

ARCHITECTURAL  
CONSERVANCY  
ONTARIO

## GRAPHIC STANDARDS MANUAL

December 2014

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**“Through its design programme and the resulting visual identity, a company can inform people, inside and outside the organization, what or who it is and how it is (or how it wants to be).”**

– Per Mollerup, *Marks of Excellence*

## **1.0 Graphic Standards**

In order to maintain the integrity of the Architectural Conservancy of Ontario’s (ACO) new identity, and to achieve a consistent look which is instantly recognizable, a graphic standards system has been developed. This graphic standards manual presents the basic guidelines for ACO’s new visual identity and the standards governing its use. Precise application standards for the logo have been developed. These standards exist to ensure that the value and impact of the brand will not be diminished through graphic variation, and that the distinctive quality of the identity, and the consistency with which it is applied, are maintained.

## 2.0 The New Brand

Architectural Conservancy Ontario's (ACO) new brand has been designed to increase overall public awareness of the organization and to help consolidate a network of branches. The focal point of the logo is the acronym (ACO) within a square shape. Structurally, a plus sign divides the shape into four quadrants - the letter A occupies one half of the square and the letters C and O the other half. The letterforms, like the structure, are very simple. The terracotta colour was chosen to reflect the colour of brick often found in historical Ontario buildings. The new logo becomes a unifying symbol for the organization - enabling each branch office to attach to the ACO logo an image that is relevant to their community. And finally, the logo will provide a striking and memorable image of ACO when it appears on project site signage throughout the province.



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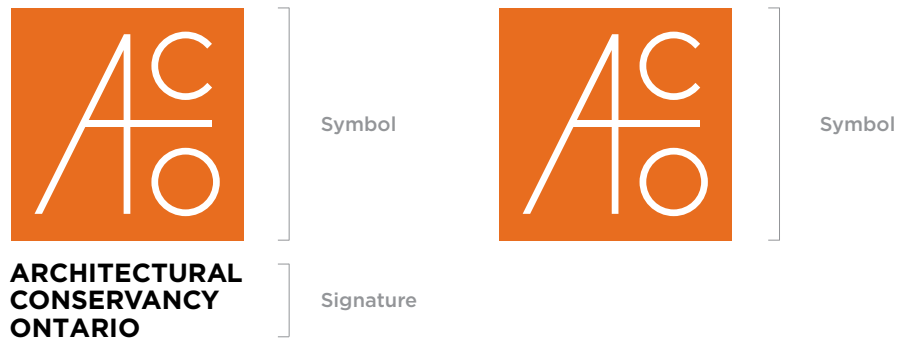


Old Logo

## 2.1 The Main ACO Logo

The primary ACO logo is comprised of two components: the symbol and the signature. To maximize the visual impact of the logo, the size and position of the symbol has been carefully designed to achieve a harmonious balance with the size and position of the typography. Thus, the relative proportions, and positioning of the symbol and the typography must never be altered or modified in any way.

There are two different variations of the logo:



**1. Primary Logo**

The primary version of the logo is the preferred use, and should be used whenever possible.

**2. Symbol**

The symbol on its own is only to be used under special circumstances.

## 2.2 Logo Colour Combinations

The official colours for the ACO logo are terracotta and black. The consistent application of the colour palette is one of the most effective ways to establish a unified image for the brand. It is critical to present the logo only in the colour combinations specified in this section; no other colour combinations are allowed.

When reproducing the logo in black and white, the identity must be black and white, or reversed-out in white.



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Full Colour Positive



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Positive: Black & White



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Negative: White

## 2.3 Buffer Zone

In order to protect the integrity of the brand and to maintain its visual impact, the primary logo must be surrounded by a minimum amount of space. This reserved space is known as the “buffer zone.” It is the minimum distance which other elements, such as type, photographs and illustrations can be placed near the logo. However, it is acceptable to place the logo on a background image, as long as the buffer zone is maintained and the logo is unencumbered by other elements in the background image.

