



An Agency of the Government of Ontario



BRAND GUIDELINES

LOGO GRAPHIC VERSIONS



For general use in marketing collateral, signage, advertisement, premiums, etc.



An Agency of the Government of Ontario

With Strapline - Agency of the Government of Ontario (AGO)

Use in official stationery and for corporate reporting publications such as Annual Report, Business and Marketing Plan.



LOGO EXCLUSION ZONE



When using the official corporate logo, the letter “t” from the spelling of “toronto” should be used for measuring proper logo safety clearance. Three “t”s stacked horizontally will create the proper exclusion zone around the logo. It should remain clear of any text or other graphic elements.

† Same principles applies to both of the Metro Toronto Convention Centre corporate logos.

COLOURS

PRIMARY



PANTONE	294C	187C
CMYK	100 85 30 23	23 100 86 16
RGB	25 55 103	169 30 47
HEX	#193767	#A91E2F

SECONDARY



PANTONE	2135C	7746C	7571C	7535C
CMYK	62 39 0 0	17 0 88 39	0 48 97 21	10 11 23 19
RGB	117 140 192	153 155 48	198 125 48	183 176 156
HEX	#758CC0	#999B30	#C67D30	#B7B09C

FONTS

These fonts are used for official corporate and sales documents, including internal documents, forms, Operating Guidelines and Exhibitor packages.

Primary

Univers

Univers 45 Light
Univers 45 Light Oblique
Univers 55 Roman
Univers 55 Roman Oblique
Univers 65 Bold
Univers 65 Bold Oblique

Alternate Primary

Arial

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Arial Font family is used as a second option when Univers is not available or not applicable.

For digital displays

Roboto¹

Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Regular Italic
Roboto Bold
Roboto Bold Italic

¹ Google font

