



Ontario Summer Brand Guideline

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Branding

Our Brand Identity

The sun

Means Summer of Ontario

CN Tower

Represent sign of Ontario

Airplane

Means Travel



Logo

Primary Version, Clear Space Vertical option

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “O” in the word Ontario Summer determines how large that space should be.



Logo

Minimum Sizes

Minimum sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.



Black - white background



Colorful - white background



Colorful - Gray background



Colorful- black background



Colour: Primary

Our primary colours
are yellow, purple, blue
and green.

Yellow

CMYK: 1/18/99/0
RGB: 255/206/0
ffce00

Blue

CMYK: 70/13/7/0
RGB: 50/173/215
32add7

Purple

CMYK: 26/73/1/0
RGB: 187/99/166
bb63a6

Green

CMYK: 54/11/62/0
RGB: 127/180/129
7fb481

Typography

Typography:

Typography has the power to convey as much emotion and strength as an image, while reinforcing and supporting our brand identity.

Primary font family: Arial Black.
To be used on most communications.

SFDALKDJFDLJA
%#\$%%#\$%#@%!!*
10482389520934

Mockup





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A stylized, handwritten signature in black ink, consisting of a large, sweeping 'A' followed by a series of connected loops and a final horizontal stroke.

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