

Ottawa Food Bank Logo Usage Guidelines

01 COLOURS AND LANGUAGE

USE PRIMARY LOGO WHEN POSSIBLE



Ottawa Food Bank
La Banque d'alimentation d'Ottawa

PRIMARY



Ottawa Food Bank
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SECONDARY: WHITE



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SECONDARY:
UNILINGUAL



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TERTIARY: BLACK - FOR
GRAYSCALE PRINTING ONLY

02 DO NOT ALTER



03 MINIMUM SIZE

DIGITAL: 120 PX



PRINT: 1.5 INCH

04 BACKGROUND

CHOOSE WHITE LOGO IF RED DOES NOT PROVIDE
ENOUGH CONTRAST WITH BACKGROUND



05 SPACING



ENSURE THERE IS ADEQUATE SPACE AROUND THE LOGO

06 PRINT FILES

INKS

PANTONE: SINGLE COLOUR PRINT JOBS – USE WHEN BUDGET PERMITS.

CMYK: REFERS TO THE WAY COLOURS ARE MIXED DURING PRINTING – CYAN, MAGENTA, YELLOW, AND BLACK

FORMAT

PDF: MODERN FORMAT WITH LOW FILE SIZE. OPTIMAL FOR MOST PRINT SITUATIONS.

EPS: AN OLDER PRINT FORMAT. USE IF REQUESTED, OTHERWISE, USE PDF.

07 DIGITAL FILES

RGB: REFERS TO THE WAY COLOURS ARE MIXED ON SCREEN, RED, GREEN, AND BLUE

PNG: A HIGH QUALITY DIGITAL FORMAT WITH A TRANSPARENT BACKGROUND—USE THESE FOR MOST DIGITAL GRAPHICS

SVG: VECTOR FORMAT THAT ISN'T RESTRICTED BY SIZE – SHARP AND CRISP

JPEG: PNG IS HIGHER QUALITY. ALWAYS USE PNG INSTEAD.