

Government of Ontario

# Logo Usage Guidelines

### **The Ontario logo**

The Ontario logo consists of two distinct elements: the wordmark and the symbol. These two elements exist as a unit or "lock-up" in fixed relationship to one another.

### **The reverse Ontario logo**

For clarity and presence, use the reverse logo on black backgrounds.



### **The positive Ontario logo**

When the logo isn't used on a black background, the positive logo may be used on a white background.



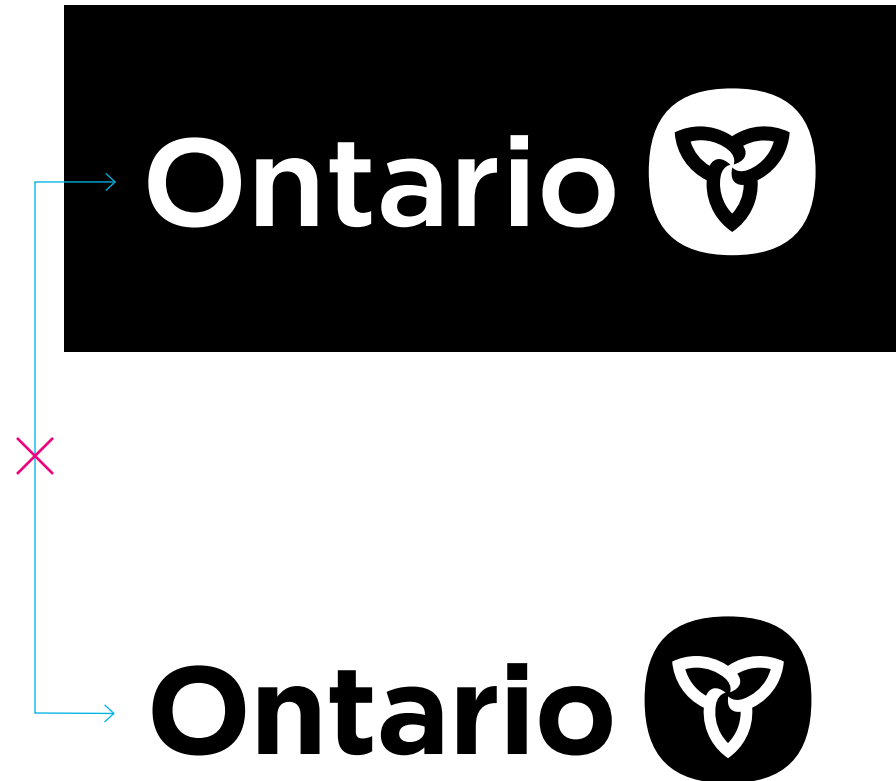
*Please note: The Ontario logo is protected under the Trade Marks Act and is restricted for official government use or by permission only.*

### Do not swap colours manually

Do not recreate your own logo or re-colour the logos as they have been specifically designed in the positive and reverse.

The reverse version of the logo has been adjusted to avoid the optical illusion of appearing more bold than the positive version of the logo. The letterforms and shapes are completely different between the two files, and for this reason they must never be swapped for one another.

For example: Do not change the colour of the reverse logo to be black, or vice versa.



## Logo clear space

To ensure the greatest visual impact, the logo must always appear within a zone of clear space equal to half the height of the symbol. No other elements should appear in this space.



## Minimum sizes

### Print

To ensure legibility, the printed logo must never be reproduced smaller than 0.75" (19 mm) wide for print applications.

### Digital

The minimum size for digital use is 180 pixels wide. This digital size is based upon high-resolution (retina) displays. When designing for lower-resolution digital displays, the logo can appear at a minimum of 90 pixels wide.

### Print



### Digital



For high-resolution (retina) displays



90 px

For lower-resolution digital displays

## A World of Colour

A palette of AODA and WCAG-compliant colours opens the door to creativity and lets us make a splash on all types of work. We're proud of where we live, so we've named each colour after natural spaces and agriculture in Ontario.

