ONTARIO INTERNATIONAL ECONOMIC DEVELOPMENT BRAND GUIDELINES

Version 2.0 | Feb 10, 2020

ONTARIO CANADA

CONTENTS

1.0
WELCOME

Ontario is Open for Business

Ontario is a place where businesses can expand and thrive, unencumbered by excessive red tape and over regulation; a province fully dedicated to keeping operational costs and manufacturing taxes among the lowest in North America so that businesses can focus on growth and profit.

Ontario's robust education system outputs a steady stream of high-quality talent ready to staff organizations of all types and sizes. In fact, the province has a postsecondary educational attainment rate of 69%. That's significantly higher than the U.S., UK, Japan, Germany and France. And with specialized immigration programs, companies can recruit and retain the best talent the world has to offer.

Our proximity to the United States, along with strong trade agreements with North America, Europe, Asia and other global partners means that Ontario is open for business to the entire world.

The Open for Business value propositions generally rest upon six different pillars. These can be considered overarching "themes" and are always supported by factual statements. Identifying the pain points/requirements of an investor will inform which pillar(s) are most applicable for your messaging purposes. This framework allows us the flexibility to choose the most appropriate messaging for any target organization or individual while keeping our universal value propositions consistent and on brand.

Competitive Business Costs
- Low corporate taxes
- Labour costs
- Health care/benefits costs
- Favourable exchange rate

Business Environment
- Regulatory environment that is easy to navigate
- Investment incentives
- Site selection services
- Private/public sector partnerships

Access to Global Markets
- Proximity to U.S. market
- Border crossings and seaways (access global markets)
- Trade Agreements:
  - CETA
  - USMCA
  - Mercosur
  - CPTPP

Access to Talent
- Highly educated/skilled workforce
- Number of STEM grads
- Ontario Immigrant Nominee Program
- Ease of immigration for highly skilled talent

Leaders in Innovation
- Largest concentration of incubators
- 2nd largest IT cluster in North America
- World-class educational institutions

Diversified and Growing Economy
- Diverse array of sectors and industries
- Canada's economic engine
- Large GDP
- GDP growth rate

2.0
LOGOS

Our logos are the foundation and anchor of our brand, acting as a visual cue that creates an instant connection with our audience. It is important to maintain their integrity in all applications to ensure brand consistency.

While the official designation of this mark is that of an "international identifier," for the purposes of these guidelines we will refer to this "international identifier" as an "international logo" since this is a term that is more globally understood. Just know that from a governmental standpoint, there is only one official "logo" and that is the Trillium.

The international identifier/ logo has three components: the word 'Ontario', the word 'Canada' and a red maple leaf. Together, they reinforce the association between Ontario and Canada.

Regardless of the medium, ensure that the logo stands as a clear and legible element, free from any visual clutter or distractions. With the exception of bilingual applications, do not separate or alter the logo in any way.

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International identifier

The Open for Business icon will reinforce and build connections across government to create an environment where businesses can grow and thrive with ease in Ontario.

Use of the Open for Business (OFB) icon in conjunction with the international identifier is mandatory when creating materials relating to economic development and Ontario.

A lockup of the international identifier and the OFB icon has been provided, but the OFB icon may be used separately from the identifier if desired.

Due to the larger visual size and weight of the icon, it is recommended that it be 90% of the width of the Ontario identifier to present visual consistency. The icon should never be larger than the Ontario identifier when they appear together.

OPEN
FOR BUSINESS

OUVERT
AUX AFFAIRES

ONTARIO CANADA · OPEN FOR BUSINESS

ONTARIO CANADA · OPEN FOR BUSINESS

ONTARIO CANADA | OPEN FOR BUSINESS

ONTARIO CANADA

OPEN
FOR BUSINESS

2"
(50mm)

1.8"
(45 mm)

2.4 Lock-ups and how they are used

Use the primary or reversed logo on backgrounds that offer maximum contrast and legibility. Ensure that the background colours do not blend with the colours of the leaf.

