

The Greenbelt Foundation Brand Guidelines



The Greenbelt Foundation

Brand Guide

Ontario's Greenbelt is the world's largest, protecting farmland, forests, wetlands, rivers, and lakes. Representing Ontarians' values in action, the many exciting possibilities this brand idea promises are embodied in the tagline, "possibility grows here."

As the steward of the Greenbelt, the Foundation has made informed and strategic investments for over two decades to ensure the strength and resilience of the Greenbelt's systems.

The Greenbelt Foundation brand guide is designed to support employees and partners in maintaining a consistent and cohesive representation of the brand across all communications and materials. It provides clear guidelines to achieve a strong visual identity, clear tone of voice, and key messaging to ensure alignment with our mission and values.

Our Logo

The Greenbelt logo is a powerful representation of the Greenbelt , symbolizing rural and agricultural vitality and green space using lines to evoke rolling hills, rivers and movement across Ontario.

- Our Logo
- Logo Clearspace
- Logo Usage
- Logo Misuse
- Secondary Brand
- Primary Colours
- Secondary Colours
- Neutral Palette Colours
- Proportion
- Colour Usage Accessibility
- Image Usage
- Contact Information

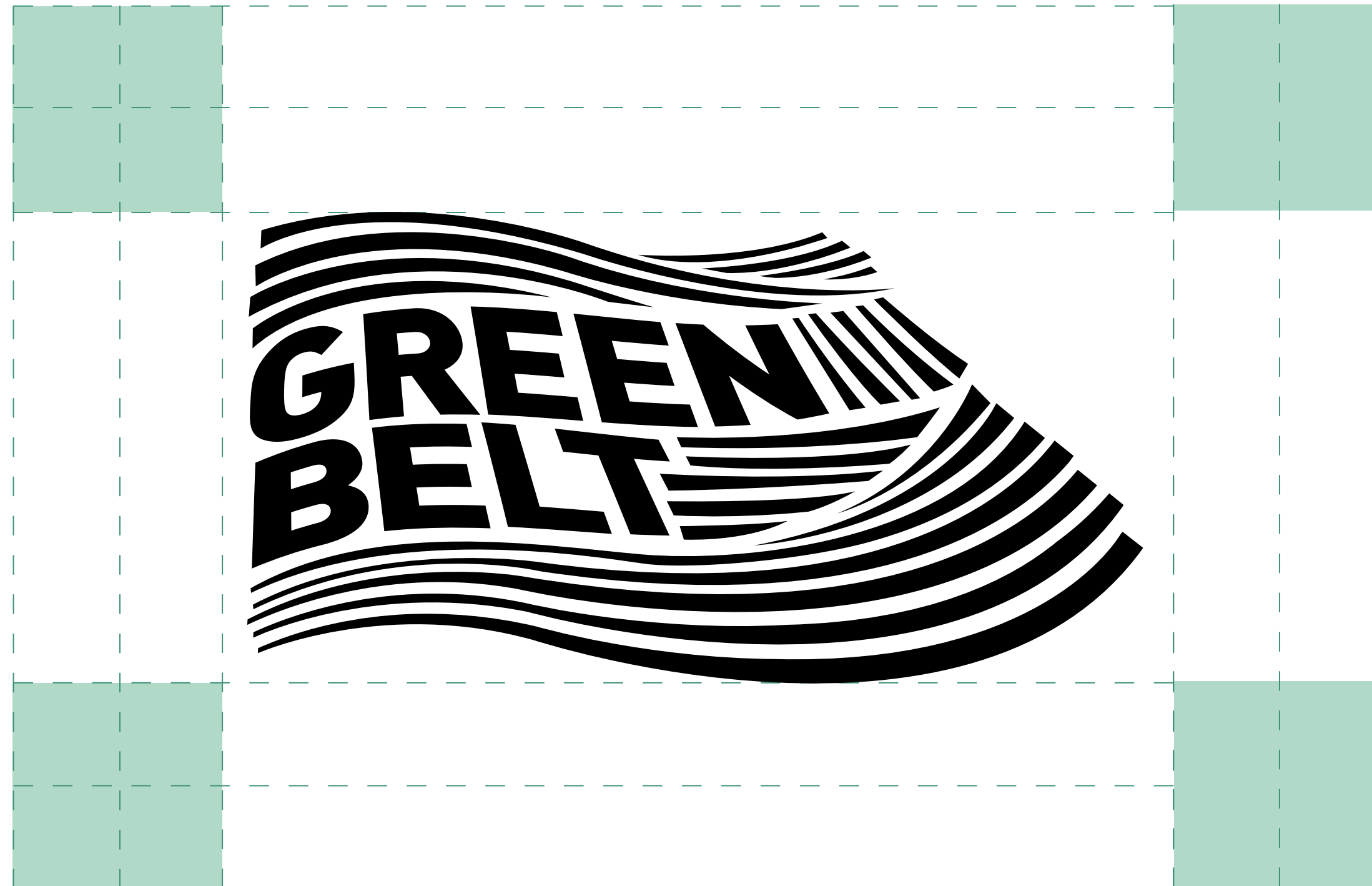
Our official trademarked logo is seen here. Not shown is the Foundation’s official slogan “Possibility grows here.”, which is also trademarked and cannot be added without the Foundation’s approval.



