

Ontario Arts Council Logo Usage Guide



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency
un organisme du gouvernement de l'Ontario

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As a recipient of an Ontario Arts Council grant, you are required to acknowledge support from OAC. By acknowledging OAC, you raise public awareness of the impact and benefits of public funding of the arts at the provincial level.

If you have any questions or comments about this guide, please contact the Communications team at communications@arts.on.ca or by calling 416-961-1660 or 1-800-387-0058 (toll-free in Ontario).

Logo

The Ontario Arts Council visual identity consists of three elements which form the logo.

Elements

1. Graphic symbol
2. Bilingual agency name in selected font (see page 6)
3. Bilingual tagline

The logo may be used as a one-colour version (black only) or as a two-colour version (two shades of black and Pantone 1805c).

See page 4 for CMYK or RGB equivalent of Pantone colour. These colours should not be substituted or otherwise changed.

1. Graphic symbol



2. Bilingual agency name in selected font (the logotype)

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3. Bilingual tagline



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Do not use out-of-date versions of the OAC logo

You are required to use the current OAC logo.
Please do **not** use these older versions of our logo:



Logo Applications

The Ontario Arts Council logo should always be positioned freestanding and distinct from all other copy and graphics. While the logo shown here is in colour, it is most often used in black on a white background. If necessary, the logo may appear in white against a colour or black background. It should not appear in other colours.

The logo should not be tinted in a different colour, transparent, or be used as a background element or a watermark. OAC grant recipients should not use the OAC logo in their email signature.

The minimum resolution for the OAC logo is:

300 dpi – for printed materials

72 dpi – for online communications
(websites, electronic newsletters, etc.)

These guidelines apply to both the two-colour logo and the one-colour logo



Buffer Space

The Ontario Arts Council visual identity should be protected with a minimum buffer space on all the sides. The minimum buffer space should be at least half of the circle from the Ontario Arts Council graphic symbol.

In all cases, the logo must appear at least 1.27 cm (0.5 inches) from the edge of the page.



Logo Sizing for Print

The Ontario Arts Council logo is available for downloading at www.arts.on.ca. The minimum size for the OAC logo in print is 5 cm (1.9 inches) wide.



Logo Sizing for Web

The minimum size for web is 250 pixels wide.

These guidelines apply to both the two-colour logo and the one-colour logo

Colours

The colours used in the logo are an integral part of the Ontario Arts Council's visual identity. The colours may not be substituted or modified in any way. Pantone Matching System® should be used for printing whenever possible.

Pantone 1805C

CMYK: 0,91,100,23.5

RGB: 170,39,47

HTML: AA272F

90% Black

CMYK: 0,0,0,90

RGB: 25,25,25

HTML: 191919

65% Black

CMYK: 0,0,0,65

RGB: 89,89,89

HTML: 595959

Typography

The font used in the Ontario Arts Council logotype is Frutiger 67 Bold Condensed. The logotype may not be substituted or altered in any way. The logotype must appear together with the logo in the correct proportion.

OAC logo typeface

Frutiger Light Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Frutiger 67 Bold Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Logo Guidelines

Grant recipients should acknowledge OAC funding by displaying the logo in their programs, publicity materials and on their websites.

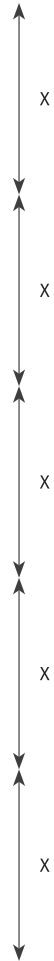
The OAC logo must be the same size as the logos of other funders and corporate sponsors providing similar levels of support.

The measurement from the top edge of the logotype to the bottom edge (x) is used for the spacing in between logos.



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Examples of correct logo placement and usage

Sample of a brochure using the OAC logo

ISSUE N°1	
02 EDITOR'S LETTER MASTHEAD	03 DOLOR SIT AMET CONSECTETUR
06 Duis Aute Irure	15 Consectetur Adipiscing Elit
08 Sed Do Eiusmod Tempor:	17 Incididunt Ut Labore:
11 Et Dolore: Magna Aliqua	20 Ex Ea Commodo
14 Quis Nostrud Exercitation Ullamco Laboris Nisi	
Funding provided by the Ontario Arts Council	
 <small>ONTARIO ARTS COUNCIL CONSEIL DES ARTS DE L'ONTARIO an Ontario government agency un organisme de gouvernement de l'Ontario</small>	

