproduction process does not support multiple colours.

No other colour may be substituted for black or white with these versions of our logo.
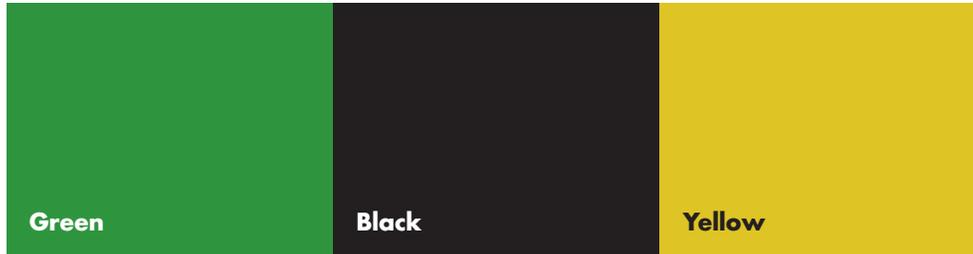
Logo File Formats

OTF logo is available in multiple files types suited to print or digital reproduction including .EPS, JPG, and .PNG formats.

OTF's logos and slogans are registered and unregistered trademarks of OTF. Any reproduction of these logos and slogans, other than with OTF's prior express written permission, is strictly prohibited.

Logo Colours

Green	Black	Yellow

	Green		Black		Yellow
PANTONE	363 CP	**PANTONE**	N/A	**PANTONE**	606 CP
CMYK	76 / 3 / 100 / 19	**CMYK**	0 / 0 / 0 / 100	**CMYK**	0 / 6 / 100 / 16
RGB	76 / 140 / 43	**RGB**	0 / 0 / 0	**RGB**	207 / 181 / 0
HEX	4C8C2B	**HEX**	000000	**HEX**	CFB500

Our preferred logo uses three colours. No other colours may be used or substituted for these colours.

Pantone and CMYK (Cyan/Magenta/Yellow/Black) colours refer to printing inks. RGB colours are typical to video and multimedia useage. HEX (Hexidecimal) colours are used in web applications.

Minimum Allowable Size
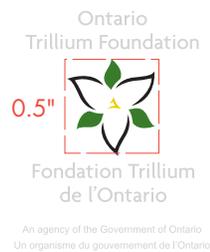
To protect the legibility of all visual elements that comprise our logo, it must not be reproduced smaller than the allowable limit.

Logo Safe Zone

A safe zone around our logo protects its integrity. The safe zone is described as a space equal to the height of one of the green leaves in our trillium symbol.

Logo Restrictions

✖ Do not alter proportions

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✖ Do not use without the tagline

Ontario Trillium Foundation

Fondation Trillium de l'Ontario

✖ Do not change the colours

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✖ Do not rearrange any elements

Ontario Trillium Foundation

Fondation Trillium de l'Ontario

✖ Do not remove any language

Ontario Trillium Foundation

An agency of the Government of Ontario

✖ Do not place on a busy background

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Ontario Trillium Foundation
Visual Identity

Primary Palette

Green

PANTONE	363 CP
CMYK	76 / 3 / 100 / 19
RGB	76 / 140 / 43
HEX	4C8C2B

Dark Grey
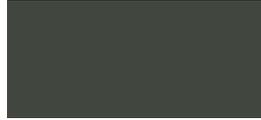
PANTONE	418 CP
CMYK	38 / 26 / 40 / 72
RGB	81 / 83 / 74
HEX	51534A

Bahama Blue

PANTONE	7468 CP
CMYK	90 / 18 / 7 / 29
RGB	0 / 115 / 152
HEX	007398

Burgundy

PANTONE	689 CP
CMYK	24 / 89 / 5 / 37
RGB	137 / 59 / 103
HEX	893B67

Tangerine

PANTONE	144 CP
CMYK	0 / 51 / 100 / 0
RGB	247 / 146 / 30
HEX	F7921E

Yellow

PANTONE	606 CP
CMYK	0 / 6 / 100 / 16
RGB	207 / 181 / 0
HEX	CFB500

OTF's primary colour palette should take prominence in design applications.

Accent colours are to be in a secondary or complimetary capacity.

Accessible compliant colours have been chosen to meet AODA requirements.

Note that not all potential compliant combinations have been demonstrated below. To determine if your chosen colour combination will meet AODA compliance, you can test the colours with a contrast checker tool such as the WebAIM tool at https://webaim.org/resources/contrastchecker/

Accent Colours

Light Green

PANTONE	375 CP
CMYK	46 / 0 / 90 / 0
RGB	151 / 215 / 0
HEX	97D700

Light Blue

PANTONE	3105 CP
CMYK	44 / 0 / 11 / 0
RGB	104 / 210 / 223
HEX	68D2DF

Light Yellow

PANTONE	602 CP
CMYK	5 / 0 / 55 / 0
RGB	240 / 232 / 123
HEX	F0E87B

Deep Blue

PANTONE	295 CP
CMYK	100 / 69 / 8 / 54
RGB	0 / 40 / 85
HEX	002855

Watermelon

PANTONE	179 CP
CMYK	0 / 87 / 85 / 0
RGB	224 / 60 / 49
HEX	E03C31

Eggplant

PANTONE	7644 CP
CMYK	5 / 81 / 0 / 79
RGB	88 / 45 / 64
HEX	582D40

Compliant Accessible Colours (with white text)

Dark Grey	Black
Burgundy	Eggplant
Bahama Blue	Deep Blue
Green	

Compliant Accessible Colours (with black text)

Light Green	Light Blue
Tangerine	Yellow
Watermelon	Light Yellow

Primary

Futura PT

Aa1

Joanna Sans Nova

Aa1

Futura PT and Joanna Sans Nova can be accessed through the Adobe Typekit library.

https://fonts.adobe.com/typekit

Substitute

Arial

Aa1

Arial is readily accessible across multiple platforms making it ideal for a wide range of applications.

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When referring to the **Ontario Trillium Foundation**, always start with the full name. If you plan to repeat the name often in the same document, you can include the acronym—**OTF**—in parathesis to clearly indicate the relation prior to using the acronym. Notice that we do not use the word 'the' before the acronym.

For example:

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF cares about healthy and vibrant communities and creates significant opportunities for positive community change.

Another alternative is using **the Foundation**. In this instance, you would not need to capitalize 'the' unless it starts a sentence.

What should you avoid?

To strengthen our brand and help promote OTF's work, avoid using "Trillium". In Ontario, numerous agencies, hospitals, and community-based organizations use that name, which can create confusion for those looking for the right supports.

Photography

Our mission is people-focused. Our photography should capture this and how we celebrate the communities that benefit from our work. It should resonate with humanity, vibrancy, friendliness, and professionalism. It should reflect our diverse cultural society and a mix of gender, ethnicity, age, and ability.

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ONTARIO TRILLIUM FOUNDATION

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