



Manitoba 

Brand Guidelines

Prepared by Think Shift Inc. | August 2011

First of all...

The purpose of this document is to explain the 4-H Manitoba brand and provide guidelines to maintain visual consistency which provides brand integrity and enforces brand identity and recognition.

These guidelines are to help 4-H Manitoba staff creating visual materials. 4-H Manitoba staff (e.g. employees of Council, Foundation and Manitoba Agriculture, Food and Rural Initiatives), volunteers (leaders and members at club, area council and provincial level).

If you have any questions about the content in this document please feel free to contact the 4-H Manitoba Council office at (204) 726-6136 or 4hcouncil@mymts.net or Alex Varricchio at Think Shift Brand, Advertising and Digital Marketing at (204) 995-5965 or alexv@thinkshiftinc.com.

It goes like this...

There are six basic elements in the 4-H Manitoba brand and visual identity:

1. Logo
2. Voice
3. Typography
4. Colour
5. Design Elements
6. Imagery
7. A Few Terms

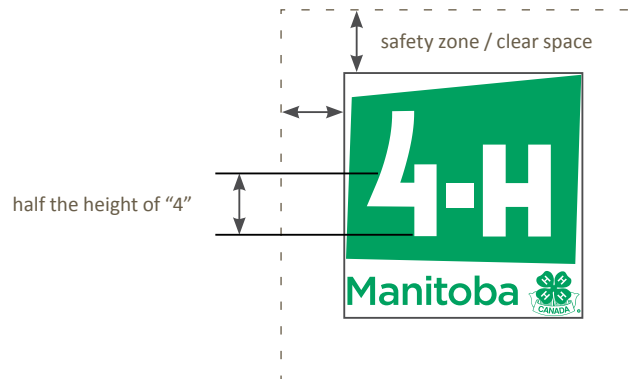
1. Logo



The 4-H Manitoba logo includes the 4-H Canada logo within it.

A fixed amount of clear space surrounds the 4-H Manitoba logo. No other graphic element should infringe on this safety zone. The zone size is equivalent to half the height of the number "4" on all sides of the logo.

If there is no way to accommodate the safety zone, then the designer's own discretion should be used.



1. Logo Variations

4-H Manitoba logo

4-H Manitoba
Council logo

4-H Manitoba
Foundation logo

Full Colour Version



Black and White
Version



Reversed Version



Don't you dare

The following are incorrect uses of the 4-H Manitoba logo:



distorted or stretched



angled



in a different configuration



changing the logo font



with a drop shadow



changing colours

2. Voice

What's a brand voice?

Simply put, it's the voice of the brand. The sum of all the words (written or spoken) that come from 4-H Manitoba creates a particular tone and affects how people think and feel. Voice and tone work harmoniously with personality to engage people whether they are listening, scanning or reading.

Why do we need guidelines for the brand voice?

When speaking or writing on behalf of 4-H Manitoba, your voice becomes the voice of the brand. The tone you use impacts how someone thinks about the company.

Guidelines help everyone speak in the same voice which ensures consistency and creates an integrated brand or image.

Conversational & Casual

The 4-H Manitoba voice has a friendly, casual, conversational tone. The writing should sound normal and natural when spoken.

This conversational tone reinforces a personal relationship which matches the core of 4-H.

Why is that the brand voice?

A conversational and candid tone is more personal; it says 4-H Manitoba isn't too formal or too corporate when dealing with people.

The voice of the 4-H Manitoba brand needs to appeal to youth without overtly trying too hard to be "cool."

You can say the same thing in different ways using different tones. For example, you can greet someone in any of the following ways:

"Hello."

"Hey!"

"Salutations, my friend."

Too Informal

Avoid becoming too informal as this may come across as disrespectful to some. As a guide, avoid using trendy terms or slang.

Too Formal

On the other end of the spectrum, avoid being too formal when writing or speaking in the 4-H Manitoba brand voice. Some people may read this as insincerity or sterile and lifeless. As a guide, consider the choice of words based on words people actually say to each other.

3. Typography

All of the following fonts are approved for use in 4-H materials.