The buffer zone, which uniformly surrounds the logo, is equal to the 1/4 the width/depth of “the terracotta square” in the ACO symbol. The buffer zone is always proportional to the size of the logo being used, and must not be altered. See the example below.



The same guidelines apply when using the symbol.



## 2.4 Palette

Given the vast range of materials in which the ACO logo will appear, it is imperative to achieve the most accurate colour match possible in any medium, at any given time. This accuracy and consistency will ensure a strong and memorable brand. Below are specified colour breakdowns for print and digital applications.

<b>Black</b>		
<b>UNCOATED</b>	<b>CMYK</b>	<b>RGB</b>
PANTONE Process Black U	C = 0 M = 0 Y = 0 K = 0	R = 0 G = 0 B = 0

<b>Terracotta</b>		
<b>UNCOATED</b>	<b>CMYK</b>	<b>RGB</b>
PANTONE 173 U	C = 0 M = 69 Y = 100 K = 4	R = 232 G = 109 B = 31

Colours shown on this page and throughout this manual are not intended to match the Pantone Colour Standards. Refer to the Pantone Colour Standards for accurate colour match.



## 2.5 Unacceptable Use of the Logo

In order to maintain consistency, it is important that the logo is always used as outlined in this guide.

Unacceptable use of the logo:



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DO NOT modify, or stretch the logo in any way.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

DO NOT alter the colour of the logo.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

DO NOT simulate embossed, or drop-shadow effects on logo.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

DO NOT use any other typeface for the logo.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

Do not use tints, transparencies, or gradients on the logo.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

DO NOT alter the proportions of the logo.



ARCHITECTURAL  
CONSERVANCY  
ONTARIO

DO NOT flip the symbol's location.



ARCHITECTURAL  
CONSERVANCY  
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DO NOT enclose the logo within a shape, or a border.

## 2.6 Primary Typography

Gotham (Book and Bold) is the primary typeface used for ACO brand. This typeface is friendly, technical, highly legible, and has a clean and timeless quality.

Gotham Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890?!**

Gotham Book

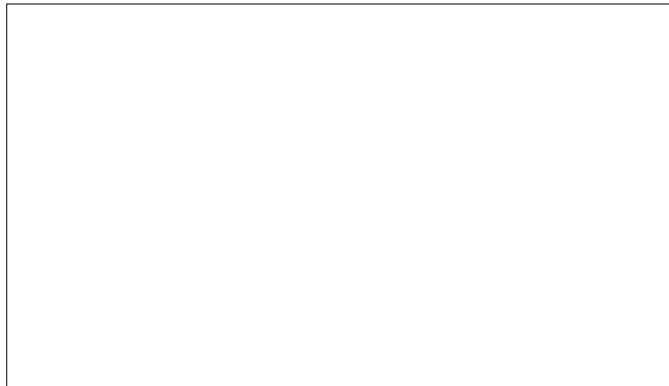
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890?!

## 2.7 Stationery (Business Cards)

The diagrams below show the underlying structure of the design for the business card. The business card is typeset in Gotham and printed in two colours.



Business Card Front



Business Card Back

## 2.7.1 Stationery (Letterhead, Colour)

The letterhead design shown here is 45% of actual size.  
Actual size of letterhead is 8.5 x 11 inches.



**Body Copy**

Times New Roman, 10 pt  
Leading: 12 pt  
Line spacing set to Single; flush left,  
rag right

## 2.7.2 Stationery (Letterhead, B&W)

The letterhead design shown here is 45% of actual size.  
Actual size of letterhead is 8.5 x 11 inches.



### Body Copy

Times New Roman, 10 pt  
Leading: 12 pt  
Line spacing set to Single; flush left,  
rag right

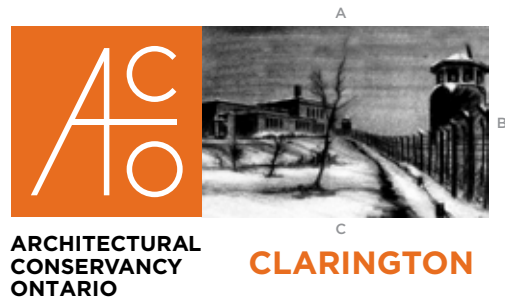
### 3.0 The ACO Branch Logos

ACO branches will use a variation of the main logo that allows them to customize the logo to their specific region. Each branch will be encouraged to incorporate a black and white image of a notable past, present or future project from their region. The ACO symbol will be common to all Branch logos. ACO's provincial office will assist all branches with the creation of their final logos.



