




CORPORATE SIGNATURE USAGE GUIDELINES

Western Canada Farm Progress Show Brand

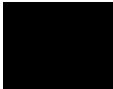
The use of the Western Canada Farm Progress Show is by permission only and requires strict adherence to the guidelines in this document. Permission to use the logo and original artwork files can be requested from Western Canada Farm Progress Show Management.


Contact Kara Neuls at
1-306-781-9232
kneuls@ipscoplace.com


Key Corporate Colours:

 WCFPS Brown:
Match PMS 463C
C-67% M-74% Y-100% K-66%

 WCFPS Beige:
Match PMS 468C
C-10% M-9% Y-15% K-0%

 WCFPS Black:
Match PMS Black
C-0% M-0% Y-0% K-100%

 Viterra Blue:
Match PMS 654
C-100% M-67% Y-0% K-38%

 Viterra Green:
Match PMS 376
C-76% M-0% Y-100% K-0%

Acceptable Colour Variations

Shown here are the only acceptable colour variations for the Western Canada Farm Progress Show logo.

Acceptable Formats:



colour on brown background



colour on white background



Single colour (black)



Single colour Halftone (black)



Single Colour Reverse

Western Canada Farm Progress Show Brand

Digital Artwork

Original artwork is available from IPSCO Place in multiple formats. Rebuilding or imitation is strictly forbidden. Always ensure the version you use has sufficient resolution for the given application.

Background Space

Background space is the area surrounding the identity. This area should be free of any text, graphics, borders, photos or any other graphic elements. This ensures the identity's consistent visual treatment, visibility and impact. This consistency will build brand equity in the identity which will become stronger over time. The minimum clear space requirement for the identity is based on the measurement "X". This applies to all formats as shown opposite.

Minimum Size

Minimum size refers to the smallest size the signature may be reproduced with conventional offset printing, while still maintaining acceptable legibility and clarity.

Identity Misuse

Illustrated opposite are some common usage errors. Avoid any deviation from these Identity Standards. Stretching, condensing or skewing the shape is misuse. Never change the shape, proportion or orientation of the signature. **Never use colours other than approved corporate colours to reproduce the identity.** Always use approved artwork only.

Background Space:



Minimum Size: 1.5" wide



Identity Misuse