For office use:

Georgia can be used for headings and large copy.

Georgia comes in four styles:

Regular

Italic

Bold

Bold Italic

Calibri can be used for small headings and body copy.

Calibri comes in four styles: Regular, *Italic*, **Bold**, ***Bold Italic***

For graphic design use:

Museo is a clean, modern typeface that says, "fun".

Museo comes in three weights:

Museo 300

Museo 500

Museo 700

Frutiger is a warm, simple, sans-serif.

Frutiger comes in many weights, they are as follows:

Frutiger Light

Frutiger Light Italic

Frutiger Light Condensed

Frutiger Roman

Frutiger Italic

Frutiger Condensed

Frutiger Bold

Frutiger Bold Italic

Frutiger Bold Condensed

Frutiger Black

Frutiger Black Italic

Frutiger Black Condensed

Frutiger Extra Black Condensed

Frutiger Ultra Black

4. Colour

Primary Colour Palette



Pantone 347
C:100 M:0 Y:86 K:3
R:0 G:50 B:20



Pantone 180 C
C:3 M:92 Y:84 K:12
R:189 G:54 B:50

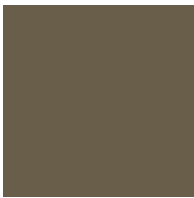


Pantone Yellow C
C:0 M:0 Y:100 K:0
R:254 G:223 B:0

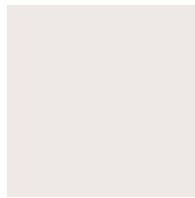


Pantone 319 C
C:62 M:0 Y:20 K:0
R:63 G:207 B:213

Secondary Colour Palette



Pantone 405 C
C:23 M:29 Y:32 K:67
R:95 G:87 B:79



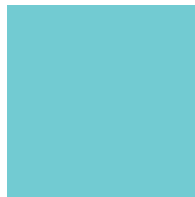
Pantone Warm Gray 1 C
C:2 M:3 Y:4 K:5
R:224 G:222 B:216

Grayscale Palette

When working in grayscale, use the following colours:



Pantone 347
Converts to 50% Gray



Pantone 319 C
Converts to 30% Gray



Pantone Yellow C
Converts to 10% Gray

5. Design Elements

Footer Bar

This graphic element can be used on communication materials as a way to add the green colour to any piece.

The diagonal curved-shape creates visual movement and speaks to the idea that 4-H Manitoba is exciting.



Footer Bar

Highlight

This graphic element can be used as a way to draw focus to a particular area.

It also introduces yellow to the palette as an accent colour.



Highlight

5. Design Elements In Action

4-H
Manitoba

4-H Manitoba
1129 Queens Avenue
Brandon MB R7A 1L9

(204) 726-6136 Office
(204) 726-6260 Fax
www.4h.mb.ca
4hcouncl@mymts.net

4-H
Manitoba

Jonathan Smith
Director

(204) 999.5555 Office
(204) 999.5555 Cell
www.4h.mb.ca
123 Fake Street
Winnipeg, MB R3R 3R3

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4-H
Manitoba

photography

Focus on something new.

If farming and agriculture aren't your passion don't worry, you're not the only one. That's why we have programs like photography, environmental sustainability, wood working and public speaking. You can make your own project and our leaders will help you do it.

Visit 4h.mb.ca to get started

6. Imagery

The tone of imagery for 4-H Manitoba materials should be positive with a strong youth element. Imagery can have themes of head, hands, heart and health.



7. A Few Printing and Graphic Design Terms

Area of Non-Encroachment

The area surrounding a graphic element that must be kept free of any other graphic element, typography or field edge.

Bad Break

In composition, starting a page or ending a paragraph with a single word, or “widow.”

Baseline

The imaginary line on which the bottoms of letters, numbers and other typographic characters align.

Bleed

An extra amount of printed image which extends beyond the trim edge of the sheet or page.

Body Type

A type used for the main part or text of a printed piece, as distinguished from the headline.

CMYK

Cyan, Magenta, Yellow, Black – core colours used in 4-colour process printing.

Characters

Typographic elements comprising a font or typeface, including letters and numbers.

