



ONTARIO
DIG AUTHORITY

The Logo

The Ontario Dig Authority logo is designed to communicate protection, authority, and modern infrastructure oversight.

At the centre of the identity is a geometric icon that reads as a shield at first glance—a classic symbol of safety and regulatory protection. Within the hexagonal form is an abstract representation of the ground beneath a structure, with radiating lines suggesting the scanning, mapping, and marking of underground infrastructure.

This visual metaphor reflects both the current process of identifying buried utilities before excavation and the future of more advanced digital underground mapping. It represents the Authority's role in bringing visibility below the surface to protect critical infrastructure.



Logo + Tagline

If pairing the logo with the tagline, only the approved lock-ups shown may be used. This includes the spacing of the tagline in relation to the logo, the size of the tagline and the use of title case. These configurations are the only authorized lockups for the logo and tagline. Any deviations from this guideline are not permitted to preserve consistency and uphold the integrity of the Ontario Dig Authority brand.

Maintain vertical spacing equal to the height of the bottom diamond shape in the icon, between the bottom line of the logo text and the tagline. This provides sufficient breathing room for clarity and readability.

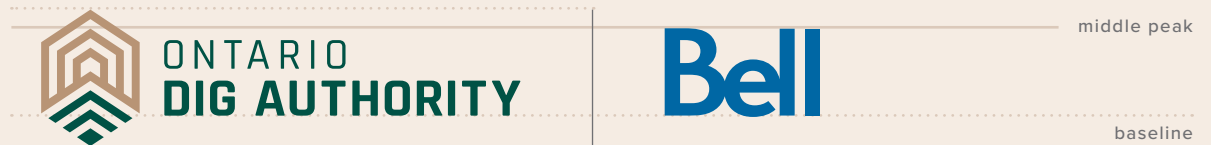
For guidance on minimum sizing for the logo when locked up with the tagline see section 2.5 on Clear Space and Minimum Sizing.



Logo + Partner Logos

There will be occasions where the Ontario Dig Authority logo needs to be paired with industry member logos. In these situations the logos should be visually balanced in size and when possible, separated by a thin key-line. When not possible keep the same approximate spacing as depicted here but without the key-line.

The key-line should be the full height of the Ontario Dig Authority icon. When possible, both logos should line up at the baseline of the primary word-mark portion of both logos. With the word-marks sitting on the baseline, utilize of the peak of the middle pentagon shape for measurement (see label 'middle peak'). This should measure to the top of the partner logo.



Logo Elements

THE ICON

The icon portion of the logo may be used on its own as a decorative or watermark-style element. Sample uses could include a stamp, button, or other branded merchandise, or as a graphic element in a document footer.

The icon may also be used as a substitute for the full logo in situations where spatial constraints would make the full logo less ideal and the name of the organization is also present in close proximity. An example of this would be as the profile image for social media accounts.

THE WORDMARK

The wordmark portion of the logo may, in limited instances, be used on its own in situations where spacing or materials make this preferable. Examples include:

- third-party applications where text only is required,
- trade show or signage applications where dividing the logo would be spatially advantageous,
- situations where the logo must appear in very small spaces and removing the icon allows for more legible text.

The wordmark may be used on its own in either its left-justified or centre-aligned format.



ONTARIO
DIG AUTHORITY

ONTARIO
DIG AUTHORITY

Clear Space + Minimum Sizing

MAINTAINING CLEAR SPACE

Always maintain the designated clear space around the logo to ensure its visibility and prominence. The breathing room created by this space enhances the logo's impact and reinforces its importance. The minimum clear space required on all sides of the logo is equivalent to the bottom portion of the Ontario Dig Authority icon.

HORIZONTAL SIZE GUIDELINES

To maintain the logo's impact and legibility, it should not be used smaller than the minimum sizes specified.

Print: the logo should be no smaller than 1.5" in width.

Digital: the logo should be no smaller than 144px in width.



Clear Space + Minimum Sizing

MAINTAINING CLEAR SPACE

Always maintain the designated clear space around the logo to ensure its visibility and prominence. The breathing room created by this space enhances the logo's impact and reinforces its importance. The minimum clear space required on all sides of the logo is equivalent to the bottom portion of the Ontario Dig Authority icon.

VERTICAL SIZE GUIDELINES

To maintain the logo's impact and legibility, it should not be used smaller than the minimum sizes specified.

Print: the logo should be no smaller than 1.10" in width.

Digital: the logo should be no smaller than 105px in width.



Minimum Sizing - the tagline

SIZING GUIDELINES

If using the version of the logo locked up with the tagline, the minimum size changes to make sure that the tagline remains clearly legible. This is applicable to both the horizontal and vertical logo variations.

HORIZONTAL + TAGLINE SIZE GUIDELINES

To maintain the legibility of the tagline, the logo should not be used smaller than the minimum sizes specified.

Print: the logo should be no smaller than 3.5" in width.

Digital: the logo should be no smaller than 336px in width.

VERTICAL + TAGLINE SIZE GUIDELINES

To maintain the legibility of the tagline, the logo should not be used smaller than the minimum sizes specified.

Print: the logo should be no smaller than 2.6" in width.

Digital: the logo should be no smaller than 250px in width.



Logo Colours - full colour

The logo and all its elements should primarily be used in their full colour presentation. This helps to promote brand awareness and create mental connections between brand elements across different platforms and spaces. The full-colour version consists of a balance between the brand's primary green and tan colours.



