



Canadian Forage & Grassland Association  
*Association Canadienne pour les Plantes Fourragères*



Canadian Forage & Grassland Association



**BRAND GUIDELINES**

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# Brand Essence

The Canadian Forage and Grassland Association/ Canadienne pour les Plantes (CFGGA) is representative of all sectors of the forage and grassland industry across Canada.

Those who produce hay and forage products, and those whose production depends on forage and grasslands are a diverse group. The CFGGA strives to strengthen our visual identity through cohesive and consistent branding. Our brand has been developed to resonate with rural and urban communities to encapsulate membership, partners and funders. Our organization endeavours to serve our membership through enhanced visual communication.



# Logo Use

## Logo Variations

The Canadian Forage & Grassland Association logo is designed in two orientations, a horizontal orientation and a vertical orientation.

The primary logo is the horizontal orientation, the secondary logo is the vertical orientation.

The primary logo should be the version used as often as possible. The secondary logo should be used only in instances where space is very limited. In the instance that the design parameters do not allow for the horizontal primary logo to maintain readability with scaling down, this would be a case where the secondary logo may be used instead.

### Primary logo - horizontal orientation



Canadian Forage & Grassland Association  
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### Secondary logo - vertical orientation



### Secondary logo use example:

#### Export



#### Forage Marketing

Canadian forage and forage products are marketed across the country and around the globe. Products range from hay and organic hay (in large round bales, small and large squares, compressed) to straw and alfalfa pellets.

Our CFGA members adhere to our code of ethics. These are a statement of the values of the CFGA and provide a guide to the decisions we make as businesses and individuals. This code of ethics assists us with the responsibilities to the principles of ethical marketing and business practices.



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# Logo Use

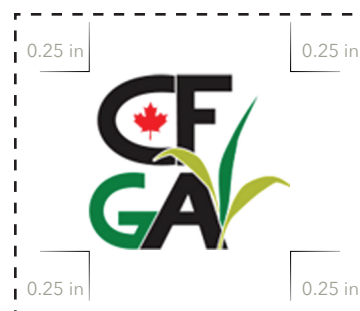
## Logo Size Requirements

Ideally in printed material the primary logo should go to no less than 2 inches wide. In online, web or digital applications the primary logo should go no smaller than 600 pixels wide. The length and height proportions must always be constrained so as not to skew the integrity of the design.

When using the secondary logo in printed material the logo width should not go any smaller than 1 inch wide. In online, web or digital applications the secondary logo should go no smaller than 300 pixels wide. The length and height proportions must always be constrained so as not to skew the integrity of the design.

## Logo White Space Requirements

The logo will always maintain a minimum margin of white space that accords with the following ratio: This ratio has been set up as the logo being 2.5 inches wide and 0.5 inches tall, the white space margin around it is then 0.25 inches. Use this ratio to determine the correct the minimum margin of white space the logo will require when sized accordingly.



# Logo Use

## Logo Use on Colour or Photography Requirements

The preference is that the logo be used on white backgrounds. The logo may be used on very light, destaturated colours occasionally; examples below. When the logo is used on top of a photographic image it must be placed in a white box with appropriate white space framing it.



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# Primary Colour Palette



007e3d    0, 126, 61    89, 26, 100, 13  
Hex #    RGB    CMYK



b0b91b    176, 185, 27    36, 15, 100, 0  
Hex #    RGB    CMYK



ff0000    255, 0, 0    0, 99, 100, 0  
Hex #    RGB    CMYK



ffffff    255, 255, 255    0, 0, 0, 0  
Hex #    RGB    CMYK



231f20    35, 31, 32    70, 67, 64, 74  
Hex #    RGB    CMYK



# Secondary Colour Palette



d4d5be    212, 213, 190    17, 10, 26, 0  
Hex #    RGB    CMYK



646642    100, 102, 66    57, 44, 79, 27  
Hex #    RGB    CMYK



cbbc78    203, 188, 120    22, 21, 63, 0  
Hex #    RGB    CMYK



5e6157    94, 97, 87    61, 50, 60, 27  
Hex #    RGB    CMYK



9ea293    158, 162, 147    40, 29, 42, 1  
Hex #    RGB    CMYK





# Fonts

## Serif Font

- Preferred for design purposes as a headline or graphic element;
- For use in print body content;
- Use for any large body content that may serve dual print and online viewing purpose, ie. a memo, course instructions that are available online or as a downloadable print piece

This font is available at: [fonts.adobe.com/fonts/minion](https://fonts.adobe.com/fonts/minion)

Minion Pro Regular

*Minion Pro Italic*

Minion Pro Semibold

*Minion Pro Semibold Italic*

Minion Pro Bold

*Minion Pro Bold Italic*

## San Serif Font

- For use in headers and body that will be viewed primarily online;
- As a distinction in print media, such as a header, title, caption, contact information, etc
- As a sub header, or title add extra distinction through increased tracking, 100-200pt, if typographic manipulation is accessible.

This font is available at: [www.fonts.com/font/linotype/avenir-next](https://www.fonts.com/font/linotype/avenir-next)

Avenir Next

*Avenir Next Italic*

Avenir Next Demi Bold

*Avenir Next Demi Bold Italic*

Avenir Next Bold

*Avenir Next Bold Italic*



# Imagery

Strong photographs are key to furthering the message of the Canadian Forage and Grassland Association. The images used must promote awareness of forages and grasslands. Images should represent the diverse range of producers and environments across the nation.

Photos should be high resolution, high quality images that demonstrate balanced colour and light.

When accessible, images that are known to be from regional settings should be prioritized.



