AJAX-PICKERING BOARD OF TRADE

BRAND GUIDELINES

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USING THE GUIDELINE

The brand guidelines will be used as a tool to help achieve the goals of the Ajax-Pickering Board of Trade's (APBOT) Communications Plan. This guideline will ensure the brand remains clear and consistent in all internal and external materials.

The guideline defines the structure and visual elements used to create effective marketing and communications materials for APBOT. This document also outlines proper usage of logos, colour palettes, typography and more.

These standard images and texts are to be used by the Board staff, directors, sponsors and members in all national, regional or local communications materials and media (such as websites) that carry the identifying brand texts and symbols of the Board.

By consistently applying these guidelines, APBOT will build an overall brand identity and strengthen its reputation as a professional, not-for-profit organization.

NOTE: Should you have additional questions or concerns while developing your communications piece, please contact the Policy & Communications Specialist.

WHAT IS A BRAND

APBOT BRAND DEFINITION:

Our identity and the way we present ourselves to our target audiences (e.g. members, staff, volunteers, community members and business partners) has a significant impact on APBOT's reputation and profile.

To build on that reputation, we have developed a brand strategy that provides consistent messaging about the Board and a complementary visual approach that communicates our value as an organization, our dedication to the quality of services we provide for our members and how adequately we represent their needs and lobby on behalf of their businesses. We developed this guide to maintain the consistency and quality of our brand in all written and visual materials.

ELEMENTS OF THE APBOT BRAND INCLUDE:

- the logo
- the website
- social media channels
- marketing materials
- other visible brand elements

BRAND ALIGNMENT

Brand alignment is the act of integrating the constants of your company, such as vision, mission, and core values, across all means of business.

VISION

The Ajax-Pickering Board of Trade is the one association in our community that is a "must join" for every organization that wants to thrive. We provide a platform for our members and our community to prosper.

MISSION

The Ajax-Pickering Board of Trade serves as the voice for business and provides value for membership through education, connections, and advocacy. We champion the values of good business.

STEPS TO ENSURE THE BRAND IS ALIGNED:

1. Protect the brand from becoming diluted with several different initiatives that take on their own identity.
2. Ensure strong integration of the brand throughout the organization.
3. Simplify the brand so that it is easily recognizable.
4. Regularly monitor and evaluate the brand, its use, and effectiveness.
5. Promote staff engagement in brand positioning. Make sure everyone knows how and when it is used.

CHECKLIST OF BRAND ELEMENTS:

1. The APBOT Logo
2. A consistent colour palette
3. A consistent use of fonts
4. Include the web URL as necessary: 'apboardoftrade.com'
5. Contact information
6. Ajax-Pickering photos
7. A consistent use of graphic elements such as colour bars, photos, etc.

APBOT LOGO

The arrows in the Board's logo represent Ajax and Pickering coming together for growth. The logo itself is a reflection of the two communities that the Board represents.

The Board creates and distributes a variety of communication materials that include news releases, newsletters and more. To ensure consistency through our visual and written brand, no member, group or agencies may use the Board's logo, either fully or partially, without the expressed permission from the Board.

The full logo is the official logo of the Ajax-Pickering Board of Trade. The logo is available, by permission, for use by our members providing the messaging and brand identity of the Board are maintained. To ensure the success of the Board's branding, each user of the logo must comply with the design guidelines provided here. Any unauthorized use of the logo is strictly prohibited.

The Ajax-Pickering Board of Trade Logo is available in the following formats:

FULL LOGO: for use of letterhead, news releases, media advisories, and in header of word documents. Use for all promotional materials as necessary.

LOGO+TAGLINE: for use of promotional materials (i.e. titling on indoor and outdoor signage).

SYMBOL-ONLY LOGO: for use on social media, e-bulletin, and other electronic communication materials. Use only when Ajax-Pickering Board of Trade title is clearly indicated.

