Ontario's South West

Shaped by nature

Graphic Standards
Users Manual

(February, 2012)

Horizontal Version

(Preferred)

Vertical Version

(Optional)

Wordmark

Icon

Tagline

Ontario's Southwest
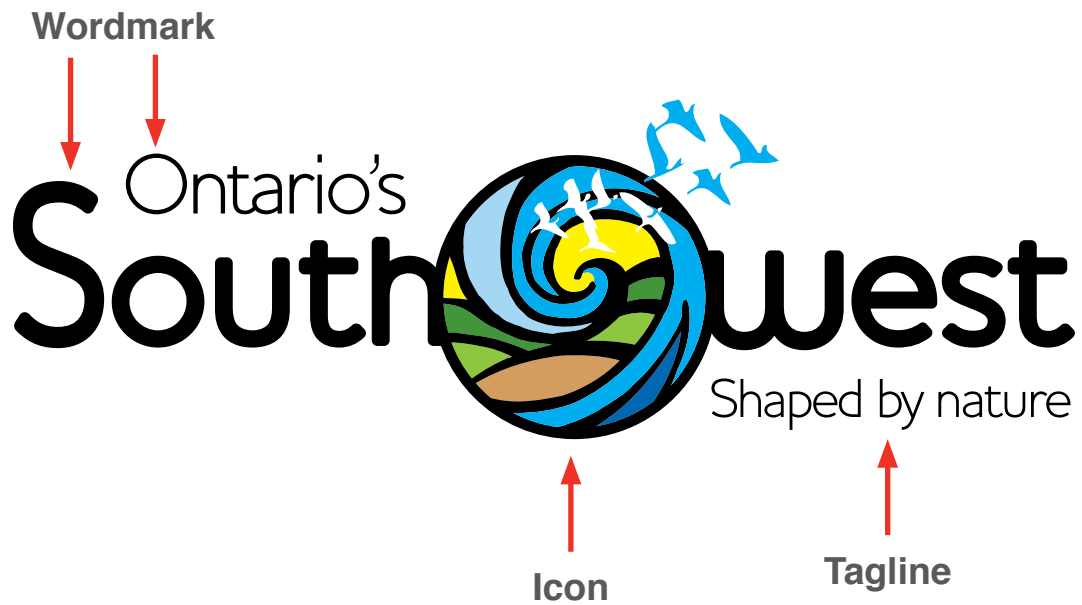
Shaped by nature

The Exclusion Zone

The OSW logotype must be reproduced with a clear area around it which is free from other graphic elements.This area is known as the **exclusion zone**. This area is equal on all 4 sides and measured to the hight of the letter "S" from word Southwest in the OSW workmark.

Minimum Sizing

(Horizontal Version)

The minimum width in any application should be no smaller than 1.5" wide as shown above.

Minimum Sizing

(Vertical Version)

The minimum width in any application should be no smaller than 1" wide as shown above.

Brand Fonts

Print Fonts

Lorem ipsum dolor sit amet } Level 1 Header
Houschka Light

consectetur adipiscing elit } Level 2 Header
Houschka Bold

Maecenas lobortis, est ac condimentum eleifend, nisi risus interdum nisl, sit amet porttitor est turpis fermentum leo. Donec a quam eget diam ultrices eleifend. In eget molestie magna. Sed blandit ipsum eu lorem pulvinar nec posuere ligula pulvinar. } Body Copy
Helvetica Regular

Web Fonts

Lorem ipsum dolor sit amet } All Headers
Houschka Light

Maecenas lobortis, est ac condimentum eleifend, nisi risus interdum nisl, sit amet porttitor est turpis fermentum leo. Donec a quam eget diam ultrices eleifend. In eget molestie magna. Sed blandit ipsum eu lorem pulvinar nec posuere ligula pulvinar. } Body Copy
Tahoma

Solid Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0

Pantone 363C
C=68 M=100 Y=24 K=0
R=67 G=149 B=57

Pantone Process Cyan
C=100 M=0 Y=0 K=0
R=0 G=174 B=239

Pantone 376C
C=50 M=0 Y=0 K=100
R=141 G=198 B=63

Pantone 291C
C=33 M=3 Y=0 K=100
R=164 G=215 B=244

Pantone 729C
C=0 M=31 Y=62 K=18
R=211 G=157 B=96

Pantone Process Yellow
C=0 M=0 Y=100 K=0
R=255 G=242 B=0

Pantone 293C
C=100 M=57 Y=0 K=2
R=0 G=103 B=177

Logo Variations

Full-Colour Versions

(with Black Wordmark)

(with Black Wordmark)

(with White Wordmark)

(with White Wordmark)

Grayscale Versions

(with Black Wordmark)

(with Black Wordmark)

Solid Versions

White/Knocked-Out Versions

Preferred Background

Full Colour Version
(with Black Wordmark)

Full Colour Version
(over Pantone Process Cyan)

Full Colour Version
(over Pantone Process Yellow)

Full Colour Version
(over Pantone 376)

Full Colour Version
(over Pantone 729)

Full Colour Version
(with White Wordmark)

Full Colour Version
(over Pantone 293)

Full Colour Version
(over Solid Black)

Full Colour Version
(over Pantone 376)

Full Colour Version
(over Pantone 729)

Grayscale/Monotone Version

Full Colour Version
(over Pantone 363)

Full Colour Version
(over Pantone Process Cyan)

Full Colour Version
(over Pantone Process Yellow)

Full Colour Version
(over Pantone 729)

Background Variations

Solid Black Version
(or any single OSM Brand Colour)

Full Colour Version
(over Pantone Process Cyan)

Full Colour Version
(over Pantone Process Yellow)

Full Colour Version
(over Pantone 376)

Full Colour Version
(over Pantone 729)

White/Knocked-Out Version
(or any single OSM Brand Colour)

Full Colour Version
(over Pantone 293)

Full Colour Version
(over Solid Black)

Full Colour Version
(over Pantone 363)

Full Colour Version
(over Pantone 729)

Incorrect Logo Usage

Never place logo over busy imagery/pattern.

Never cover or obscure logo in any way.

Never change, separate, add to
or remove any elements from logo.

Never distort, squash, stretch or tilt.

Never alter, re-size or substitute
fonts/typefaces included in logo.

Never change the colouring,
shading or opacity levels.