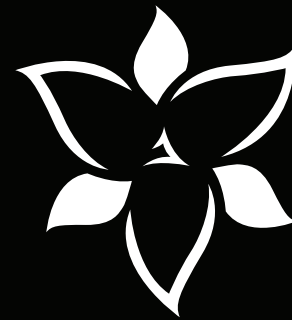


ONTARIO
15010

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

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GUIDE OVERVIEW

This visual identity guide was developed to support recognition of Ontario150 Community Capital Program grants funded by the Government of Ontario and administered by the Ontario Trillium Foundation. It contains valuable information on how to best utilize the logo, along with guidelines as to how the logo should not be used. This guide applies to marketing, communications, event materials, signage and related products.

For more information please contact:

Sara Best
Senior Strategic Communications Advisor
Ontario150 Secretariat
Ministry of Tourism, Culture and Sport
416-314-5330
sara.best@ontario.ca

ONTARIO 150

Ontario150 | Ontario Trillium Foundation
Visual Identity



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LOGO

The logo should appear on any printed materials (such as posters, banners, postcards) and website content developed to promote the funded project.

There are two ways to use the logo, horizontal and vertical – in black and white only.

The logos can also be reversed - for use on black or a dark background.

Important:

Do not alter the logo in any way, shape or form. You must use one of the formats in the attached files and reproduce it exactly to the specifications in this visual identity.

Please do not allow anyone else to use the logo for any purpose.

Positive - Vertical

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Positive - Horizontal

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Negative - Vertical

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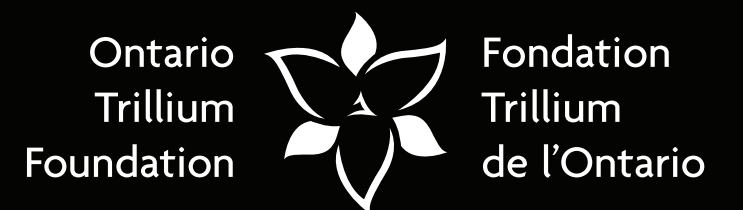


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Negative - Horizontal

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CLEAR SPACE

Clear space represents the area surrounding the logo that must remain free of any other text or graphic elements. The area ensures that headline, text or other visual elements do not encroach on the logo.

Logo bordered by the minimum amount of clear space:



LOGO DON'TS

The logo is the key element of the visual identity. The integrity of the logo should not be modified in any way.



⊗ **Never alter the height or width of the logo**



⊗ **Never distort the shape of the logo**



⊗ **Never place the logo on an angle**



⊗ **Never add effects to the logo**



⊗ **Never separate the logos**



⊗ **Never add colours to the logos**

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