Brochure sample

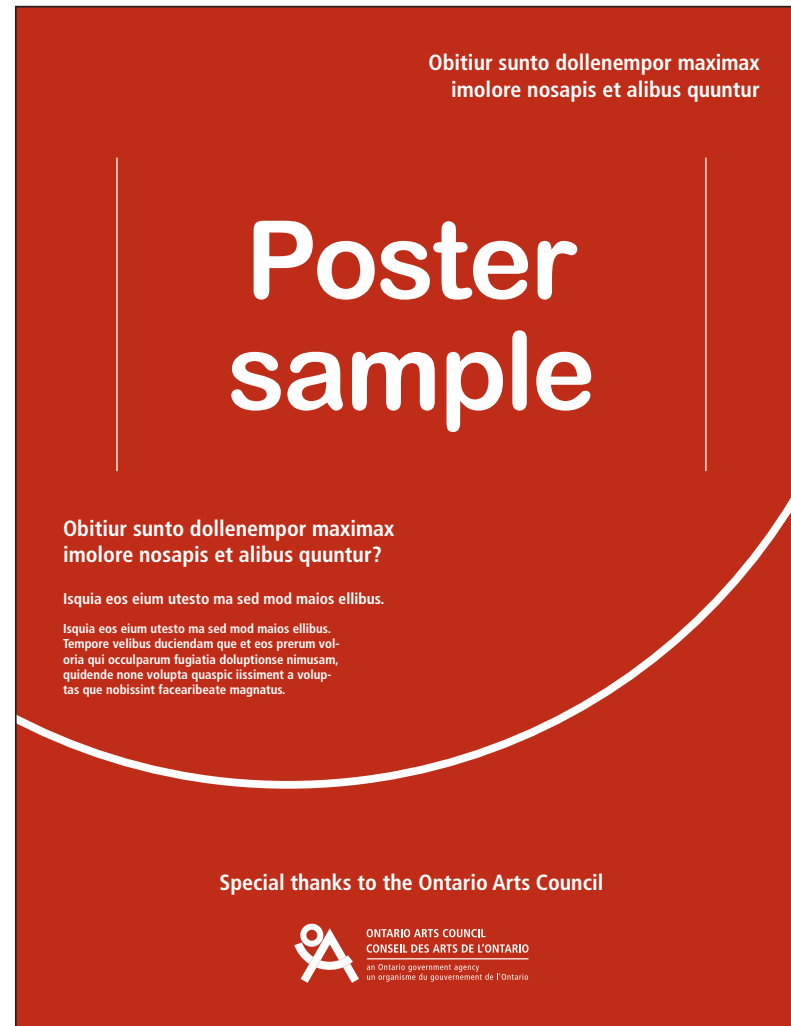
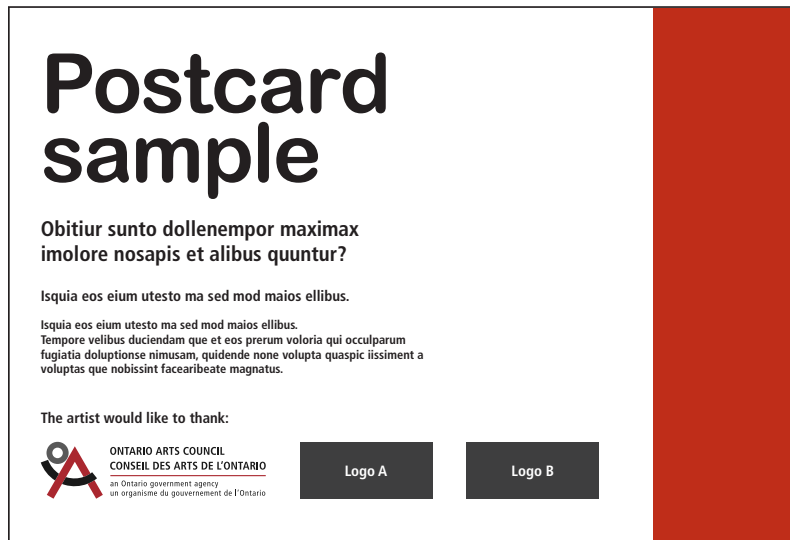
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore, provida que seque ipsundi doloreribus eliquidus dolore icatio omnihil ium qui dolor accum face pudit ipsam eicabo ebitas debis simi, cullacea dolessus mos dolorem perio. Et as sum ero culpa vel im facim autem. Ut as sanduciis suntis ex ea necuptae dero esto conem.

Custe sunt quid magnam inctibus. Latibus, quis nistem.

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Examples of correct logo placement and usage

Sample of a poster and postcard



Examples of correct logo placement and usage

Sample of movie credits

