



Ontario Co-operative Association

Graphic Standards Manual

April, 2003

Ensure that no graphics or text (except for contact info) enter area around logo equal to the distance between the left point of the rainbow and the first character of the wordmark.



Reverse logo only from black.



Background is preferably white. If a graphic is used in the background (photo or illustration), ensure that the background is pale – no more than the equivalent grayscale value of 20%.



Reproduce logo no smaller than 1.25 inches across.



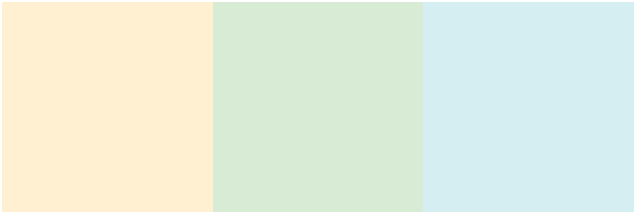
For large reproduction (in posters and displays), use the provided EPS file, which is infinitely scalable. A TIF file or any other format will be pixelated at larger sizes.

Use black-and-white version of the logo for single- or two-colour reproduction. Never use a grayscale version of the colour logo.



Colour usage as indicated here is for general documents. If an illustration or photograph is used in a brochure, we can use colours that work well with the graphic to ensure graphic unity for that particular piece. However, for documents such as *Co-op Advantage*, the colour palette below will be used, along with the established spectrum boxes with colours matching those in the logo.

Pastel (background) colours:



Yellow (5M/20Y) Green (15C/20Y) Blue (15C/5Y)

Used for backgrounds behind text in documents.

Solid (foreground) colours:



Green (70C/90Y/20K) Blue (100C/60M/20K) Red (100M/100Y/20K)
Pantone 348 Pantone 653 Pantone 1805

These colours have the same hues as the colours of the rainbow, but have been made less saturated by adding 20% black so that they don't compete with the logo colours – they are more subdued. The colours span the spectrum of the rainbow.

To be used sparingly in documents to avoid garishness.

Note that the colours are given as both four-colour values and Pantone numbers for two-colour printing. The Pantone colours are approximations.

Font

The font for the Ontario Co-op Association is Scala, which comes in sans-serif, serif and condensed faces. This Dutch-designed font is available from FontShop, made by the European FontFont foundry.

Scala should be used as the default font for all On Co-op publications and promotional materials.

About Scala

First released in 1991, FF Scala is named after the Teatro alla Scala (1776–78) in Milan. There were two reasons for this name; FF Scala was made especially for a concert hall, the Vredenburg in Utrecht, and the design has its roots around the time Teatro all Scala was built, the mid-eighteenth century. Furthermore the word “scala” has the meaning “a whole range,” which FF Scala certainly is: A to Z, from **serif** to sans serif, from light to **black** to **condensed**.

Although Scala is clearly influenced by elements from other typefaces, it has managed to keep a style of its own. The slab serifs were originally made to print without jaggies on a 300 dpi laser printer. The dark colour and low contrast worked to prevent the thin parts from breaking up (most of the early PostScript fonts are too thin).

— from *FontFont Focus No. 1*

Scala Sans Regular

Scala Sans Italic

Scala Sans Bold

Scala Sans Bold Condensed

Scala

Scala Italic

Scala Bold

Scala Bold Condensed

Paper

Where possible, Utopia 2 with 10% post-consumer recycled stock should be used. The letterhead is printed on Strathmore Cotton Recycled White.

The *Co-op Advantage* newsletter is printed on Plainfield Plus 100 lb Offset.