Logo Clearspace & Minimum Size

Our logo must always be surrounded by sufficient clearspace to ensure visibility and impact. To preserve legibility and brand presence, the minimum size for digital applications is 100px (including clearspace), and for print is 25mm (including clearspace).

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Clearspace height:
The clearspace height is 2 times the spacing of the logo.

Minimum Size Print:



25 mm

Minimum Size Digital:



100 px

Logo Usage

The Greenbelt logo should never be incorporated into text or used in conjunction with other graphic elements. The logo must appear on a suitable contrasting background to ensure clear visibility. It must not be obscured by other elements appearing over or behind it.

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Logo Misuse


Avoid altering the logo's colour, proportions, or composition to prevent dilution of our brand identity. This section outlines common misuses such as distorting, recolouring, or partially covering the logo, ensuring it is always presented correctly.

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⊗ Do not apply a gradient to the brandmark or the wordmark.



⊗ Do not rotate the logo.



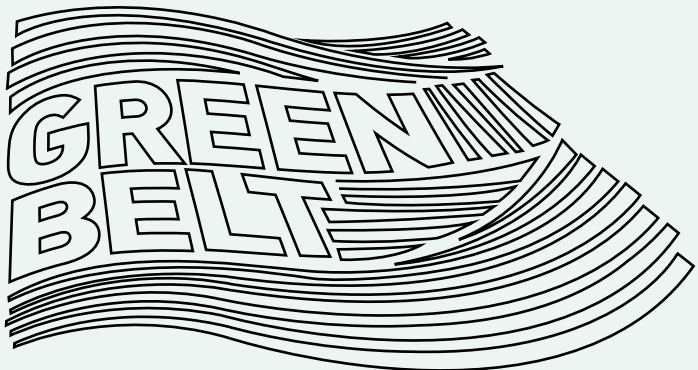
⊗ Do not change the logo colour or tone outside of Greenbelt colour palette.



⊗ Do not distort or wrap the logo in any way.



⊗ Do not outline or create a keyline around the logo.



⊗ Do not change the typeface nor recreate or manipulate the brandmark or the wordmark.



⊗ Do not use drop shadows or any other effects.



⊗ Do not change the transparency of the logo.



⊗ Do not crop the logo.