Column Width

Measurement expressing the width of a single column within the layout grid of a newspaper, magazine, brochure, report, etc.

Configuration

The graphic inter-relationships of the elements of a trademark.

Corporate Identity or Signature

The design mark which visually represents 4-H Manitoba, also referred to as the Identity.

Dummy

A set of blank pages made up in advance to show the paper stock and format of a printed piece.

EPS

Encapsulated Postscript File. A vector-based, computer graphics file format developed by Adobe Systems. EPS is the preferred format for most computer illustrations due to its efficient use of memory and high colour control.

Field

The total available area in which elements of the identification, such as corporate trademarks, are placed.

7. A Few Printing and Graphic Design Terms

Flush Left (or Right)

A typographic term referring to lines of type, aligned to either the left or right margin.

Flush Paragraph

A paragraph with no indentation; both left and right margins align.

Folio

The page number.

Font

A typographic term meaning a complete set of all letters, numbers and characters of the same typeface. Example: Tahoma and Times New Roman

GIF

Graphics Interchange Format. GIFs are widely used for website graphics because they are small in size and load extremely fast. This format only uses 8-bit colour as opposed to JPEG's 24-bit colour capacity. As such, GIF is ideal for simple icons or artwork, whereas photos should be in JPEG or TIFF format.

Grid

An underlying graphic structure used to organize typographic and other graphic elements within a field or on a page.

Gutter

The blank space or inner margin from printing area to binding.

Halftone

The reproduction of continuous tone artwork, such as photography, through a contact screen, which converts the image into dots of various sizes.

Hickeys

In offset printing, spots or imperfections in the printing due to dirt on press, dust or paper particles, etc.

JPEG

Joint Photographic Experts Group. A popular compression option that provides relatively little loss in image quality. JPEG is used for website graphics, emailing images, in PowerPoint presentations, and printing that does not require the highest resolution.

Layout

Arrangement of elements on a page including visuals, body text and headlines.

Letter Spacing

The space between letters in a word.

Logo

Another term referring to corporate identity, including a symbol or mark and logotype.

7. A Few Printing and Graphic Design Terms

Logotype

The primary name element of the identity and the font specified for it.

Masthead

Stylized name of a publication displayed on the top of the first page.

Mock Up

A preliminary layout showing the design, position of illustrations and text prior to the final reproduction.

Offset

In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate (paper); short for offset lithography.

Pantone® or PMS

The standard ink colour matching system used to specify colours.

Paper Stock

Term used to describe specifications for paper, often designated by the manufacturer or mill's name and weight.

PMS

Pantone Matching System. A proprietary colour system for selecting and matching specific spot and process colours for printing. The official 4-H PMS # is 347 (green).

Point

Typographic unit of measurement for letter size and leading.

Process Built Colour

The approximate duplication of a colour, using specific percentages of the four process colours: cyan, magenta, yellow and black.

RGB

Red, green, blue – additive primary colours; designation for most computer monitors.

Ragged Right

Lines of type set so they do not align at the right margin.

Resolution

Images are made up of tiny dots; the finer the dot pattern, the higher the image resolution will be. The number of dots per inch (DPI) determines the quality of the final output. Printers range from 300 dpi to 2400 dpi. Choosing the right file format – JPEG, TIFF, GIF – will also affect the resolution of your image.

Sans Serif

A typeface without the short cross-lines or curly cues at the ends of the main strokes of many letters. Example: Arial

7. A Few Printing and Graphic Design Terms

Screen Tint

A device used in printing that decreases colour intensity by reproducing fine dots of the colour. Example: a 50% screen of black produces a medium gray.

Serif

A typeface with short cross-lines at the ends of the main strokes of many letters. Example: Times New Roman

Silhouette Halftone

A halftone with all of the background removed.

Template

A computer file set up to be used by others indicating layout grid and typography specifications.

TIFF

Tagged Image File Format. TIFF files are ideal for high-quality photo and other images, but cannot be used for Web sites as they are generally too large.

Supported by image editing software and publishing systems.

Typeface

Another term for font, a set of typographic letters, numbers and characters all of the same family or style.