



## Logo Standards Guide

# Logo Elements

## The Logomark

A large part of the success of any logo is the impact of its logomark: the visual icon or graphic symbol that makes the logo unique.

In this case, the stylized logomark represents a packaging stamp. This was chosen to represent the fact that several products that are Made in Peterborough are packaged and sent around the world. The two small globes and the Canadian flag reiterate this point.

Both blue and green colours reinforce the imagery. (See specific Pantone colours which follow.) Since they are vibrant variations of traditional colours. To maintain consistency, this logomark or its colours must not be altered or separated from the overall logo design.

## The Logotype

The brand name "Made in Peterborough" has been designed so the overall logo makes a lasting visual impression. This design offers a clean type solution in Gazz Regular and Gazz Stencil (the M in Made) typeface. This logotype cannot be altered or separated from the accompanying logo design.

Please note the use of upper and lower case letters in the logo. The "Made in Peterborough" logo is a key part of creating an image that makes this region unique. "Made in Peterborough" was developed to:

- 1) clearly identify products that are made in the Peterborough region.
- 2) highlight the international markets that Made in Peterborough products are able to reach through various shipping methods.



# Logo Specifications

## Colours

The logo must be reproduced in the specified colours. Using the universal Pantone Matching System (PMS) the colour codes are: Pantone Reflex Blue, Pantone 361 (green) and Pantone 485 (red). These pantones may also be converted to RGB or CMYK colour formats, depending on output.

Grayscale



Reversed



Grayscale  
Reversed



## Fonts

The logo must be reproduced in the specified colours. Using the universal Pantone Matching System (PMS) the colour codes are: Pantone Reflex Blue, Pantone 361 (green) and Pantone 485 (red). These pantones may also be converted to RGB or CMYK colour formats, depending on output. For cost-effective printing, black ink may be used for the entire logo. It may also be produced in grayscale or be reversed out of a black or solid colour bar. Please refer to the examples below. The logo must be reproduced using only the designated logo artwork. Any logo files will be supplied in outline format. This ensures the font will always print correctly.

## Sizing

For legibility with respect to print applications, the logo should never appear smaller than 1.5 inches (3.9 cm) wide. For web applications, the logo should be between 100-200 pixels wide with a minimum resolution of 90 dpi.



# Logo Treatments

## How Not To Use the Logo

Manipulation or modification of the logo is not permitted. It must always be reproduced from the artwork. It cannot be altered in any way.

For example, the alteration of colour, proportion, element or typeface is not acceptable.



Condensed



Stretched



Rotated

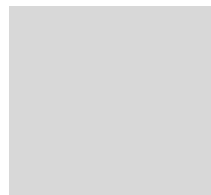


In addition, the logo cannot be combined with patterns, textures or graphics of any kind.

The logo should always be clearly recognizable and should never be applied to a background that is too light or too dark.



Background too dark



Background too light

# Logo File Formats and Use

## Illustrator EPS Files

These files are mainly for Print/Design House use since a high resolution post-script printer is required for output. Since they are vector files they can be enlarged or reduced without losing their resolution. Colour formats are PMS, CMYK, Black and White, and RGB. This format is recommended for use on print projects mainly.

## TIFF Files

TIFF digital files are universally accepted among general computer users. TIFF files are recommended for use on printed matter. To preserve proper resolution, they should only be produced at 100% of their original size or smaller. Colour formats are CMYK, Black and White, and RGB. TIFF files can also be used for web site applications, but are less preferable than JPEG files.

## JPEG Files

These digital files are recommended for web site applications since they use a compression system that creates very small file sizes while maintaining resolution. JPEG files are also considered the best format to use as an email attachment. JPEG images should only be produced at 100% of their original size or smaller. Colour formats are CMYK, Black and White, and RGB. They can be used on print projects, but are less preferable than TIFF files.



## Colour Guidelines

**Print Projects:** Colour printers use Cyan, Magenta, Yellow and Black (CMYK) to create all colours, while printing presses use either CMYK or Pantone (PMS) colours depending on the number of colours required for a particular printing job. To reproduce this logo in print, use CMYK, Black and White, or PMS colour files only. (see page 3)

**Web site Applications:** Computer screens use Red, Green and Blue to create all colours. For web site applications, use RGB files only.

## Questions or Concerns?

This logo is property of the Greater Peterborough Area Economic Development Corporation (GPA EDC).

Please direct any inquiries concerning the logo's guidelines and restrictions to:

Kate Young  
Communications Officer  
GPA EDC  
210 Wolfe Street  
Peterborough, Ontario  
K9J 2K9  
T: (705) 743-0777 Ext. 2134  
F: (705) 743-3093



# Logo Standards Agreement

The graphic standards listed in this Guide describe how the "Made in Peterborough" trade-mark may be appropriately used and reproduced by authorized users. These standards are key to maintaining a consistent, quality graphic identity for the "Made in Peterborough" brand. By signing below, the user hereby represents that its organization is an appropriate licensee of the "Made In Peterborough" trade-mark, as provided for in the above Guide. The user shall be licensed to reproduce the "Made In Peterborough" mark as provided in this guide and for no other purpose, without the express written authorization of the GPA EDC. The user shall not sub-licence the "Made In Peterborough" trade-mark, without the express written consent of the GPA EDC. The user hereby agrees that in licensing the "Made In Peterborough" the GPA EDC assumes no liability whatsoever in respect of the sale, advertisement or use of goods and/or services which may be branded with or sold in association with the "Made In Peterborough" trade-mark and the user hereby agrees to assume full responsibility at law or otherwise, for the products and/or services offered and/or sold by the user to third parties in association with the "Made In Peterborough" trade-mark and/or brand.



Before using the Made In Peterborough logo in any application, please complete the following and return to the GPA EDC at:

210 Wolfe Street, Peterborough, ON. K9J 2K9  
or fax to (705) 743-3093.

Please print.

I \_\_\_\_\_  
NAME  
of \_\_\_\_\_  
ORGANIZATION

agree to observe and adhere to the graphic standards for all applications of the Made In Peterborough logo outlined in the GPA EDC's Logo Standards Guide.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Signature \_\_\_\_\_

Witness \_\_\_\_\_