



**FERTILIZER CANADA**  

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**FERTILISANTS CANADA**

## **Brand Identity Guidelines**

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Presented by:



The Fertilizer Canada logo is the graphic representation of Fertilizer Canada and the values for which they stand. It identifies them to the world, sending a clear and positive message. Position, size, and colour, along with the spatial and proportional relationships of the logo elements are predetermined and should not be altered. To ensure consistent representation of their brand identity always use high-quality vendors and reproduction methods.

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Fertilizer Canada has a graphic identity and a corporate brand known as the “Fertilizer Canada Brand Experience.” Fertilizer Canada’s graphic identity is just one element of the corporate brand. This is a guide to the basic elements that make up their identity.

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# Overview

Fertilizer Canada has a graphic identity and a corporate brand known as the “Fertilizer Canada Brand Experience.” Fertilizer Canada’s graphic identity is just one element of the corporate brand.

By keeping consistent with one graphic format, Fertilizer Canada’s brand and identity are strengthened. Please keep this in mind when placing the Fertilizer Canada logo on documents and other printed material.

Basic logo colours are Green PMS 356 and Gold PMS 1255. The preferred background is a light field.

The “X” length, measured as the width of the “C” in Fertilizer Canada, is the unit of measurement that defines the white space surrounding the logo on all four sides. Leave this minimum space to avoid other elements from interfering with the logo.

## Horizontal Logo



## Vertical Logo



# Logo Variations

The Fertilizer Canada logo has a multitude of variations: English, French and Bilingual, as well as in Horizontal and Vertical orientations. The preference is to use the bilingual logo only, with the orientation depending on what is best for the application. For example - where vertical space is minimal (such as the website header, leaderboard advertisement etc.), use the horizontal logo. Where horizontal space is minimal (such as a vertical banner or advertisement), use the vertical logo. If there is any doubt, please confer with Fertilizer Canada.

## Vertical Logo Variations



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## Horizontal Logo Variations



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# Logo Mark Treatment

The Fertilizer Canada logo mark (the 'leaf') can be used as a watermark on print and digital products. It can be used in one and two colour variations. The use of the logo mark must always be approved by a Fertilizer Canada representative before going to press or going live.

## Logo Mark Treatment Examples

### Business Card



### Kit Folder



# Colour Logo

## Acceptable Usage

Use only the established logo files provided by Fertilizer Canada or Baytek.  
DO NOT recreate any logos.

- Colours:
  - Green PMS 356
  - Gold PMS 1255
- Should preferably be used on a light background in order to provide contrast and retain its strong clear properties
- When resizing the logo, please ensure to keep the same width and height ratio as provided
- The smallest allowable size is 1¼ inches wide

## Unacceptable Usage

- A With a drop shadow
- B With a white glow
- C With any of its elements missing
- D Against any dark colour
- E In a stretched or distorted format
- F With any variations of its elements

As a general rule, only Fertilizer Canada is allowed to use the Fertilizer Canada logo to represent its products and services. In some instances, third parties may be allowed to use the Fertilizer Canada logo, but these requests must go through Fertilizer Canada for approval, and a formal written agreement must be signed. If you have any questions about the use of the Fertilizer Canada logo, in any form, please contact Fertilizer Canada.



# White Logo

## Acceptable Usage

Use only the established logo files provided by Fertilizer Canada or Baytek. DO NOT recreate any logos.

- When using the logo in a non two-colour print job
- Can be used against any gray or colour background above 50%

## Unacceptable Usage

- Against any colour or gray background below 50%
- With any of it's elements missing
- With any variation of the Fertilizer Canada text



# Black Logo

## Acceptable Usage

Use only the established logo files provided by Fertilizer Canada or Baytek. DO NOT recreate any logos.

- When using the logo in a non two-colour print job
- Can be used against any gray or colour background below 50%

## Unacceptable Usage

- Against any colour or gray background above 50%
- With any of its elements missing
- With any variation of the Fertilizer Canada text

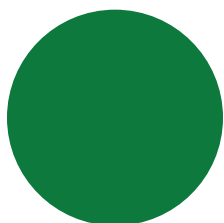


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# Corporate Colours

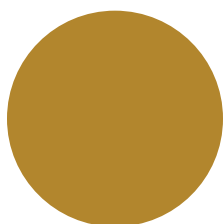
Continuity of the flavour of the brand is achieved by using the specific palette prescribed here. Always use these colours for the signature, field and typography. In lieu of the Fertilizer Canada colour palette, you may use the PANTONE® swatches listed below (Note: Colours may vary depending on the type of display or printing you are using).