Secondary Brand

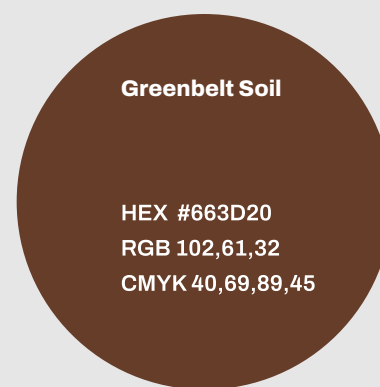
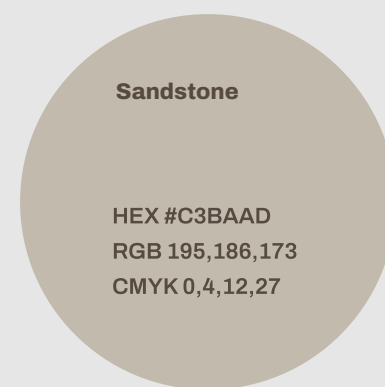
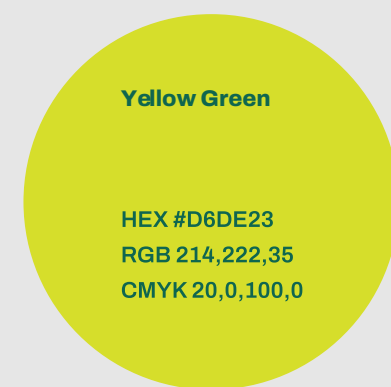
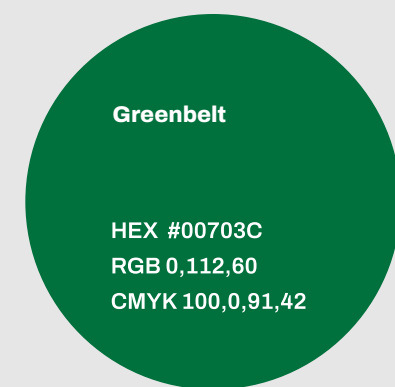
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**GREENBELT
FOUNDATION
SOIL HEALTH**



Soil Health Brand Colours



Primary Colours

These colours were chosen for their strong association with sustainability and vitality, embodying the essence of our philosophy. They dominate our visual identity, ensuring consistency and immediate recognition across all branding materials.

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Dark Green	Greenbelt	Yellow Green	Calm Ground
HEX #00312C RGB 0,49,44 CMYK 97,0,47,87	HEX #00703C RGB 0,112,60 CMYK 100,0,91,42	HEX #D6DE23 RGB 214,222,35 CMYK 20,0,100,0	HEX #554B3F RGB 94,75,60 CMYK 57,58,67,41

Secondary Colours

These colours are used to provide balance and complement the primary palette, adding depth and flexibility to our designs. They are ideal for backgrounds, typography, and less dominant design elements, enhancing the visual dynamics without overpowering the primary colours.

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Greenbelt Jam	Greenbelt Peaches	Greenbelt Blueberries	Greenbelt Trust	Greenbelt Water
HEX #8E0053 RGB 142,0,83 CMYK 0,100,0,49	HEX #F15F4B RGB 241,95,75 CMYK 0,78,73,0	HEX #002442 RGB 0,36,66 CMYK 100,83,45,50	HEX #2E5482 RGB 46,84,130 CMYK 100, 66,31,12	HEX #26BCD7 RGB 38,188,215 CMYK 67,0,12,2