- Use the primary logo with light-coloured solid, photographic or illustrated backgrounds.

- Use the reverse logo with dark-coloured solid, photographic or illustrated backgrounds.

Primary logo and icon usage examples.

Reversed logo and icon usage examples.

2.5 Logo minimum sizes

For print applications, the minimum size of the international identifier is 254 mm (1 inch) wide.

Print | 254 mm (1 inch)

ONTARIO
CANADA

For online applications, the minimum size of the international identifier is 100 pixels wide.

Online | 100 px

ONTARIO
CANADA

It is recommended that the OFB icon be 90% of the width of the Ontario identifier to present visual consistency. Therefore, it should never be less than 229 mm (0.9 inches) wide in print, and 90px in web.

Print | 229 mm (0.9 inches)

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Online | 90 px

OPEN
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2.6 Logo clear space

To ensure legibility, use a clear space around the international identifier equal to the height and width of the 'O' in 'Ontario'.

When using the OFB icon on its own (not locked up with the international identifier) it should have a minimum of one N-space between it and any other graphic element.

For French pieces, the N space is roughly equivalent to the distance between the leftmost edge of the O and the inside of the second upright of the U (see diagram at right).

Clear space

The identifier and icon must be used consistently, with respect given to their shapes and proportions. Below are some examples of how not to use them.

Do not skew, distort or rotate the logo.

Do not change the logo colours.

Do not remove any logo elements.

Do not use the logo on busy backgrounds.

2.8 Co-branding

When co-branding with another organization for marketing applications such as advertisements, sponsored content, websites, videos, etc., ensure that the following rules are applied:

- Our logo should always be first, placed to the left (our preferred layout is a horizontal lock-up.
  If this is not possible, see **Co-branding – stacked logos** on the next page).

- The clear space between both logos should be equal to three 'O's (each 'O' being equal to the height and width of the 'O' in 'Ontario').

The partner logo should be no higher than the bounding box of clear space around our logo (see **Logo clear space** on page 12). Ensure that both logos are centred horizontally, and that they are both equal optically in size.

- Ensure that all other guidelines for our logo are followed, as well as those for our partners (usually available upon request).

ONTARIO CANADA

PARTNER LOGO

GOES HERE

Sample co-branded ad

WHERE LOREM IPSUM LIVES.

Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy.

InvestInOntario.com

ONTARIO CANADA   **OPEN** FOR BUSINESS   **THALMIC**LABS

Paid for by the Government of Ontario

EXCEPTION: when the OFB icon is immediately adjacent to the international identifier, consider it an extension of the international identifier. The OFB icon can be one 'O' away from Ontario, but the next logo should be three 'O's away from the icon.

2.9 Co-branding – stacked logos

When logos are better presented stacked vertically, ensure that the following rules are applied:

- Our logo should always be first, placed on top.

- The clear space between both logos should be equal to two 'O's (each 'O' being equal to the height and width of the 'O' in 'Ontario').

- Ensure that both logos are centred vertically, and that they are both equal optically in size.

- Ensure that all other guidelines for our logo are followed, as well as those for our partners (usually available upon request).

- EXCEPTION: when the OFB icon is immediately adjacent to the international identifier, consider it an extension of the international identifier. The OFB icon can be one 'O' away from Ontario, but the next logo should be two 'O's away from the icon.

PARTNER LOGO

GOES HERE

Sample co-branded ad

WHERE LOREM IPSUM LIVES.

Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy. Lato Light in upper/lower case should be used for body copy.

InvestInOntario.com

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3.0
TYPOGRAPHY

Consistent use of typography is essential for brand recognition. Proper use of typefaces will enhance the overall look and feel of communications and work in conjunction with other brand elements to reinforce a clear identity.

Lato is our brand typeface. Lato is a free Google font, downloadable here: https://fonts.google.com/specimen/Lato.