ONTARIO
DIG AUTHORITY



PANTONE: 4655 C
CMYK: 28 41 56 2
RGB: 184 148 117
HEX: #b89475

PANTONE: 343 C
CMYK: 95 15 62 58
RGB: 0 82 69
HEX: #005245

Logo Colours - single colour

The logo and all its elements may be used in a single-colour knocked-out form using the secondary colour, 'light tan', on a background with sufficient contrast. It may also be used in black or white when necessary. No other colours should be used as a fill for the single-colour knocked-out logo.

These guidelines ensure optimal visibility and consistency of the Ontario Dig Authority brand across digital and print executions, supporting brand recognition and trust. See section 2.7 of this guide for further guidance on correct colour usage.



Incorrect Usage - form

Ensure the logo is used as designed and remains unaltered in all applications. This builds trust and maintains consistency for easy recognition between executions, across digital and print.

Here are a few examples of actions that violate the logo and brand guidelines as it pertains to form.



Do not remove parts of the logo or add new elements



Do not use a version of the logo that is low resolution



Do not apply a stroke or outline to the logo



Do not change the letter spacing or font used in the logo type



Do not stretch, squeeze, tile or otherwise alter the logo proportion



Do not apply drop shadows or any other visual effect to the logo

Incorrect Usage - colour

Here are a few examples of actions that violate the logo and brand guidelines as it pertains to colour.



Do not situate the logo on poor colour contrast causing illegibility (ex. don't use light on light)

Do not situate the logo on poor colour contrast causing illegibility (ex. don't use dark on dark)

Do not situate the logo on a colour too close in tone causing visual vibration



Do not reverse the colours of the logo

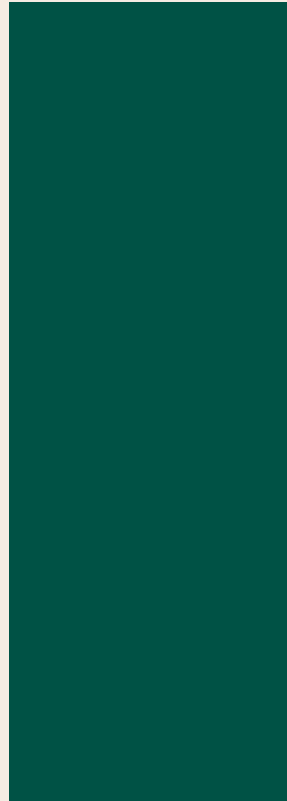
Do not situate the logo over visually competitive backgrounds

Do not apply non-brand colours to the logo

Brand Colours

The colour palette is designed to balance heritage, strength, and modern versatility. Rooted in deep green and a contrasting mix of warm and cool neutrals, the primary colours establish a grounded and confident foundation.

PRIMARY PALETTE - *The Foundation*



PANTONE: 343 C
CMYK: 95 15 62 58
RGB: 0 82 69
HEX: #005245



PANTONE: 4655 C
CMYK: 28 41 56 2
RGB: 184 148 117
HEX: #b89475



PANTONE: 2309 C
CMYK: 7 13 20 0
RGB: 235 217 199
HEX: #ecd9c7



PANTONE: 4140 C
CMYK: 76 65 53 44
RGB: 64 64 69
HEX: #363d47

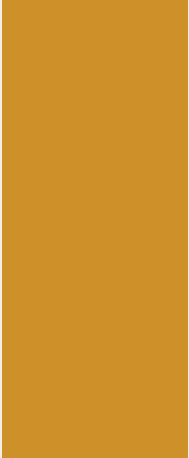
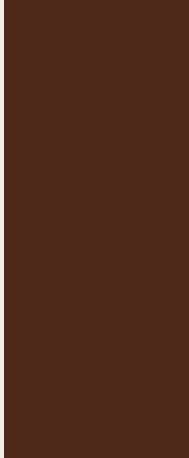
Brand Colours

The secondary and tertiary colour palettes introduce flexibility, energy, and visual hierarchy while maintaining cohesion across all brand touchpoints.

As a general rule tertiary colours should be used in lesser quantities on any given design than the secondary colours. The secondary palette is meant to complement and enrich the primary colours and can be used much more extensively. The tertiary palette is meant to highlight and add emphasis and should be used sparingly and never in large swatches. The sizes of the colour blocks on this page reference this balance.

This tiered system ensures the brand remains recognizable and consistent while allowing for creative expression across print, digital, environmental, and promotional applications.

SECONDARY PALETTE - Structure & Flexibility

					
PANTONE: 7550 C CMYK: 18 45 100 2 RGB: 206 145 42 HEX: #d09000	PANTONE: 560 C CMYK: 85 52 69 55 RGB: 21 60 53 HEX: #153c35	PANTONE: 7685 C CMYK: 94 73 11 1 RGB: 34 86 152 HEX: #235597	PANTONE: 2189 C CMYK: 100 74 47 43 RGB: 0 51 74 HEX: #00334a	PANTONE: 7593 C CMYK: 26 83 89 19 RGB: 161 66 46 HEX: #a0422e	PANTONE: 4625 C CMYK: 43 74 84 59 RGB: 78 40 24 HEX: #4e2818

TERTIARY PALETTE - Emphasis & Highlight

					
PANTONE: 376 C CMYK: 56 2 100 0 RGB: 125 189 66 HEX: #7ebc00	PANTONE: 373 C CMYK: 24 2 62 0 RGB: 201 223 132 HEX: #c8e982	PANTONE: 1495 C CMYK: 0 53 95 0 RGB: 247 143 41 HEX: #ff9219	PANTONE: 171 C CMYK: 0 78 80 0 RGB: 241 95 65 HEX: #ff5f39	PANTONE: 7406 C CMYK: 7 22 100 0 RGB: 240 194 0 HEX: #f0c200	PANTONE: 7717 C CMYK: 86 30 51 8 RGB: 0 130 128 HEX: #008280