**Pelee Pollen**  
(Dark Yellow)

**PANTONE**  
7753 C

**CMYK**  
23 - 27 - 100 - 0

**RGB**  
203 - 165 - 46

**HEX**  
cba52e

**Golden Horseshoe**  
(Yellow)

**PANTONE**  
124 C

**CMYK**  
0 - 30 - 100 - 0

**RGB**  
252- 175- 23

**HEX**  
fcfa17

**Wasaga Beach**  
(Taupe)

**PANTONE**  
4525 C

**CMYK**  
25 - 25 - 50 - 0

**RGB**  
193 - 178 - 143

**HEX**  
c1b28f

**Bruce Trail**  
(Green)

**PANTONE**  
2422 C

**CMYK**  
78 - 0 - 100 - 2

**RGB**  
57 - 181 - 74

**HEX**  
39b54a

**High Park**  
(Light Green)

**PANTONE**  
2292 C

**CMYK**  
50 - 0 - 100 - 0

**RGB**  
141 - 198 - 63

**HEX**  
8dc63f

**Blue Coast**  
(Teal)

**PANTONE**  
7473 C

**CMYK**  
70 - 15 - 40 - 0

**RGB**  
72 - 167 - 162

**HEX**  
49a7a2

**Killarney Night**  
(Rich Black)

**PANTONE**  
426 C

**CMYK**  
30 - 0 - 0 - 100

**RGB**  
0-0-0

**HEX**  
000000

**Blue Mountain**  
(Light Blue)

**PANTONE**  
306 C

**CMYK**  
81 - 4 - 5 - 0

**RGB**  
0- 178- 227

**HEX**  
00b2e3

**Sleeping Giant**  
(Dark Blue)

**PANTONE**  
2193 C

**CMYK**  
94 - 24 - 0 - 0

**RGB**  
4- 123- 193

**HEX**  
047bc1

**Prince Edward Fields**  
(Purple)

**PANTONE**  
513 C

**CMYK**  
38 - 88 - 0 - 0

**RGB**  
146- 39- 143

**HEX**  
92278f

**Algonquin Autumn**  
(Orange)

**PANTONE**  
166 C

**CMYK**  
0 - 67 - 100 - 0

**RGB**  
241- 90- 34

**HEX**  
f15a22

**Ancaster Apples**  
(Red)

**PANTONE**  
485 C

**CMYK**  
0 - 100 - 100 - 0

**RGB**  
237- 28- 36

**HEX**  
ed1c24

**Tobermory Sunsets**  
(Magenta)

**PANTONE**  
Magenta C

**CMYK**  
0 - 100 - 0 - 0

**RGB**  
237- 3- 124

**HEX**  
ed037c

### Incorrect logo use

It is important to maintain the integrity of the Ontario logo at all times. All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.



Do not switch the wordmark and symbol



Do not colour the trillium



Do not colour the button with a black trillium



Do not place over complex backgrounds



Do not change the colour of the wordmark



Do not add words outside of approved logo templates



Do not distort



Do not apply effects



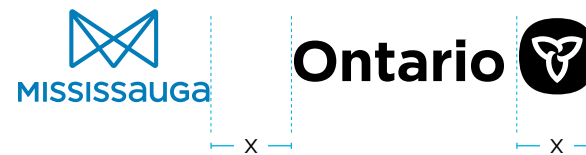
Do not use the symbol on its own (except for social media avatars and approved special cases)

## Partner logos

### Single partner logo

When the Ontario logo is used with partner logos on Ontario materials, always position the logos to the left of the Ontario logo, using a space equal to the width of the symbol.

### Single partner logo



### Multiple partner logos

When various sponsor programs or ministry logos are applicable, only one logo representing Ontario should be used. When there are two or more partner logos, the order is as follows, from left to right:

- Government of Canada
- Municipal
- Corporate (both public or privately owned companies)
- The Ontario logo

### Multiple partner logos

Municipal and corporate logos



Government of Canada, municipal, and corporate logos



### Rules for ordering the logos

- The Ontario logo is always positioned to the right of all other logos, except for instances of joint federal-provincial-municipal funding.
- For federal-provincial-municipal funding, the Ontario logo is positioned in the middle.
- The Government of Canada logo is always positioned to the left of any other jurisdictional logos.

**Please note:** For instances of joint federal, provincial, and municipal funding, the Ontario logo is positioned in the middle.

