Grand River
Agricultural Society

Brand
Guidelines

Version 1.0 · October 2020

Our Brand

Overview

The Grand River Agricultural Society, through its people, activities and facilities excels in creating unique experiences that fulfill the dynamic interests of our guests. GRAS aims to encourage awareness of agriculture and to promote improvements in the quality of life of persons living in agricultural communities.

The Logo

It was very important to us that our logo stand out amongst other agricultural societies, while still speaking to our core values of community and philanthropy.
Our logo combines both natural and modern elements to achieve a confident, yet familar and apporachable feel. Colour is used to represent the various pillars of GRAS, while also creating a dynamic leaf icon.

Sizing & Clear Space

Logo Sizing

To ensure the legibility of the logo, it must always be equal to or larger than the sizes specified. For print, the logo should never appear smaller than 1". For digital, it must appear at least 100 pixels wide.

Clear Space

The minimum clear space that must be around the logo is equivalent to the height of the square labelled "X". This distance is calculated based on the height where specified. The height of the clear space box is always equal to the width.

1" W (Print)
100px (Digital)

1" W (Print)

Logo Colours

Colour Variations

The GRAS logo should use the full colour version where possible. In the scenario where the logo will appear on a dark background, use the reversed or white options. If you are limited with colour, use black.

Leaf Icon

Our icon should use the full colour version whenever possible. In the scenario where the icon appears on a dark background, the colour version can be used given it has enough contrast, otherwise the white option should be used. If you are limited with colour use black.

Full Colour

Reversed

White on Black

Black on White

Leaf Icon

Full Colour

White on Black

Black on White

0.5" W (Print)
50px (Digital)

Logo Don'ts

Respect the Logo

To maintain the integrity of our logo, please avoid the following scenarios:

1. **DO NOT** compress or stretch the logo. The logo must be scaled uniformly.

2. **DO NOT** place the colour version of the logo on solid coloured backgrounds.

3. **DO NOT** make the logo one solid colour or apply colours not approved by our guidelines.

4. **DO NOT** rotate the logo. It must always appear horizontal or vertical.

5. **DO NOT** place the logo onto busy backgrounds or photos.

6. **DO NOT** apply any effects such as drop shadows or gradients to the logo.

1.

2.

3.

4.

5.

6.

Colours

Primary Colours

Green is our main brand colour and can be used for any design elements (backgrounds, buttons, etc.) when content does not pertain to a specific pillar of GRAS. Blue is the colour assoiciated with our Events , while Yellow is associated with our Philanthropic Initiatives. They should only be applied to design elements outside of the logo when their associated pillars are the subject of the content at hand. The burgundy of The GrandWay is utilized to represent their ties to GRAS. Charcoal is used for the wordmark to ensure that the leaf icon remains the focus of our logo. Charcoal may also be used for body copy text, as well as backgrounds when reduced to 5% opacity.

Secondary Colours

These colours are used for the black and white versions of our logo in all orientations. White is also used for any text or buttons that will appear on top of our Primary brand colours. It is also used when our Leaf Outline Overlay (pg. 11) is utilized.

Primary Colours		Pantone	CMYK	RGB	Hex
GRAS Green		2292 U	C 47 M 0 Y 98 K 0	R 149 G 200 B 62	#95C83E
Event Blue		3145 U	C 88 M 39 Y 38 K 7	R 2 G 120 B 137	#027889
Philanthropy Yellow		123 U	C 0 M 39 Y 92 K 0	R 250 G 168 B 48	#FAA830
GrandWay Burgundy		P 54-16 C	C 30 M 100 Y 82 K 38	R 124 G 18 B 35	#7C1223
Charcoal		P 179-15 C	C 69 M 63 Y 62 K 58	R 51 G 51 B 51	#333333

Secondary Colours					
White		000 C	C 0 M 0 Y 0 K 0	R 255 G 255 B 255	#FFFFFF
Black		Black 6 C	C 75 M 68 Y 67 K 90	R 22 G 21 B 21	#161515

Typography

Lato

Our primary typeface, Lato, is a modern sans serif that embodies the confident yet approachable feel we wish to exude. The rounded corners of the font tie into the soft edges of both our wordmark and leaf icon.

Lato Bold

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

0123456789

Lato Regular

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

0123456789

Type Hierarchy

Hierarchy is used to organize type in a way that establishes an order of importance, allowing our audience to easily navigate and digest our content. This system needs to stay consistent in order to maintain our brand's personality, look, and feel.

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM DOLOR SIT AMET

Heading

Lato Bold is used for headings and short text fragments.

Subheading

Lato Bold at a smaller size is used for subheadings.

Body Copy

Lato Regular is used for all body copy.

Buttons / Emphasis

Lato Bold in all caps is used for all links and buttons, as well as for any smaller sub- headings or text fragments that need emphasis

Photography

Imagery Style

We prefer our imagery to be candid and to capture moments, rather than appearing posed or static. Action shots, smiling faces and detailed shots all show our brands personality and convey our balance of community, fun and philanthropy.

Design Elements

Leaf Cutout

When we want an image to stand out, such as in a banner, we may use a leaf cutout to add visual interest. This shape is taken from the negative space found at the centre of our leaf icon. Parts of the image should extend past the confines of the shape to give a feeling of depth to the image. The cutout should also be framed by the white version of our leaf icon at 5% opacity.

Leaf Outline Overlay

To add texture to solid colour backgrounds, we use the white version of our leaf icon as an overlay. It should only be applied to backgrounds consisting of our primary brand colours and always be used at 5% opacity, as seen on the right. The leaf icon can be used for this purpose at any size or orientation, so long as it is not altered in any way from the original design.

Leaf Cutout

Bringing agriculture, community, and entertainment together

LEARN ABOUT EVENTS

Leaf Outline Overlay

Colour Block Shadow

To add dimension to our images, a colour block may be applied behind a photo as a shadow. The colour block must always be the same size and dimensions as the image. The shadow must also sit only below and to the right or left of the image, and be an equal distance in both directions.

Colour Block Shadow

Looking for our logo?

Here are a few links to our logo for your digital/print needs.

Can't find what you need?

Please contact:

Dorothy Key

519-846-8879

info@grandriveragsociety.com

7445 Wellington County Rd.21

Elora, Ontario N0B 1S0

Digital Logos

GRAS Logo - Horizontal

GRAS Logo - Vertical

Print Logo

GRAS Logo - Horizontal

GRAS Logo - Vertical