Neutral Palette Colours

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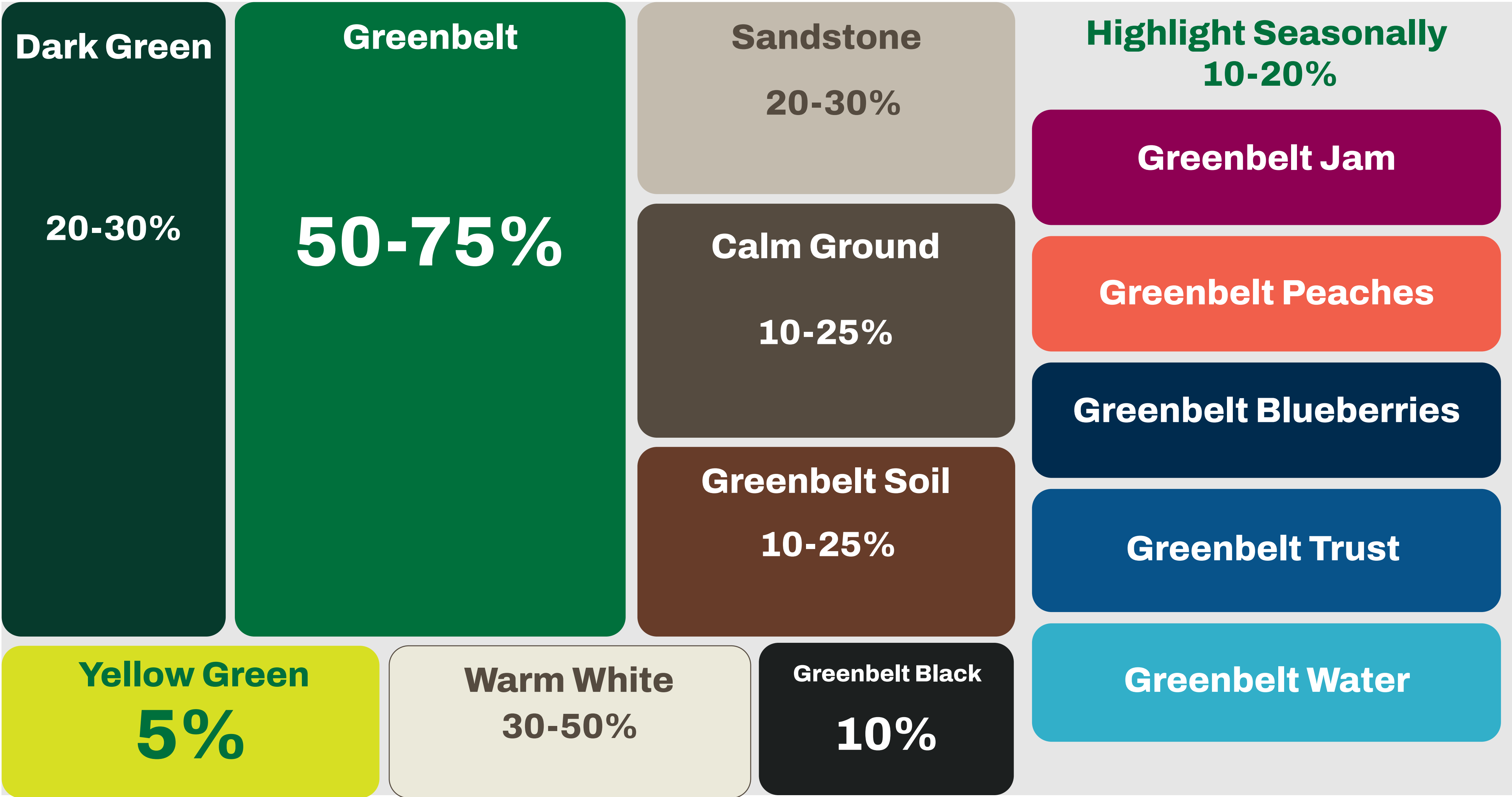
Warm White	White	Sandstone	Greenbelt Soil	Greenbelt Black
HEX #EDE9D9 RGB 235,233,217 CMYK 7,5,14,0	HEX #FFFFFF RGB 255,255,255 CMYK 0,0,0,0	HEX #C3BAAD RGB 195,186,173 CMYK 0,4,12,27	HEX #663D20 RGB 102,61,32 CMYK 40,69,89,45	HEX #000504 RGB 0,5,4 CMYK 76,67,67,88

Proportion

Our brand identity employs a palette designed to reflect nature, featuring dark greens and earth tones. The primary palette uses colours like Greenbelt green, dark green, and a highlight yellow/ green predominantly, ensuring a cohesive and professional appearance. Secondary colours like jam, peaches, blue water, calm

ground and sandstone are used to accent and highlight, balancing the overall visual impact. Black and white provide contrast and clarity. This proportionate use enhances brand recognition and aligns with our commitment to environmental aesthetics.

