

BRAND *GUIDELINES*

Sweet Grass Contracting Ltd.





EST. 2003

SWEET GRASS

CONTRACTING LTD.



brand keywords

CREDIBLE
QUALITY
GREAT SERVICE
EXPERIENCE
CANADIAN
COMMUNITY
RELATIONSHIPS
GLOBAL REACH

DIRECTION

The typography for Sweet Grass is sans serif and classic in order to reflect your simple & casual brand personality. For tone, photography - primarily photos of light & unsaturated agriculture - will play a major role in showcasing overall messaging, while illustrative details like your globe mark will help showcase what you do as well as create a brand that's really approachable. And finally, the colour palette of teal, gold and warm neutrals maintains brand recognition from the previous logo but conveys a more modern & casual brand.



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PRIMARY LOGO: Your primary logo should be used as often as possible, especially in horizontal spaces such as in the header of your website. I have included colour variations that should suit many different applications, so use the version that offers the most contrast to the background. The minimum size of this logo should ideally be no smaller than 1" wide.



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SECONDARY LOGO: Your secondary logo should be used when the primary logo does not fit, for example in a more vertical/square space. I have included colour variations that should suit many different applications, so use the version that offers the most contrast to the background. The minimum size of this logo should ideally be no smaller than 1“ wide.



MARK(S): Your marks should be used as accents to your main logos. They could be used as accents on your website, arranged into a pattern for packaging, or a faint watermark on a social media post. The first mark could also be used on your social media profile photo rather than the main logos with smaller details. I have included colour variations that should suit many different applications, so use the version that offers the most contrast to the background.



YES



YES: Ample breathing room, no stretching,
nothing added, correct colors, etc.

NO



NO: little breathing room, stretching,
hard to read, incorrect colors.

BEST PRACTICES (1): Your logos and marks should not be altered in any way (ie: stretched or manipulated) from the form in which they were received and should only be used in the color palette provided. This helps ensure consistency. Also, make sure to maintain a strong contrast between brand elements and the background color to ensure readability.



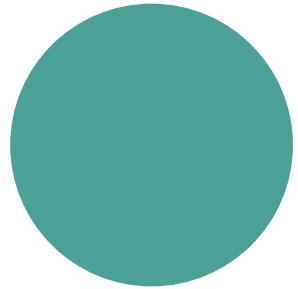
BEST PRACTICES (2): Brand assets can be used on top of photography. For dark photos, use the Cream version of an asset. For light photos, use the Charcoal version of an asset. You'll also want to ensure that 1) the background is dark or light enough for your asset to remain legible and 2) that there's sufficient negative space for the asset to fit and stand out.



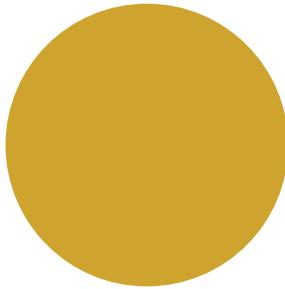
BEST PRACTICES (3): If placing a logo on top of one of your brand colours keep these rules in mind: On a Gold or Aqua background, use the Cream or Charcoal logo version without any colour in the logo. On a Cream or Charcoal background, you can use any of the logo variations, including the colour logos, but make sure you choose the contrasting Cream or Charcoal version.

FILE TYPE	FILE USAGE	COLOR PROFILE	RESOLUTION	BACKGROUND
<i>ai</i>	<i>for print</i>	<i>cmyk</i>	<i>infinite (vector)</i>	<i>transparent</i>
<i>eps</i>	<i>for print</i>	<i>cmyk</i>	<i>infinite (vector)</i>	<i>transparent</i>
<i>jpg</i>	<i>for print</i>	<i>cmyk</i>	<i>300</i>	<i>white</i>
<i>jpg</i>	<i>for web</i>	<i>rgb</i>	<i>144</i>	<i>white</i>
<i>png</i>	<i>for web</i>	<i>rgb</i>	<i>144</i>	<i>transparent</i>

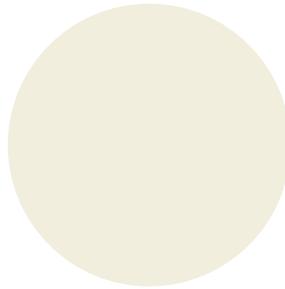
FILE USAGE: AI and EPS files are vector based, which means you can scale them to any size and they will not pixelate. JPG and PNG files become pixelated when they are scaled larger than their original size. JPG files can be used for web or print, so make sure you are using files from the appropriately labeled folder (ie: “for web”). PNG files are used for web only.



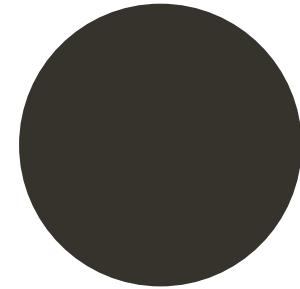
Aqua
#4BA196
c:53 m:0 y:7 k:37



Gold
#CFA42E
c:0 m:21 y:78 k:19



Cream
#F2EEDE
c:0 m:2 y:8 k:5



Charcoal
#35322C
c:0 m:6 y:17 k:79

COLOR USAGE: For standard digital printing, please reference the CMYK values. For anything that you will be using digitally (for web), please reference the HEX values (#xxxxxx) in RGB.



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studio
goldē