



Ontario Lavender Association Logo Use Policy

Effective Date: January 1, 2012

The Official Logo

The logo of the Ontario Lavender Association is a proprietary symbol and an official mark of the association. It (and other symbols created by the association) may only be used by individuals who are members of the association, or by external organizations authorized by the association for the purposes outlined in the policy set out below.

The logo of the Ontario Lavender Association depicted above is an official mark of the association. It symbolizes professionalism, high standards and a focus on plant development. Guidelines governing its use are spelled out in this policy.

Elements

The official logo consists of two elements

The stylized lavender plant surrounded by a tie and is the official mark of the Ontario Lavender Association. The signature of the Ontario Lavender Association is Lavender Ontario.



Official Logo Use by Members

Members are encouraged to include this logo to identify that they are members of the Ontario Lavender Association.

Acceptable Version

The acceptable version of the Ontario Lavender Association logo includes the logo and signature, as

Ontario Lavender Association

"To grow a prosperous and vibrant Ontario lavender industry, together"

1283 Blueline Road, P.O. Box 587
Simcoe, Ontario. N3Y 4N5

519 426 7913
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described in the previous section, and “LAVENDER ONTARIO” clearly stated above the signature (as shown above).

Guidelines

The logo should be proudly displayed and used according to the following guidelines:

Full Ontario Lavender Association Member Logo Use

The stylized lavender plant and signature and the word “Member” must be present and the design not altered in any way.



Ontario Lavender Association Associate Member Logo Use

The stylized lavender plant and signature and the word “Associate” must be present and the design not altered in any way.



Ontario Lavender Association Resource Member Logo Use

The stylized lavender plant and signature and the word “Resource” must be present and the design not altered in any way.



The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image. Members can download digital images from the Ontario Lavender Association website (www.OntarioLavenderAssociation.com).

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A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece. The amount of space depends on the size of the logo. Please contact the Ontario Lavender Association if you have any questions.

The logo design must always be used on its own; it must not be included as part of another design.

If the logo is used in conjunction with other logos, its printed size must not be smaller than the minimum size described below.

The printed size must not be smaller than 0.9 inches wide by 0.355 inches in height.

The logo must not be printed with a resolution less than 300 dpi, or on the web

Permissible Member Usage

The logo may be used on signage, business letterhead, business cards, brochures, professional advertising, report covers, fact sheets, publicity leaflets and websites. For any other use, please contact the Ontario Lavender Association.

Prohibited Use of the Logo

The Ontario Lavender Association's official logo may not be used on any commercial product or publication that directly or implicitly conveys that the content is authorized or associated with the association, without the express written permission of the association. This includes, but is not limited to, placing the official logo and signature on any article, book, software or any other publication or product offered for sale by a member.

Colours

The logo may be printed in colour, black & white or reverse black & white:

The official colours are Ontario Lavender Association lavender, which is 9966CC and Ontario Lavender Association Green, which is 008B00. When the logo is printed in colour, the signature and the stems are printed in Ontario Lavender Association green and the Lavender leaves are printed in Ontario Lavender Association lavender. The typeface to be used is Typeface - Tahoma/ Verdana Group and the colour Typeface Black- 00000

The logo may be printed in black & white. When printed in black, solid black versions of the elements are to be used. No percentage screens to obtain a two-colour effect may be used on any of the elements.

The logo may be printed in reverse black & white only on white paper stock. When printed in reverse black & white, the white elements will assume the colour of the paper stock.

No other colour combinations are acceptable without the written approval of the association.

Other Users of the Official Logo

Use of the official Ontario Lavender Association logo is a privilege, not a right. The association may authorize external organizations and sponsors to use the official logo, without the text "MEMBER",

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“ASSOCIATE” or “RESOURCE” as outlined in this policy, on promotional materials including posters, pamphlets, t-shirts, websites and reports, to indicate Ontario Lavender Association sponsorship. No other use of the official logo is permitted without the express written permission of Ontario Lavender Association. Please contact the Ontario Lavender Association for authorization.

Enforcement

The logo and other symbols are official marks of the Ontario Lavender Association and are regulated by federal, official mark legislation. Permission to use the logo or other symbols will be suspended indefinitely for contravention of these guidelines. Any questions regarding corporate identity or use of the logo should be directed to:

Ontario Lavender Association
1283 Blueline Road
Simcoe, Ontario. N3Y 4K3

E-mail: ontariolavenderassociation@gmail.com Website: www.ontariolavenderassociation.com

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