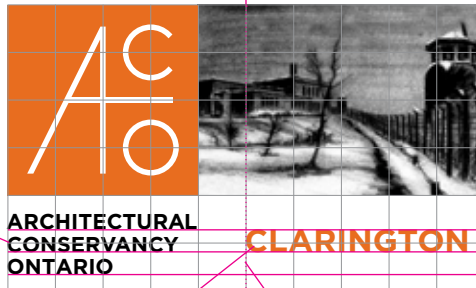
## 3.1 Images

- Images can be photographs, historical etchings/drawings or architectural renderings
- Choose images that hold the three sides (A,B,C) of the image-box
- Images should have a good range of white to black with good contrast
- Images can change as often as the branch desires
- Branches are encouraged to use images of appropriate buildings when submitting proposals on a specific project
- ACO's head office will assist all branches in creating final branch logos



## 3.2 Branch Names

The words ARCHITECTURAL CONSERVANCY ONTARIO should always stay in the same place as found in the head office ACO logo. That way its placement on all ACO logo versions is consistent.



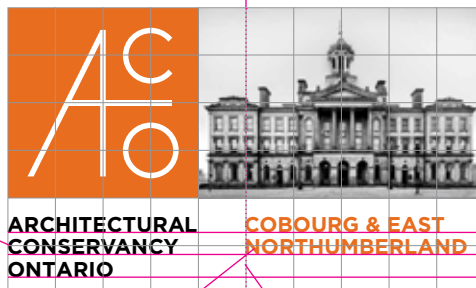
The branch names should sit on the same baselines as the words ARCHITECTURAL & CONSERVANCY.

The font size for the single branch name is 1.5x larger than "Architectural Conservancy Ontario."

Branches are set flush left. Based on the grid used to format the logos (see ACO style guide) those words are inset one square in from right side of the orange logo box.

These names are to be set in the ACO terra cotta colour.

The words ARCHITECTURAL CONSERVANCY ONTARIO should always stay in the same place as found in the head office ACO logo. That way its placement on all ACO logo versions is consistent.



The branch names should sit on the same baselines as the words ARCHITECTURAL & CONSERVANCY.

We have shown the longest single branch name - CLARINGTON and the longest branch name COBOURG & EAST NORTHUMBERLAND.

Branches are set flush left. Based on the grid used to format the logos (see ACO style guide) those words are inset one square in from right side of the orange logo box.

These names are to be set in the ACO terra cotta colour.



## 3.3 Buffer Zone

In order to protect the integrity of the brand and to maintain its visual impact, the branch logo's must be surrounded by a minimum amount of space. This reserved space is known as the “buffer zone.” It is the minimum distance which other elements, such as type, photographs and illustrations can be placed near the logo. However, it is acceptable to place the logo on a background image, as long as the buffer zone is maintained and the logo is unencumbered by other elements in the background image.

The buffer zone, which uniformly surrounds the logo, is equal to the 1/4 size of “the terracotta square” in the ACO symbol. The buffer zone is always proportional to the size of the logo being used, and must not be altered. See the example below.



## 3.4 Unacceptable Use of the Logo

In order to maintain consistency, it is important that the logo is always used as outlined in this guide.

Unacceptable use of the logo:



DO NOT modify, or stretch the logo in any way.



DO NOT alter the colour of the logo.



DO NOT simulate embossed, or drop-shadow effects on logo.



DO NOT use any other typeface for the logo.



Do not use tints, transparencies, or gradients on the logo.



DO NOT alter the proportions of the logo.



DO NOT flip the symbol's location.