APBOT LOGO PLACEMENT

To maintain the integrity of the logo, there is a minimum area – a buffer zone – around the logo. Do not allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the logo by violating this clear space.

The APBOT logo must always appear exactly as created. Do not skew or stretch in a non-proportionate manner, horizontally or vertically.

NOTE: The website URL may be positioned under the full APBOT Logo, as long as the buffer zone is maintained.

apboardoftrade.com

APBOT LOGO TERMS OF USE:

- do not change the proportion
- do not add a box around the logo
- do not add any graphics to the logo
- do not add any filters
- do not change the colour
- do not place on busy image

COLOUR PALETTE

To ensure a consistent presentation of the APBOT's overall brand, all internal and external materials must use the APBOT colour palette (at 100%).

For all print-materials, use CMYK (Cyan, Magenta, Yellow and black) colour formatting, and RBG (a mixture of red, blue and green) for web and digital formatting. Pantone colours are a universal colour matching system used in the print industry.
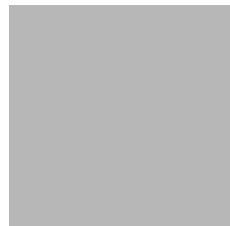
PANTONE: RED 032
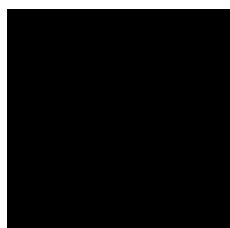CMYK: 0, 90, 86, 0
RBG: 227, 54, 50
Web: #E33632

PANTONE: BLACK C 35%
CMYK: 0, 0, 0, 35
RBG: 183, 183, 183
Web: #B7B7B7

PANTONE: BLACK C
CMYK: 63, 52, 51, 100
RBG: 0, 0, 0
Web: #000000

TYPOGRAPHY

Below outlines the corporate standard fonts used for marketing and communications materials related to APBOT services and events, as well as stationery, programs, certificates, general invites, design materials, headers, titling on indoor and outdoor signage, and more.

PRIMARY FONT:

Century Gothic

Century Gothic Bold

Century Gothic Italic

Century Gothic Bold Italic

SECONDARY FONT:

Impact

Impact Bold

Impact Italic

Impact Bold Italic

TERTIARY FONT:

Trebuchet MS
Trebuchet MS
Trebuchet MS
Trebuchet MS

The consistent use of typefaces is an important way to maintain a corporate identity, alongside the APBOT logo and other brand elements. It is essential to use the selected fonts in all materials for APBOT to retain a consistent look and style.

For variety and visual dynamic, these typefaces can be used in a variety of weights and approaches, as shown above.
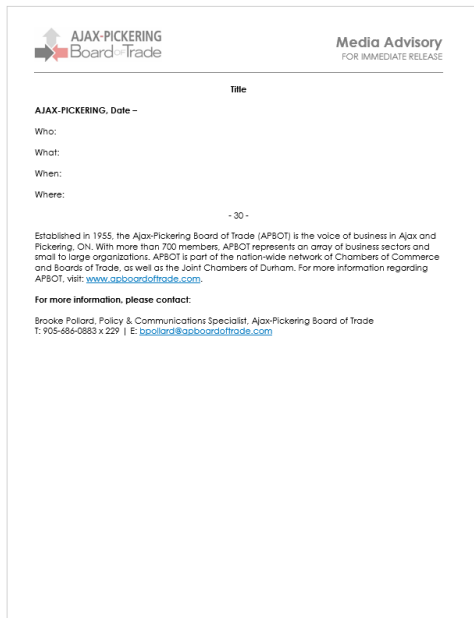
BRAND APPLICATIONS