- Use Lato Black in all caps for headlines. All headlines should be in 100% black.

- Use Lato Regular in all caps for subheads. All subheads should be in 100% black.

- Use Lato Regular or Light in sentence case for body copy.

- Use Lato Regular or Bold in title case for the URL (InvestInOntario.com). Do not set the URL in uppercase.

- For darker backgrounds, use knockout type.

If you are a Microsoft user who does not have the Lato font or the ability to add fonts to your computer, use Avenir. If Avenir is not available, use Arial.

Lato Light

ABCDEFGHIJ
KLMNOPQ
STUVWXYZ
abcdefghijkl
nopqrstuvwxyz
1234567890
!@#$% &*()_[]?

Lato Regular

ABCDEFGHIJ
KLMNOPQ
STUVWXYZ
abcdefghijkl
nopqrstuvwxyz
1234567890
!@#$% &*()_[]?

Lato Bold

**ABCDEFGHIJ
KLMNOPQ
STUVWXYZ
abcdefghijkl
nopqrstuvwxyz
1234567890
!@#$% &*()_[]?**

LATO BLACK ALL CAPS FOR HEADLINES.

LATO REGULAR ALL CAPS FOR SUBHEADS.

Lato Regular sentence case for body copy.

Lato Light sentence case for body copy.

4.0
COLOURS

Each of our primary brand colours were selected for their association to the sectors that they represent. The result is a rich spectrum of colours that brings our brand to life.

4.2 Primary brand colours

Our primary brand colours are inextricably linked to their respective sectors and industries – use them accordingly. Avoid using multiple primary colours on the same layout.

If multiple sectors/industries need to be depicted in the same layout, use Dark Blue.

NOTE: Hex codes should be input directly as is (i.e., copy/paste the code), and never colour sampled to avoid colour discrepancies between various screen profiles.

Dark Blue
Pantone: 295
CMYK: C100, M84, Y36, K39
RGB: R0, G40, B86
HEX: #002857

SECTORS

Primary/Default/Multi-sector

Automotive

Auto R&D

Aerospace

Defence

Fuchsia
Pantone 215
CMYK: C25, M100, Y48, K8
RGB: R176, G22, B87
HEX: #B01E59

SECTORS

Information & Communication Technology

Deep Green
Pantone 357
CMYK: C85, M40, Y91, K39
RGB: R29, G86, B50
HEX: #1B5630

SECTORS

Financial Services

Banking

Fintech

Mining Exploration & Mine Development

Burnt Orange
Pantone 173
CMYK: C12, M87, Y100, K2
RGB: R212, G69, B29
HEX: #D5441C

SECTORS

Life Sciences

Medtech

Pharmaceuticals

Teal
Pantone 322
CMYK: C100, M35, Y50, K13
RGB: R0, G112, B120
HEX: #0099A8

SECTORS

Chemical and Biochemical

Clean Tech

Water Technology

Renewable Energy

Forestry

Purple
Pantone 269
CMYK: C80, M97, Y26, K13
RGB: R83, G45, B109
HEX: #532C6E

SECTORS

Food & Beverage Manufacturing

Confectionery

Tourism

Agriculture and Food Production

Food and Beverage

4.3 Secondary brand colours

Our secondary brand colours are complementary to their respective primary colours. Use them to highlight visual elements, differentiate between messages, add visual interest, or simply to avoid overusing the primary colours.

Use the secondary colours with their respective primary colours only
(see 4.5 Colour Palettes on page 32
for details).

