

# Graphic Standards



# Elements of the Identity System

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The basic elements of the the Identity System are:

## THE CORPORATE SIGNATURE



## THE CORPORATE COLOURS



Pantone 343



Pantone 194



Pantone 117

## THE CORPORATE TYPEFACE

Optima **Optima Bold**

Times **Times Bold**

# Official Theme Line Applications

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## THE OFFICIAL THEME LINE

### **Bringing neighbours together**

The preferred font for the theme line is OPTIMA.

The preferred colour is Pantone 343 (Dk. Green) or Black

The preferred way to set the type is centered.

The theme line should not overpower the logo.



**Bringing neighbours together**

# The Corporate Colour Applications

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The effective use of corporate colours requires a high degree of quality control in colour matching. Existing colour specification systems do not provide the required accuracy. Only PANTONE COLOUR can be used or the specific PANTONE Process Colour Mix. No other colour or shade is authorized. This colour has been carefully selected and tested and variations should not be approved in finished reproductions. The colour application is shown in below.



PANTONE 343, C:100%, M:0%, Y:69%, K:60%  
R: 2, G: 56, B: 37



PANTONE 194, C:0%, M:91%, Y:56%, K:34%  
R: 167, G: 0, B: 31



PANTONE 117, C:0%, M:18%, Y:100%, K:15%  
R: 217, G: 178, B: 0

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## COLOUR ON WHITE

## COLOUR ON 30% PANTONE 117

## COLOUR ON 20% PANTONE 343



If used in black and white, the preferred application is the entire signature should be black as shown left below.

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## BLACK ON WHITE

## 20% BLACK ON BLACK

## WHITE ON BLACK



# Business Card

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### SPECIFICATIONS

Finished Size: 2" x 3.5"  
Flat Size: 2" x 3.5"  
Ink Colours: Pantone 343 - Dk. Green  
Pantone 194 - Dk. Red  
Pantone 117 - Dk. Yellow  
Paper: Type: Plainfield Offset, Card  
Colour: Bright White



Text:  
Optima and Optima Bold  
100% Horizontal Scale

# Letterhead

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## **SPECIFICATIONS**

Finished Size:	8.5" x 11"
Flat Size:	8.5" x 11"
Ink Colours:	Pantone 343 - Dk. Green Pantone 194 - Dk. Red Pantone 117 - Dk. Yellow
Paper:	Type: Plainfield Offset, 24 lb. Writing Colour: Bright White



January 1, 2005

Mr. John Smith  
Chief Executive Officer  
Acme Industries  
123 King Street  
City, Province 000 000

Dear Mr. Smith,

Kjasdf asdf asdf ;asdfg asdfg dfg sdgf hdf ghj fghjk rtyu e rty sdb df ghj ty r tyw er adsf gsfdg rth dsfg hd fghj ety usr gh dfgjhj ety us rgfh dgh je tyu hsfj jdg hj ety sdfg h j rty d fh t dfg h hj sryj rst d fh js er dfh t edfh ey tkyi l,mgi ukr ugfb y erv gz bv vxc jdy ftyb ags zd bz gth dzfhhb gs er q agdzb s tyu tdj g sd fgya ergdf b h srtj eytu in uy on, imp oku dfg h se trghse rg df hg fn yusr t hs xbn ert ybw e yer unt yuj fg hge syv wrts bh rtubn iy usr vd h vbe rtt sdf g v rtf dg cvs buy erty v gfd bv srt sd hvw et et ef.

Kjasdf asdf asdf ;asdfg asdfg dfg sdgf hdf ghj fghjk rtyu e rty sdb df ghj ty r tyw er adsf gsfdg rth dsfg hd fghj ety usr gh dfgjhj ety us rgfh dgh je tyu hsfj jdg hj ety sdfg h j rty d fh t dfg h hj sryj rst d fh js er dfh t edfh ey tkyi l,mgi ukr ugfb y erv gz bv vxc jdy ftyb ags zd bz gth dzfhhb gs er q agdzb s tyu tdj g sd fgya ergdf b h srtj eytu in uy on, imp oku dfg h se trghse rg df hg fn yusr t hs xbn ert ybw e yer unt yuj fg hge syv wrts bh rtubn iy usr vd h vbe rtt sdf g v rtf dg cvs buy erty v gfd bv srt sd hvw et et ef.

Kjasdf asdf asdf ;asdfg asdfg dfg sdgf hdf ghj fghjk rtyu e rty sdb df ghj ty r tyw er adsf gsfdg rth dsfg hd fghj ety usr gh dfgjhj ety us rgfh dgh je tyu hsfj jdg hj ety sdfg h j rty d fh t dfg h hj sryj rst d fh js er dfh t edfh ey tkyi l,mgi ukr ugfb y erv gz bv vxc jdy ftyb ags zd bz gth dzfhhb gs er q agdzb s tyu tdj g sd fgya ergdf b h srtj eytu in uy on, imp oku dfg h se trghse rg df hg fn yusr t hs xbn ert ybw e yer unt yuj fg hge syv wrts bh rtubn iy usr vd h vbe rtt sdf g v rtf dg cvs buy erty v gfd bv srt sd hvw et et ef.