When creating and implementing any of the mentioned brand applications, all fonts and colours must be used from the Ajax-Pickering Board of Trade Brand Guidelines.
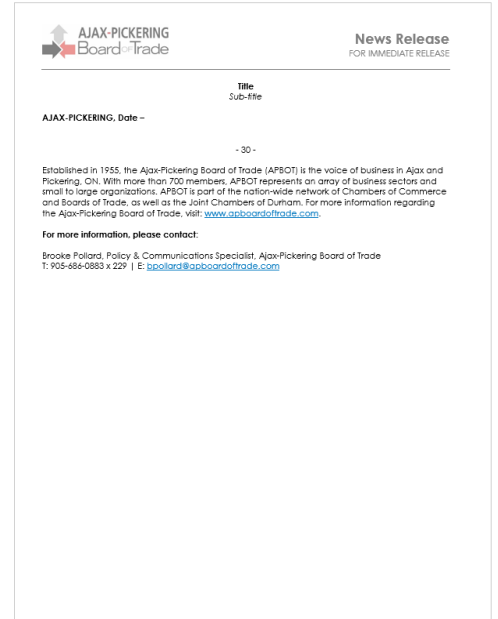
STATIONARY

The following samples show stationary treatments, keeping in mind a consistent placement of the APBOT logo and appropriate typography.

APBOT Letterhead

APBOT Media Advisory
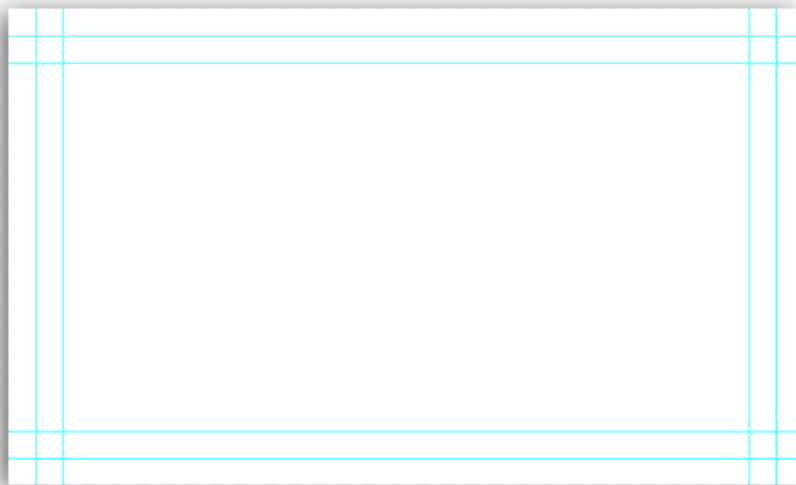

APBOT News Release

All stationary can be found on the APBOT database under Brand Applications.

BUSINESS CARDS

The following sample shows stationary treatments for APBOT employee business cards, keeping in mind a consistent placement of the APBOT logo and appropriate typography.

FRONT: APBOT Business Card template

BACK: APBOT Business Card template back is left blank

TEMPLATES

These samples show how templates for cover pages, reports, and other forms of correspondence reflect the APBOT brand.

EXAMPLE COVER PAGE
- properly formats the APBOT logo
- properly formats the APBOT website
- proper use of APBOT typography
- proper use of APBOT colour palette

EXAMPLE REPORT PAGE
- proper use of APBOT typography
- proper use of APBOT colour palette

All templates can be found on the APBOT database under Brand Applications.

NEWSLETTERS

Standard measurements are 11 x 17 inch folded to 8.5 x 11 inch. For greatest impact, print full colour, full bleed (images and colour bars extend to edge of document (allow ¼ inch beyond crop for bleeds).

