



**KAWARTHA
CONSERVATION**

Discover • Protect • Restore

The Kawartha Conservation logo consists of three elements



Icon

**KAWARTHA
CONSERVATION**

Word Mark

Discover • Protect • Restore

Tag Line

BRAND

The brand palette consists of 2 colours:

KAWARTHA BLUE (PMS 295C)
KAWARTHA GREEN (PMS 355C)

These two colours along with black represent the full colour version of the Kawartha Conservation logo.



KAWARTHA BLUE

PMS 295C

PROCESS: C100 M77 Y28 K13
RGB: R18 G71 B123



KAWARTHA GREEN

PMS 355C

PROCESS: C94 M0 Y100 K0
RGB: R68 G167 B85

MARKETING

The marketing palette introduces vibrant earth tone colours, which work in harmony with the brand palette. These colours have been selected for applications that benefit from the use of colour such as reports and advertising.

Note: These colours are for support only. The Kawartha Conservation logo should never be reproduced in any of the marketing palette colours.



PMS 2915C

PROCESS: C50 M0 Y0 K0
RGB: R100 G178 B242



PMS 144C

PROCESS: C0 M70 Y100 K0
RGB: R247 G148 B29



PMS 110C

PROCESS: C0 M12 Y100 K7
RGB: R212 G17 B18



PMS 469C

PROCESS: C79 M83 Y100 K5
RGB: R97 G53 B28



PMS 7502C

PROCESS: C20 M30 Y60 K0
RGB: R205 G185 B126

COLOUR APPLICATIONS

The Kawartha Conservation logo should be reproduced when ever possible in full colour in the brand colour palette on a white background. When reproduction in colour is not available, the black and white version of the logo should be used. If the logo must appear on top of a colour or background, the single colour (white) reversed version of the logo should be utilized.

LOGO APPLICATION RULES



Always reproduce our logo in full colour on a white or off white background. If this is not possible then use the single colour version of the logo by either reproducing the logo in positive or reversed in white out of a dark background.



REPRODUCTION SIZE AND PROTECTION SPACE



The logo can be clearly reproduced at no smaller than 1.25 inches wide.



The logo needs a minimum protection space equal to the combined height of the K and C from the word mark.

INAPPROPRIATE LOGO APPLICATIONS



Our logo can not be distorted.



The size relationship between our icon and word mark can not be changed.



The relative position of our icon, word mark and tag line can not be changed.



No part of the logo can be reproduced in any other colour other than the specified brand colours.

The logo must always be reproduced with it's 3 parts.



STATIONERY

The Kawartha Conservation corporate stationery package shown here consists of letterhead, #10 envelope and business card.

Reproduction of these materials in either print or electronic format must be generated as per the examples shown and from the approved art files provided.

Note: Cell number can be optionally subbed for fax number on business card.

CORPORATE FONTS

The **Univers** or **Zurich** font family are our primary typefaces for all corporate printed and electronic communication materials.

Arial is an approved system font for all corporate office communications and electronic exchange documents.

Univers/Zurich

ABCDEFabcdef123456789

ABCDEFabcdef123456789

ABCDEFabcdef123456789

ABCDEFabcdef123456789

ABCDEFabcdef123456789

ABCDEFabcdef123456789

Arial

ABCDEFabcdef123456789

ABCDEFabcdef123456789

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