Kjasdf asdf asdf ;asdfg asdfg dfg sdgf hdf ghj fghjk rtyu e rty sdb df ghj ty r tyw er adsf gsfdg rth dsfg hd fghj ety usr gh dfgjhj ety us rgfh dgh je tyu hsfj jdg hj ety sdfg h j rty d fh t dfg h hj sryj rst d fh js er dfh t edfh ey tkyi l,mgi ukr ugfb y erv gz.

Sincerely,

Mrs. Jane Smith  
Administration

**Paris Agricultural Society**

P.O. Box 124, Silver Street, Paris, Ontario, Canada N3L 3E7 Tel: 519-442-2823 Fax: 519-442-5121 Web: [www.parisfairgrounds.com](http://www.parisfairgrounds.com)

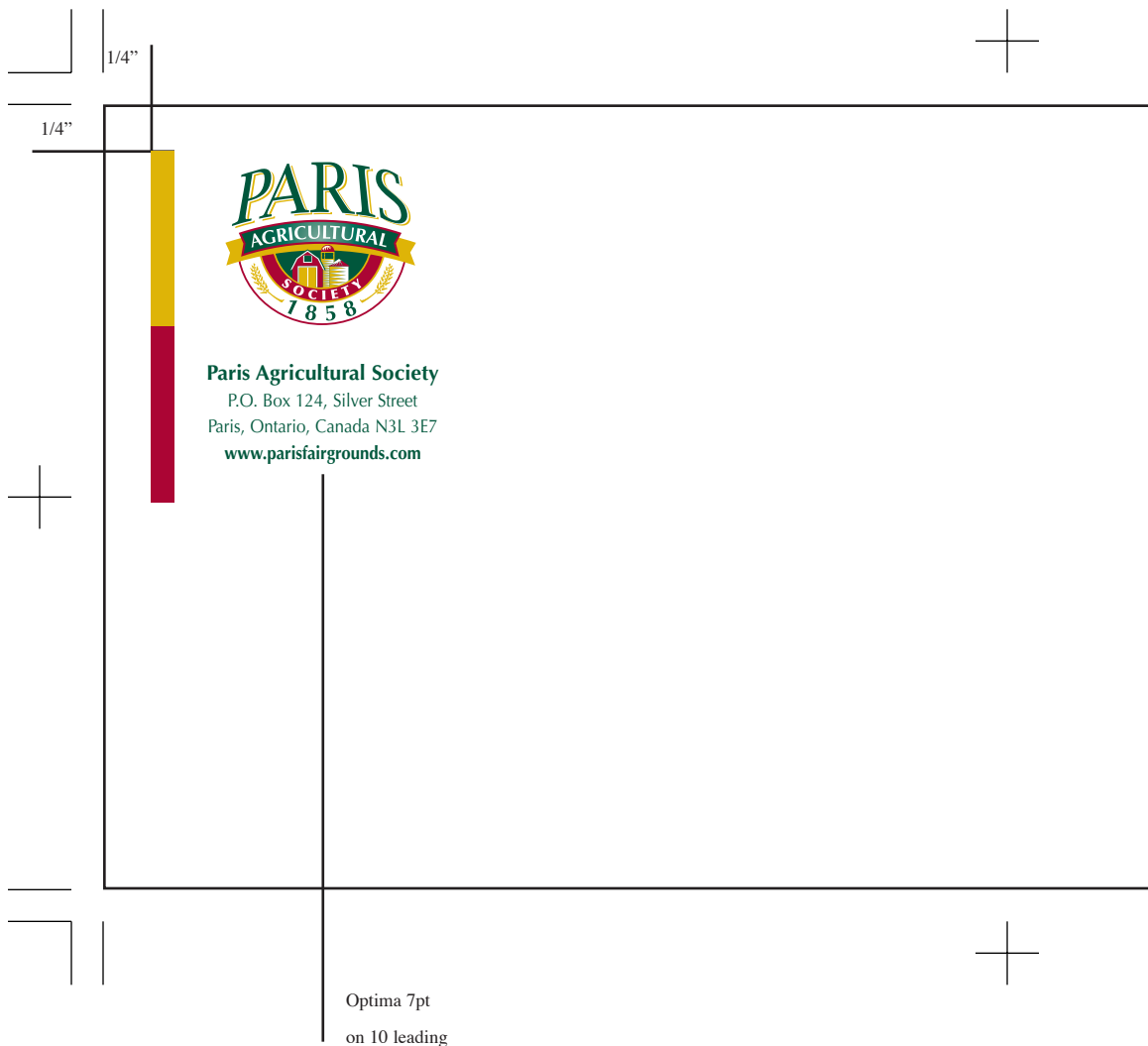
Bringing neighbours together

# Envelope

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## SPECIFICATIONS

Finished Size:	Standard #10 9.5" x 4.125"
Ink Colours:	Pantone 343 - Dk. Green Pantone 194 - Dk. Red Pantone 117 - Dk. Yellow
Paper:	Type: Standard #10 Colour: Bright White



## Clothing Signage

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Clothing identification is another important link in our communications system. Our clothing serves not only to identify us, but to strengthen the public impression of our company's character and expand the brand. Care should be taken to insure that the garment is well-constructed and of the level of quality that represents the company best.

Cloth colour would work well with beige and light green, as shown in Corporate Colour Applications on page 4.



# Reproduction Art

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REPRODUCTION SHEETS - ONE COLOUR LOGO - SOLID



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# Reproduction Art

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REPRODUCTION SHEETS - ONE COLOUR LOGO - GREYSCALE



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