Text and important information must not extend beyond ¼ inch from edge of document. Allow flexibility in design to accommodate variations of messaging.

eNEWSLETTERS

Electronic mail must accurately represent that it is from the Ajax-Pickering Board of Trade through use of the APBOT logo. All colour, typography and formatting principles apply.
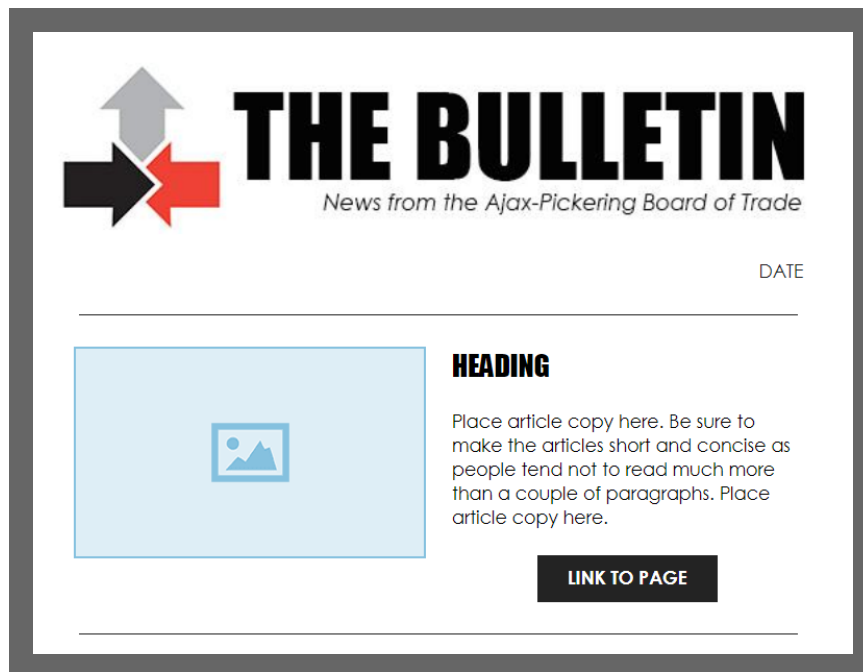
DIGITAL SIGNATURES

Emails must contain the APBOT digital signature. For reference, see the 2018 digital signature below.

Name
Professional Title
Ajax-Pickering Board of Trade
3-144 Old Kingston Road, Ajax, ON, L1T 2Z9
T: 905.686.0883 x 000 | F: 905.686.1057
E: youremail@apboardoftrade.com | www.apboardoftrade.com

Sign up for our e-bulletin | Visit our event calendar

Before printing, please think about the environment.

Thank you to our 2018 Annual Title Sponsors:

The information in this email is confidential, and may be privileged. It is intended solely for the addressee. Any review, distribution, copying, printing or other use of this email by persons or entities other than the addressee is prohibited without the sender's consent. If you have received this communication in error, the Ajax-Pickering Board of Trade asks that you please notify the sender by replying to the message and deleting it from your computer.

NOTE: the signature can be shortened from the name to corporate website for replies. For reference, see the shortened reply signature below.

Name
Professional Title
Ajax-Pickering Board of Trade
3-144 Old Kingston Road, Ajax, ON, L1T 2Z9
T: 905.686.0883 x 000 | F: 905.686.1057
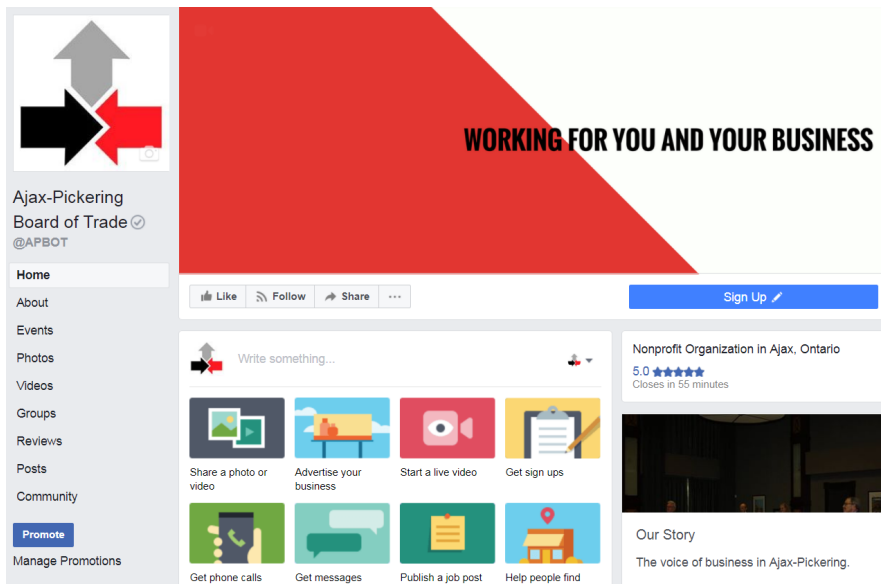E: youremail@apboardoftrade.com | www.apboardoftrade.com