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Colour Usage Accessibility

This section illustrates effective colour combinations for accessibility from our palette, guiding the use of colour in all corporate materials. It includes recommended pairings that maintain visual interest and readability, ensuring that all communications are not only striking but also align with brand guidelines and visual hierarchy.

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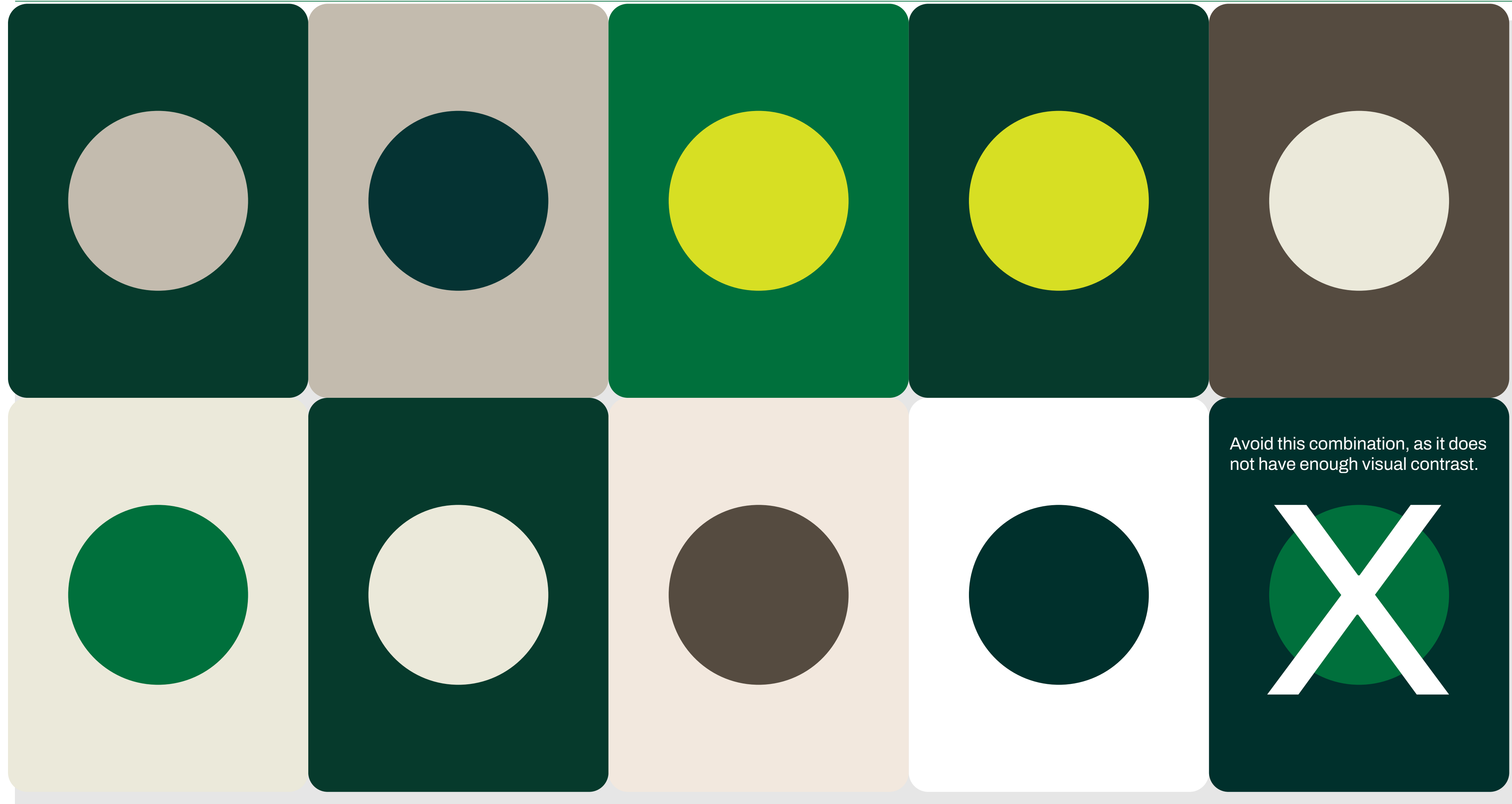