Pantone 576
CMYK: C57, M21, Y91, K3
RGB: R122, G176, B73
HEX: #7A9D4A

90% Black
CMYK: C0, M0, Y0, K90
RGB: R65, G64, B66
HEX: #404041

20% Black
CMYK: C0, M0, Y0, K20
RGB: R209, G211, B212
HEX: #D1D2D4
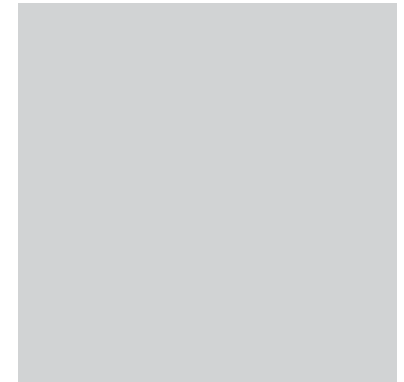
4.4 Colour tints

Our colour tints consist of our primary colours in tints between 20% and 80%.

Use tints for charts, graphs, icons and other similar applications.

Dark Blue

Pantone – 295 tint 20%
C14, M14, Y7, K0
R203, G207, B218
HEX: #CCCFDB

Pantone – 295 tint 40%
C43, M31, Y17, K0
R151, G161, B183
HEX: #97A0B7

Pantone – 295 tint 60%
C67, M51, Y25, K3
R100, G118, B149
HEX: #637696

Pantone – 295 tint 80%
C90, M72, Y31, K15
R49, G78, B116
HEX: #2E4D75

Fuchsia

Pantone – 215 tint 20%
C7, M21, Y11, K0
R231, G202, B206
HEX: #EBCDD0

Pantone – 215 tint 40%
C14, M42, Y22, K0
R214, G159, B168
HEX: #DAA1AA

Pantone – 215 tint 60%
C20, M62, Y33, K1
R199, G121, B137
HEX: #CB7A8A

Pantone – 215 tint 80%
C24, M81, Y41, K3
R186, G83, B111
HEX: #BE526F

Deep Green

Pantone – 357 tint 20%
C18, M7, Y17, K0
R209, G219, B210
HEX: #D0DBD0

Pantone – 357 tint 40%
C38, M17, Y36, K0
R163, G184, B167
HEX: #A3B8A5

Pantone – 357 tint 60%
C57, M27, Y56, K4
R119, G150, B126
HEX: #74977C

Pantone – 357 tint 80%
C72, M35, Y73, K18
R76, G117, B87
HEX: #4C7656

Burnt Orange

Pantone – 173 tint 20%
C0, M17, Y15, K0
R254, G217, B205
HEX: #FCDACF

Pantone – 173 tint 40%
C0, M33, Y33, K0
R248, G183, B162
HEX: #F7B7A0

Pantone – 173 tint 60%
C2, M51, Y54, K0
R238, G147, B118
HEX: #F09373

Pantone – 173 tint 80%
C7, M70, Y78, K1
R225, G116, B78
HEX: #E36E48

Teal

Pantone – 322 tint 20%
C20, M3, Y10, K0
R202, G226, B226
HEX: #C7E2E2

Pantone – 322 tint 40%
C43, M7, Y22, K0
R146, G197, B198
HEX: #8FC5C6

Pantone – 322 tint 60%
C67, M15, Y34, K0
R86, G169, B171
HEX: #4DA8AC

Pantone – 322 tint 80%
C85, M26, Y43, K3
R0, G140, B144
HEX: #098D92

Purple

Pantone – 269 tint 20%
C12, M16, Y4, K0
R220, G210, B223
HEX: #DCD1E1

Pantone – 269 tint 40%
C27, M34, Y9, K0
R185, G166, B193
HEX: #B8A5C2

Pantone – 269 tint 60%
C45, M55, Y14, K0
R150, G124, B164
HEX: #987BA5

Pantone – 269 tint 80%
C63, M76, Y20, K3
R185, G166, B193
HEX: #745388

Our sector illustrations were developed to provide dynamic backgrounds that enhance our messaging. They are each inspired by different technology platforms, but not meant to represent the specifics of any particular industry. This provides a flexibility that allows each of the illustrations to cover a different set of sectors/industries that Ontario is proud of.

