



BRAND GUIDE

JUNE 2020

The intent of this current document (2020) is to act as a guide to standardize consistency of the Ontario One Call brand and application of the Ontario One Call logo and tagline. No variation from this manual is allowed without prior permission from management. Further updates to this document will be released as needed.

This document provides high level direction on using the Ontario One Call brand. It covers our logo, brand colours, image and tagline, typography, image style, print layouts, digital applications as well as an introduction on applying the Ontario One Call brand to applications such as stationery, giveaways and booth graphics.



This is the official logo of Ontario One Call. Only the logos as shown in this document, and as found on the Ontario One Call online Toolkit at OntarioOneCall.ca, may be used in any and all organizational communications. All logos in the Ontario One Call Toolkit are art files and must be used as found. No other text font may be used with the symbol. The art cannot be altered in any way except for sizing to fit media requirements. The symbol may not be used by itself without the name.

LOGO - FULL COLOUR FORMATS



Pantone



Pantone 376



Pantone 424



CMYK



C56 **M**3 **Y**100 **K**0



C57 **M**47 **Y**48 **K**14



RGB



R127 **G**186 **B**0
HEX #7FBA00



R130 **G**127 **B**119
HEX #827F77

LOGO - BLACK + WHITE FORMATS



Greyscale



Black 30%



Black 65%



Black



Black 100%



Reverse - White



White 100%

LOGO - SAFE AREA AND SIZING

'N' or any height of the capital letters in ONTARIO ONE CALL represents the safety area. Care should be taken that the logo has adequate white space around it to maintain brand presence, visual impact and readability.

This is meant to be a practical and not totally restrictive guideline to respect the brand logo.



The logo may not be reproduced below 0.75" in width to maintain legibility.



LOGO - UNACCEPTABLE USAGE



Do not reshape the logotype in any way. Always scale logotype proportionately.



Do not italicize or skew the logotype in any way.



Do not outline the logotype.



Do not apply any shapes or elements to the logotype.



Do not change the kerning (letter spacing) of the logotype.



Do not remove the icon from the logotype.



Do not apply drop shadows or any other visual effects to the logotype.



Do not arch, distort or manipulate the logotype in any way.



Do not rotate the logotype or apply it at an angle.



Do not put the logotype on visually competitive backgrounds. Place on a solid background whenever possible.



Do not put the logotype inside a box or any other graphic element that encloses it.

LOGO - USED IN COMBINATION WITH MEMBER LOGO

Ontario One Call logo can be used with a member logo. Logos should be visually balanced in size and separated with a black keyline. When possible, logos should be lined up at the baseline.

Example of proper use:



TAGLINE + GRAPHIC

Primary use of tagline-graphic:

The tagline-graphic should be used in a vertical configuration where applicable.

It can be used on light or dark backgrounds.

English Lockup



French Lockup



ICONOGRAPHY

Icons are visual shorthand for functional use only, to reduce reliance on the written word. They are used to navigate and direct audiences across digital and print communications.

Icons That Indicate Type of Project



Icons Illustrating the Steps for a Project



Icons That Indicate Type of Equipment



TYPOGRAPHY

The following print typefaces can be used in various combinations to communicate marketing messages. Each typeface is versatile with high legibility. The text can be used in varying sizes and colours, depending on the application.

GET THE DIRT

Headline: *A Love of Thunder*

This font is used for large scale headlines and can be used in a variety of sizes but always must be in upper case and create a justified column. The bulk of the text should be in gray (85% black), while text to be emphasized should be treated in Ontario One Call green.

In the example, the point sizes being used are:
Line 1 - 50pt, Line 2 - 82pt and Line 3 - 26pt.

ON SMALL DIGS

CALL BEFORE YOU DIG

applies to every job, big or small.

Whether you're building a fence, putting in a pool, planting a tree or digging a new garden, you need to contact Ontario One Call.

Subhead No. 1: *Avenir Next Condensed*

Can be used in varying sizes but should create a justified column. The portion of the subhead to be emphasized should be in *Medium* uppercase while the rest of the sentence should be in *Bold* lowercase. It is used in conjunction with Subhead No. 2 to create typographic hierarchy on collateral.

In the example, the point sizes being used are:
Line 1 - 24pt, Line 2 - 15pt.