Image Usage

Considering the environmental and geographic realities of our Greenbelt, imagery will be a vital part of many marketing and communication materials. Below you can see examples of the types of on-brand imagery that should be used. These images should be used to support the story or copy. They will most likely be

images of big landscapes, examples of innovative efforts and activities, or images of people working, playing, or being active in the Greenbelt.

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Human Interactions

Imagery should be from the Ontario Greenbelt.

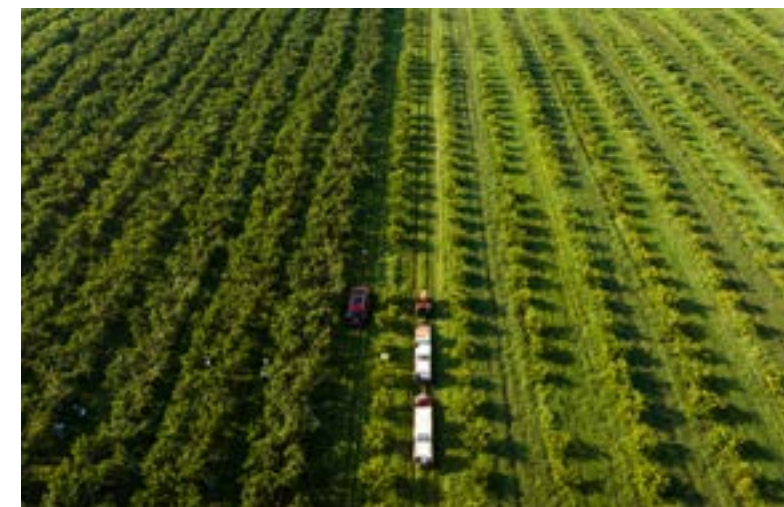


Detail Spotlight

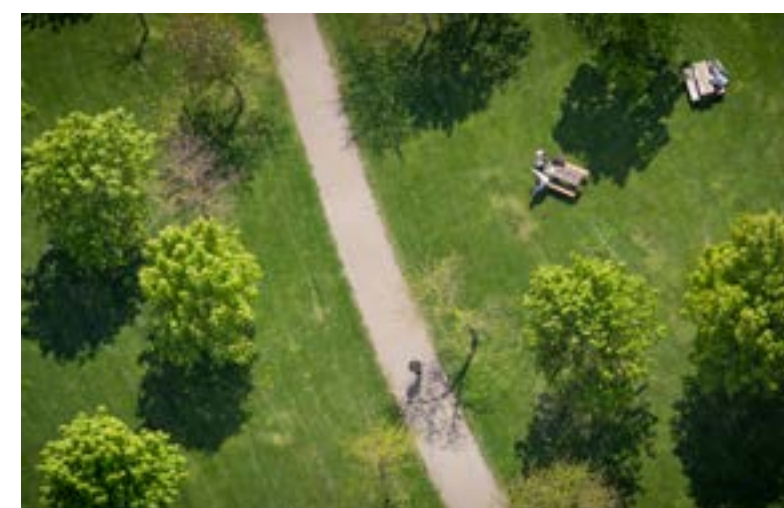
Imagery should try provide a sense of the scope of our efforts, geography and impact



The Greenbelt Foundation has a large selection of images and photographers you may be able to use.



Imagery should be inspiring, bold and authentic – please avoid stock photography where possible.



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Questions, concerns, thoughts or need more information?

Contact:

Aleighta Kampman (she/her)

Communications Advisor

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