4.6 Sector illustration categories

Each of our sector illustrations is inextricably linked to the primary brand colour, colour palette and sector it represents. They are each inspired by different sectors, but not meant to represent the specifics of any industry
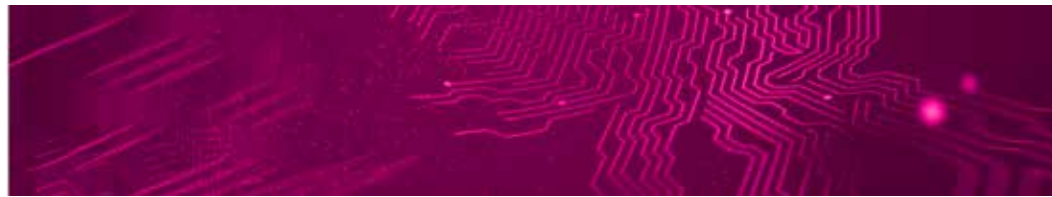
4.7 Colour palettes

The following is an overview of our six different colour palettes (each comprised of a primary brand colour grouped with their respective secondary colours and tints).

Never mix and match the colour palette families – use secondary colours with their respective primary colours only.
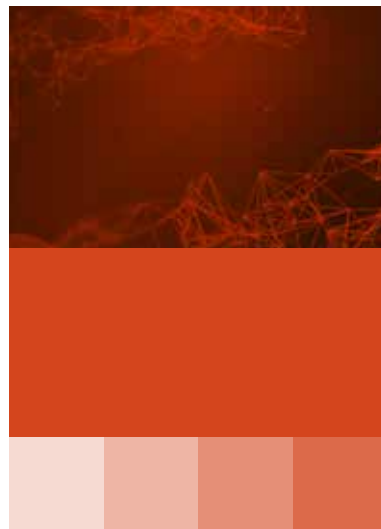
Dark Blue
Pantone– 295 + colour tints

Fuchsia
Pantone – 215 + colour tints

Deep Green
Pantone– 357 + colour tints

Burnt Orange
Pantone– 173 + colour tints

Teal
Pantone– 322 + colour tints

Purple
Pantone– 269 + colour tints

5.0
PHOTOGRAPHY

5.1 Overview

Our photography is thoughtful, warm and rich – without being overly dark. The goal is to achieve a high-end magazine quality, both in original shots and with the stock imagery we choose.

5.2 Photographic style – environments

All of our photography should feel like a series being shot by the same photographer.

Shots should be authentic, artful and lit with natural light whenever possible. Avoid images that have a typical stock image look and feel.

As a best practice, original photography should be photographed in Ontario. Use Ontario images by Ontario photographers when possible.

5.3 Photographic style – portraits

Our portraits should be friendly and inviting. They can either be candid or staged moments set in the subject's work environment.

Ensure that our portraits bring out the personality and character of the subject. The best editorial portrait shots are ones where a connection between the subject and photographer has been made — the camera should act as a window, not a barrier.

6.0
GRAPHIC DEVICES

Our graphic devices are fundamental to the visual identity of our brand. When used consistently, they create continuity across all of our communications and help define our brand's unique look and feel.

6.2 Notch

The notch is a graphic device used in layouts that include a photograph or background illustration.

Extend the notch from the photograph or illustration and use it as a visual cue to point to important information such as our logo, our URL, the headline, etc.

notch

6.3 Colour block

The colour block is a graphic device used in layouts with a light grey background.

