



Harvest Manitoba

Approved Community Logo Use Guide

CONTENTS

| | |
|----------------------------|---|
| LOGO USE & EXCLUSION ZONES | 3 |
| COLOUR PALETTES | 4 |
| INCORRECT USAGE | 5 |
| CONTACT INFORMATION | 6 |

LOGO USE & EXCLUSION ZONES



With tag line



Without tag line

Exclusion Zone

The 'exclusion zone' refers to the area around the Harvest logo that should remain free of content to ensure the logo is not obscured. As the diagram indicates, the 'exclusion zone' is half an inch (1/2").

Application and Size:

The Harvest Logo should not be typeset; use only approved artwork. EPS, Colour and Black and White versions are available for use. The logo must not appear smaller than 2 inches in width to maintain legibility. The tag can be removed for small spaces.

Reverse colour application:



When the logo appears on a colour background, the type remains white. The wheat may remain Harvest colours or appear in all white.

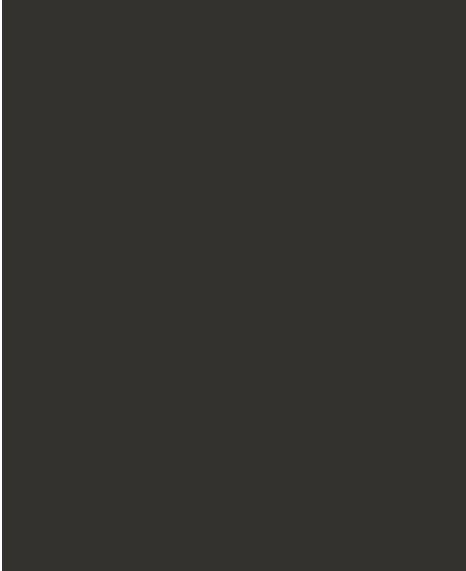
Reverse Black and White application:



When the logo is set on solid background, the same rules apply.

COLOUR PALETTE & SPECIFICATIONS

PRIMARY COLORS:



BLACK
C: 66 M: 62 Y: 65 K: 60
R: 54 G: 51 B: 47
WEB #36332F

YELLOW
C: 21 M: 37 Y: 94 K: 1
R: 203 G: 157 B: 54
WEB #CB9D36

BROWN
C: 29 M: 50 Y: 90 K: 11
R: 170 G: 122 B: 56
WEB #AA7A38

These are the brand's primary colours used throughout marketing and communication materials.

INCORRECT USAGE



Do not outline any version of the logo.



Do not rotate or skew logo.



Do not distort By constricting or expanding either horizontally or vertically.



Do not alter or scale any element within the logo.

SOCIAL MEDIA POSTS

When posting Harvest-related content on social media, always tag @harvestmanitoba in the caption and the photo. Our hashtags are:

     #HarvestManitoba

and

     #HarvestStars

Thank you!

CONTACT:

If you have any questions regarding the use of the Harvest logo, please contact:

Karen Taraska-Alcock
Director of Marketing and Communications
Harvest Manitoba
Email: KTaraska-Alcock@HarvestManitoba.ca