Text Lead-in: *Avenir Next Condensed Medium*

Used for introductory text.

Used at 14pt.

HERE'S HOW IT WORKS

Subhead No. 2: *Gotham Regular*

Can be used in varying sizes but should always be in uppercase and create a justified column.

In the example it is being used at 12pt.

Small Subhead: *Gotham Regular*

Can be used at a variety of sizes but should be at least 2 pt. smaller than Subhead No. 2.

In the example it is being used at 10pt.

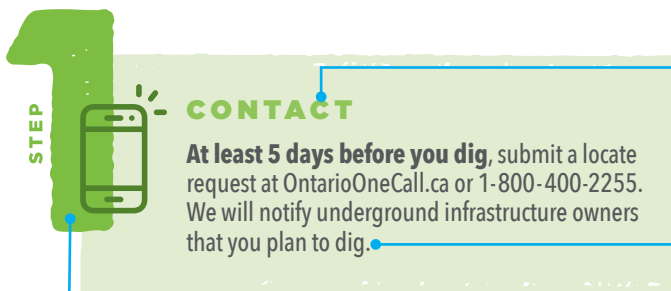
Body Text: *Avenir Next Condensed Medium*

Use *Bold* at same size to highlight.

Used at 10pt.

Numbering: *A Love of Thunder*

When possible use large punchy numbering to add hierarchy and interest.



INFOGRAPHICS

Our infographics help to communicate our messaging and educate our audience in a direct, simplified manner. They help bring life to our copy and bring attention to our calls to action. Infographics should be developed using icons that follow the rounded mono line style established in our iconography section, (pg. 9). They should be memorable and simple, while giving enough visual information to educate our audience.

Styling for **Step by Step Instruction:** **Homeowners (vertical)**

HERE'S HOW IT WORKS



Styling for **Step by Step Instructions** **Contractors (horizontal)**

HOW: FOLLOW THESE THREE EASY STEPS



Styling for our **Locate Guide**



PHOTOGRAPHY

Photographs should be close-up lifestyle images which create emotional connections with the audience. Photographs of people should be engaging and represent the demographic of 34 - 40 with a variety of ethnic groups, both male and female. When possible, photographs should be bold, colourful and captivating. They should focus on the act of digging.

Photographs of professionals (excavators/contractors) must show people wearing Personal Protective Equipment (PPE).



BROCHURE, POSTCARD + BUCKSLIPS

These elements are in the Ontario One Call Toolkit and should be used as is and not manipulated. Suggested paper stock for brochures and buckslips: 100lb. textweight silk coated. Suggested paper stock for postcards 100lb. coverweight silk coated.



POSTERS

You will find two sizes of posters in the Ontario One Call Toolkit. Please use these exactly as they are. Do not alter them. They are available in a small (8.5" X 11") and large (24" X 36") format. Suggested paper stock for posters is 100lb textweight Silk Coated.



EQUIPMENT STICKERS

Please use these stickers on rental equipment to promote a connection to Ontario One Call. They will keep the brand messaging consistent in the market and the call to action top of mind. These stickers are available in 3 sizes. Suggested paper stock for stickers is 100lb. textweight weather-proof sticker stock.



2" x 2"

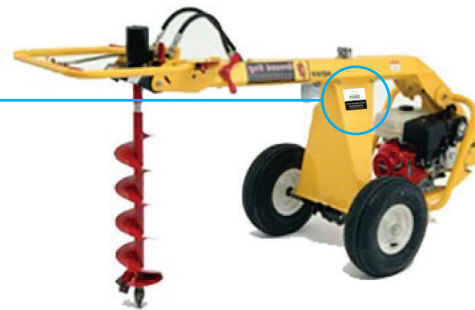


3" x 3"



3.5" x 2"

Example Placement of Sticker on Equipment



VEHICLE STICKERS

Use these stickers on vehicles to promote a connection to Ontario One Call. They help keep the brand messaging consistent in the market and the call to action top of mind. Place the vehicle sticker where it is easily visible to the public and make sure it is away from other vehicle graphics. Leave a clearance of at least 1" around the sticker, at a minimum. These stickers are available in 3 sizes. Suggested printing material for vehicle stickers is on a weather-proof sticker stock.



8" x 8"



12" x 12"



8" x 14"

Example Placement of Sticker on Vehicles

