

ORGILL

Logo Style and Usage

January 2023

New Requirements

Orgill has updated the rules and guidelines for usage of the logo. At this time, all materials that have not been printed or otherwise prepared must cease the use of Orgill's corporate logo. The following pages outline the new guidelines and usage rules.

You can obtain logos as well as a copy of this guide at:

<https://brandfolder.com/orgill-corporate/orgill-logos>

Globe/Tagline Logos

Do not use including separating the tagline on any materials without express consent from Orgill.



Do not use

Primary Logos

Primary Version

This logo should be for all dealer/vendor/public materials (print and electronic), website, emails, and general dealer market branding.

It will replace the globe, the “button” version and other iterations of the logo.

The word "ORGILL" in a bold, red, italicized serif font.

Alternate “Knockout” Version

When used on a colored background or other element, this logo can be contained in a white oval with no stroke, drop shadow, or other effects added to either element.

Should be secondary and limited in use when possible.



Logo Spacing

Provide at least as much padding around the logo as we have displayed here. This helps our logo appear clear and uncluttered.

This is equal to 50% of the height on all sides.

Logotype



Alternate logotype with oval



ORGILL

Incorrect Logo Usage

The following are incorrect ways of using the Orgill logo:

- Logo stretching or distortion
- Tint or screen on a dark background
- Changing the color of logo elements
- Combination of text colors
- Scale pieces separately
- Remove elements
- Substitute fonts for the logo
- Use of a stroke
- Rotation or warping of logo
- Applying effects; e.g. drop shadows
- Competing or busy background
- Separate pieces of the logo
- Use of any part of the logo as a graphic element
- Using any shape other than approved oval for container on colored backgrounds



Logo Color

Any implementation of the Orgill logo should be practiced using only these colors for maximum consistency.

- The appearance of colors will differ from spot color to a four-color process.
- Maximize color consistency by matching PANTONE® color swatches.
- Ask the printer to adjust the four-color process to the paper.



Orgill Red

Pantone PMS 187C

Hex #AB192D

Process **C** 7 **M** 100 **Y** 82 **K** 26

Orgill Canada Logos

Primary Version

This logo should be for all dealer/vendor/public materials (print and electronic), website, emails, and general dealer market branding.

It will replace the globe, the “button” version and other iterations of the logo.

The primary logo consists of the word "ORGILL" in a large, bold, red, italicized serif font. Below it, the word "CANADA" is written in a smaller, bold, red, sans-serif font.

Alternate “Knockout” Version

When used on a colored background or other element, this logo can be contained in a white oval with no stroke, drop shadow, or other effects added to either element.

Should be secondary and limited in use when possible.



Canada Logo Spacing

Provide at least as much padding around the logo as we have displayed here. This helps our logo appear clear and uncluttered.

This is equal to 50% of the height on all sides.

Logotype Canada



Alternate logotype with oval