SOCIAL MEDIA

It is recommended that the small profile image used be consistent across related social media accounts, as shown in the Twitter and Facebook screenshots below.

consistent logo

consistent header with APBOT tagline

APBOT EVENTS

The event name can be identified in text supported by a compelling image, or through word art supported by the APBOT logo and website URL. See example website banner below.

Instances where events can be represented by a secondary identifier (unique to the event only) is when the event is delivered in partnership with an outside agency (e.g. Bill 148 Workshop).

Award ceremonies and all other APBOT events use only the APBOT logo for materials such as programs, invitations, and all other communications and marketing materials (e.g. President's Inaugural Dinner, Business Excellence Awards, AGM & Christmas Lunch).

APBOT PROUD MEMBERS

Ajax-Pickering Board of Trade members can be identified through the use of our Proud Members logo. By strictly following the below terms of use, this logo can be displayed on members' business cards and company websites.

To maintain the integrity of the logo, there is a minimum area – a buffer zone – around the logo. Do not skew or stretch in a non-proportionate manner, horizontally or vertically.

PROUD MEMBER APPLICATION EXAMPLE:
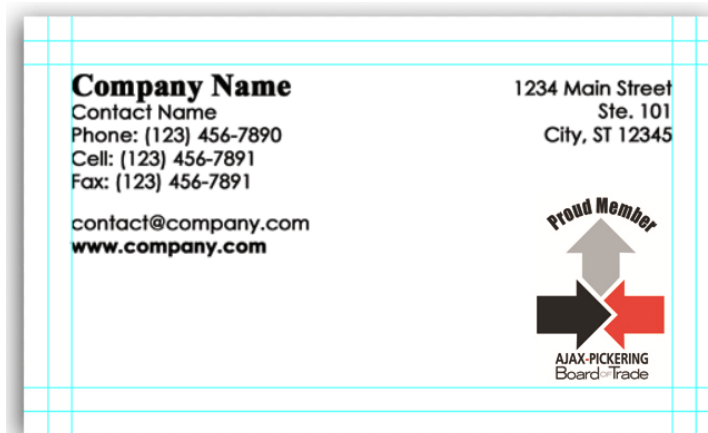
PROUD MEMBER LOGO TERMS OF USE:

- **must be an existing APBOT member**
- **do not change the proportion**
- **do not add a box around the logo**
- **do not add any graphics to the logo**
- **do not add any filters**
- **do not change the colour**
- **do not place on busy image**

BRAND GUIDELINE PROCEDURE

The Brand Guidelines outline how APBOT is to be presented so that our brand is clearly understood. It provides detailed information on the new brand and its standards, our logo and how to use it, our colours and typefaces, and more. It also explains where you can obtain further guidance and advice on promoting, protecting and reinforcing APBOT's identity.

When preparing marketing and communications materials, you have to consider the message and audience, and then determine the most effective method of conveying that message.

Please follow these standards when creating any communications materials as a guideline of representing the Board to others. By following these standards in all public communications, we strengthen the Board's public impact and responsibilities to our members.

Please reference this guideline for definitions, roles, responsibilities, and procedures related to effectively applying the Ajax-Pickering Board of Trade brand.

For additional information or clarification, contact the Policy & Communications Specialist at 905.686.0883 ext. 229.