Use it as a visual cue to bring focus to body copy or to simply reference the message's sector. It is meant to be subtle, and should never be obtrusive.

colour
block

7.0
APPLICATION EXAMPLES
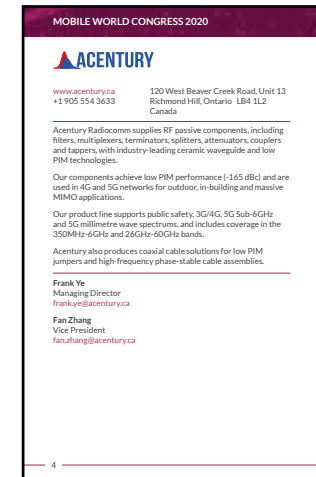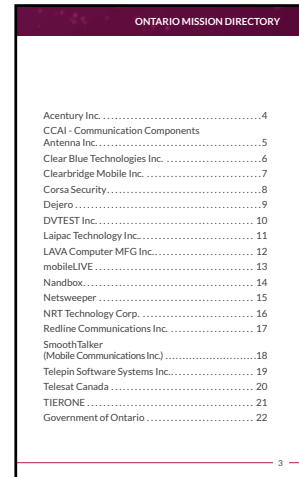
Mobile World Congress 2020

LASER 2019

Municipalika 2020

Cybertech Israel 2020

OFB banner

OINP banner

7.4 Booths

Arab Health 2019

Green Expo 2019

ICT one-pager

Aerospace one-pager

8.0
AODA COMPLIANCE

8.1 Print considerations - Layout

The following section is an excerpt from the Association of Registered Graphic Designers' (RGD) "Access Ability – A Practical Handbook on Accessible Graphic Design." For full details, go to: https://www.rgd.ca/database/files/library/RGD_AccessAbility_Handbook.pdf

The *Accessibility for Ontarians with Disabilities Act* (AODA) aims to improve accessibility in the areas that impact the daily lives of people with disabilities.

When designing for print, online and environmental applications, considerations must be made to make the design compliant.

Grid

The clear divisions of a classic design grid ensure a consistent structure. This consistency is especially vital for readers with visual disabilities, who appreciate having signposts to help identify content and quickly process meaning.

Hierarchy

The graphic and informational hierarchy should be apparent in all design, but is particularly important in complex pieces, where an explicit logical order benefits readers of varying abilities.

Printing surface

To accommodate varying vision abilities, it is important to choose paper or printing materials that minimize glare, especially for text-heavy documents. An obvious remedy is to use papers with a matte or uncoated finish, rather than glossy stock. Glare can also be reduced with stock colour – for instance, by selecting a warm white over a bright white.

Colour

Readers' perception of colour can be affected by congenital vision problems or the effects of age, injury or the environment.

Required is 4.5:1 contrast ratio for normal text (<14pt.) and 3:1 contrast ratio for 14pt. and above. You can do a quick check by turning your monitor to greyscale or printing to a greyscale printer. If type and other graphic elements appear to blend together, adjust values accordingly to improve the contrast ratio.

8.2 Print considerations - Typography

Letterform shape/weight

Letterforms are created with positive and negative shapes. The positive shape is referred to as the form or stroke; the negative shape is called the counterform or counter. It is the relationship between stroke and counter that determines letter recognition.

Scale

A letterform's scale is defined by a number of proportional factors. We describe the relative size of a typeface in terms of its x-height, taking the lowercase "x" as a measure of all lowercase letters, excluding ascenders and descenders. Typefaces with tall x-heights are thought to be easier to read because they appear larger. The most legible typefaces have relatively equal width-to-height ratios.

Style

Most typefaces fall into one of two categories: display fonts, which are more decorative, and text fonts, which are designed for readability and versatility. When designing for accessibility, choose typefaces that have easily recognizable letterforms. Font use must be sans serif.

Dimension

The readability of type can be improved by manipulating two key variables: point size and column width or line length. Columns should be neither too narrow nor too wide. Be sensitive to these optical characteristics in making design decisions.

Spacing

Most page layout applications set an optimum default leading of 120% of the type size (e.g., 12-point type on 14-point leading).

Alignment

In Western cultures, left-aligned type is easiest for people to read. The straight left axis creates a common starting point from which the eye can quickly scan each line of text.