## Fertilizer Canada Green



Pantone 356 C  
CMYK 96|27|100|15  
RGB 0|120|63  
HEX #00783F

## Fertilizer Canada Gold



Pantone 1255 C  
CMYK 29|45|100|7  
RGB 176|133|45  
HEX #B0852D



# Corporate Fonts

The consistent use of the Fertilizer Canada typefaces provides continuity to the voice of all the written materials.

## Headers/Programs

### Roboto Slab - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

### Roboto Slab - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Body Text

### Helvetica Neue - Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

### Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Body Text (Condensed)

### Helvetica Neue - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

### Helvetica Neue - Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

# Reproduction Files

## What type of image is it?

Is it a photographic image with continuous tones or is it a graphic image with solid colour, crisp edges, and line art?

## How is it going to be reproduced?

Professional printing, office printing, and screen display have different file requirements. Some documents may be viewed on screen or printed out.

## What colour space is needed?

Colour information is included in a file and interpreted by the output device.

Professional printing techniques use spot colour inks (such as Pantone ) or four-colour process inks, which builds colour out of cyan, magenta, yellow, and black (CMYK). Colour inkjet or laser printers use CMYK toner.

Screens display colour with red, blue and green points of light (RGB). Hex numbers designate RGB colours for HTML code.

## What program is being used?

It is important to know the program being used to ensure compatibility and to facilitate use of vector artwork whenever possible.

## I can't open it!

Unless you are going to modify the artwork in a design program, image files should be inserted or placed not opened.

## I can't find it!

Files should be named as concisely and informatively as possible so they can be understood at a glance. Consistency is imperative for grouping common attributes and distinguishing unique ones.

# File Format Basics

## Vector graphics

Vector graphics are hard-edged images created in a drawing program. Because they are based on mathematically defined lines and curves, they can be manipulated and scaled without losing reproduction quality.

*EPS (Encapsulated PostScript)*

Vector graphics created in a drawing program are saved or exported as EPS files so that they can be placed into other applications.

The highest-quality output for graphic images with hard edges.

Printers must have Adobe PostScript.

When vector graphics are saved as TIFF, JPEG, or other bitmap file format, the hard-edged lines and curves are converted to pixels.

EPS files created in Adobe Photoshop are bitmap images and will have a loss of clarity when scaled or printed.

## Raster or bitmap images

Raster or bitmap images are continuous-tone images that are constructed as a continuous mapping of pixels. These images cannot be scaled, rotated, or skewed outside of an image-editing application without the loss of reproduction quality.

*TIFF (Tag Image File Format)*

Highest-quality output for photographic images

Best bitmap version of hard-edged graphics-alternative to EPS when an Adobe PostScript printer is unavailable.

Convenient for exchanging image files between computer platforms.

*JPEG (Joint Photographic Experts Group)*

Compressed file format for on-screen viewing of continuous-tone photographs

Compression adds “artifacts” and smears text, lines and edges

Not suitable for printing

*GIF (Graphics Interchange Format)*

Compressed file format for on-screen viewing of graphics and images in HTML.

Not suitable for printing

(These are just a sample of the most widely used formats)

## Resolution

The resolution of digital imagery is measured in pixels per inch (ppi), the digital equivalent of dots per inch (dpi). The end use of the image is critical for determining the optimum resolution.

For printing the higher the resolution the more detail and clarity there is to the image, and the larger the file is in terms of memory. Offset printing typically requires 300 ppi resolution.

For screen display, the pixels in the image map directly to the pixels on the screen. Images for screen display should be 72 ppi (MAC) or 96 ppi (PC), but the physical dimensions will be affected by the resolution of the display itself.

## File naming conventions

Filenames should not have more than fifteen characters plus a three-letter file extension (.eps, .jpg, .gif, .doc) indicating what type of file it is.

Do not use uppercase, spaces, or special characters, such as “\ / : \* < > ? | . Use a period only before the file extension suffix.

Create a system for organizing and identifying those variations of the artwork that are required for different applications, such as signature, colour, subbrand entity, and file format.

File Format Matrix		Photographic images with continuous tones	Graphic images with hard edges
Printing	<b>Design Software</b> Adobe Illustrator, Macromedia Freehand, CorelDRAW, QuarkXpress, Adobe InDesign	JPEG	EPS
	<b>Office Software</b> Microsoft Word, Microsoft Excel	JPEG	PNG Converts vector graphic to bitmap image
Screen	<b>Design Software</b> Adobe ImageReady, among others	JPEG	PNG
	<b>Office Software</b> PowerPoint	JPEG	PNG
Web	Corporate Website	JPEG	SVG/PNG

# Contact

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