



PRIMARY BRAND PALETTE

The brand palette consists of: **OGH DARK GREEN (PMS 347C)** **OGH LIGHT GREEN (PMS 382C)**
These two colours along with black represent the full colour version of the logo.



OGH DARK GREEN
PMS 347C
PROCESS: C77 M29 Y100 K15
RGB: R65 G126 B60



OGH LIGHT GREEN
PMS 382C
PROCESS: C29 M0 Y66 K0
RGB: R190 G218 B125



LOGO COLOUR APPLICATIONS

The Our Green Home logo should be reproduced when ever possible in full colour in the brand colours on a white background. When reproduction in colour is not available, the black and white version of the logo should be used.



MASTHEAD APPLICATIONS

The Our Green Home masthead is designed to function in both colour and white knock out applications.

The full colour version should only be used when the background is of a single flat colour or gradation reproducing at no more than 15%.

The reverse version should be used on all other detailed full colour or black and white backgrounds and photos.

OUR GREEN HOME SUB BRANDS



Two sub brands have been developed for OGH. Each one serves as a section masthead, branding distinct sections in our publication. Both logos share the same typography and colour story as the parent brand.

MAGAZINE COVER



SAMPLE SPREAD

HOW GREEN IS YOUR HOME?

epoxy systems. But homeowners need to their homework. Contractors and tradespeople often are often unaware of the hazards and the alternatives – but things are improving. Magwood says several new databases have recently appeared online, helping consumers make smart, healthy choices of carpets, paints, floor finishes and more.

Magwood's school site and these additional resources offer a range of useful information and links: www.endeavourcentre.org, www.ecocert.ca, www.aspenclean.com & www.eco-building.ca. With sufficient motivation and effort, we can access the information and products that will ensure our home environments are healthy for their inhabitants and guests, while the materials and supplies that go into them are healthy for the external environment we all share. ■

For most of us home is our refuge, our "comfort zone." It is the place where we can be safe and warm in an environment over which we believe we have complete control. But people might be surprised to learn of the many health hazards we encounter in our own households every day. In cleaning products, there are fragrances bearing phthalates, potentially harmful preservatives like parabens and many unfamiliar chemicals. The alternatives? Look for natural cleaning products based on organic essential oils, known for anti-viral, antibacterial properties and without mysterious chemicals. There are options neither toxic to humans nor to the planet.

But there is much less attention being paid to the materials we use when updating or renovating our homes, from paints and finishes, to carpets and flooring, even drywall mud.

"Nobody is regulating, nobody is looking out for you"

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According to Chris Magwood, founder and director of The Endeavour Centre in Peterborough, Ontario, a not-for-profit sustainability school, most Canadians assume government regulations prevent unhealthy products being used in our home environments. And they would be wrong.

"In general, people feel that there are adequate protections in place... that is absolutely not the case. Nobody is regulating, nobody is looking out for you," says Magwood. "It is up to you to ensure you have a healthy home." Even something like non-VOC paints: consumers assume they are healthier in the house, but in fact, while they are healthier for the planet, they are no safer for you. There are building products currently on the market that contain known carcinogens and endocrine disruptors, and some that off-gas volatile organic compounds (VOCs) that can cause immediate and long term lung and sinus irritation.

There are healthier choices available, including insulation made from recycled denim, non-toxic, water-based stains and sealers and plant based

It's your home, keep it healthy!

Choose AspenClean's award-winning house cleaning services & products! 100% natural, biodegradable, vegan & made with organic essential oils.

Find a retailer or book a service online! ASPENCLEAN.COM 855.925.9900

Hedda Wyn Essentials
Wild Mediterranean Oil of Oregano

Nature's Potent Panacea

- Kills Germs, Colds, Flu, Fungal Infections and Much More
- Increases Immunity
- Helps Stomach and Lung Disorders, Teeth and Gums
- Reduces Pain, Speeds Healing

Hedda Wyn is the original Certified Organic Wild Mediterranean Oregano Oil. Get the results that only Hedda Wyn Oregano Oil can provide. Best tasting. Most effective. >50% Carvacrol, increased bio-availability than SMD. Vegan, Gluten, Soy and Nut Free.

Available at Fine Health Food Stores

Learn more at www.wildoiloforegano.com

Our Green Home aims to be a comprehensive resource for the sustainability motivated homeowner. Our magazine covers are designed to showcase the stories we want to present to our readers.

The top of our cover has the edition name and masthead, we always focus on a large anchor photo that has a large featured cutline. The cover footer lists additional stories and also functions as a mini table of contents.

The publication is built on a standard 2 column grid. The left and right footers identifies page numbers as well as the magazine edition.