Other typographic considerations

- Do not set an entire paragraph in caps.
- Use underlining sparingly.
- Don't use italics unless for Act or Regulation.

8.3 Digital design principles

Web-based content and interface components must be presented in ways that all users can perceive, even if they have impaired vision or hearing.

Principle #1: Perceivable

- No information should be conveyed through non-text content alone. People who can't see images and other visual elements must have text alternatives ("alt text") that can be converted via software into speech, large print, Braille, symbols or simpler language.

- Make it easy for all users to distinguish foreground from background. Use a contrast analyzer to ensure there is enough differentiation between your text and background colours.

- Provide an alternative text-based format for audio and video content. Transcripts, captions and descriptive video all ensure a more accessible experience.

- To be truly accessible, a website must allow individual preferences in colour, size and typeface to override the author's suggested design.

- Use a websites like vischeck.com to determine how things may appear to the visually impaired.

Principle #2: Operable

All users accessing a website or online application, regardless of

how they operate their computers – by mouse, keyboard, voice recognition, switches or any other input device – must be able to simply and accurately manipulate all interface and navigation components. A few important points to keep in mind:

- Make all functionality fully accessible from a keyboard – including, by default, all links, buttons and form fields. Avoid creating custom interface components such as clickable spans that use JavaScript.

- Use clear titles, consistent mechanisms and orientation clues.

- Give users enough time to digest and respond to content.

- Avoid content that flashes more than three times per second.

8.3 Digital design principles

Principle #3: Understandable

We must create the clearest possible content and interfaces so that all people, including those with cognitive disabilities, understand our websites.

• Ensure that web pages and interface elements are intuitively predictable in how they appear and operate.

• Design consistent interfaces that immediately indicate where users are on the site, what they can do there and what comes next.

• Present verbal content in the plainest possible language, even – indeed especially – when tackling complex topics.

• Copy should integrate definitions of potentially unfamiliar terms and expand all abbreviations and acronyms.

• Avoid large text blocks. Break up long passages into smaller sections with meaningful subheadings.

• Help users avoid mistakes. Spell out requirements ahead of time (e.g., "password must be at least 6 characters with no spaces") and write clear error messages. impaired.

8.4 Environmental considerations

As people make their way through public buildings and other designed spaces, they have to navigate a complex series of paths and decision points.

Signage design

• Avoid signage that says too much.

• Place signage in a clear direction.

• Use simple graphic elements where possible.

• Place signage where there is ample lighting.

• As a general readability standard, a minimum 70% contrast ratio of foreground to background is recommended for all signage. Slight discrepancies, however, are not considered critical; reflectance values, materials and lighting can all affect contrast.

• Background and lettering surfaces should have a matte or
non-glare finish.

• All permanent room signs should use tactile lettering and Braille.

• All tactile lettering should be sans serif.

• Uppercase and lowercase (mixed case) lettering is recommended for both tactile and non-tactile messaging.

• All signage fonts should have optimum width/stroke ratios: The width of an uppercase letter O must be within 55% and 120% of the height of an uppercase I. The stroke may only be 15% of the height of an uppercase I.

• A tactile letter should be between 16 mm and 55 mm in overall height, based on an uppercase X.

• Character spacing should be no less than 3 mm and no greater than four times the stroke width.

• To calculate the relationship between type size and viewing distance, a suggested guideline is 25 mm cap height for every 7.5 m of distance.

• Tactile lettering and Braille should be raised 0.8 mm above the sign surface.

• There should be at least 10 mm clearance between Braille, tactile and any graphic elements to ensure readability.

• Braille standards vary. In Canada the widely accepted standard is Grade 1 Braille, while the U.S. and several other countries have adopted Grade 2 Braille (contracted).

THANK YOU

For questions related to the use of the International Economic Development Brand and its guidelines, please contact:

Neil Beaudry, Advertising Consultant
Ministry of Economic Development, Job Creation and Trade
Neil.Beaudry@Ontario.ca