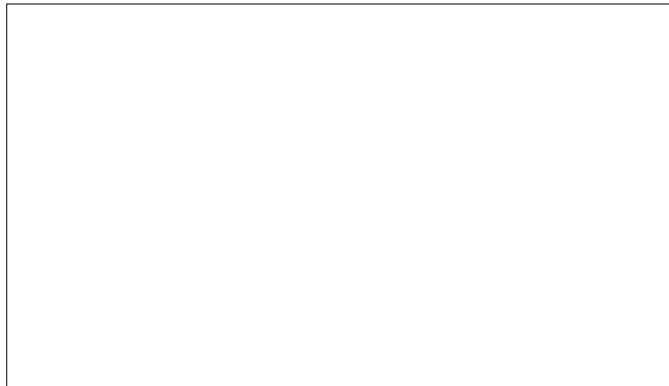
DO NOT enclose the logo within a shape, or a border.

## 3.5 Stationery (Business Cards)

The diagrams below show the underlying structure of the design for the business card. The business card is typeset in Gotham and printed in two colours.



Business Card Front



Business Card Back

## 3.5.1 Stationery (Letterhead, Colour)

The letterhead design shown here is 45% of actual size.  
Actual size of letterhead is 8.5 x 11 inches.

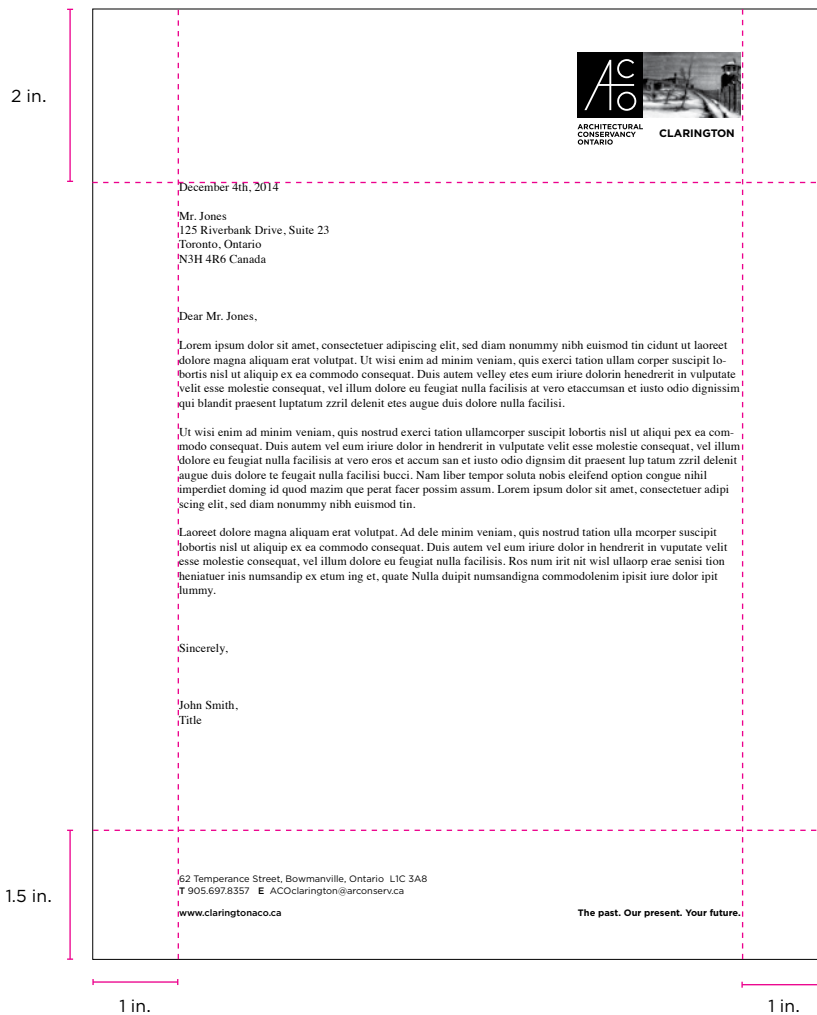


### Body Copy

Times New Roman, 10 pt  
Leading: 12 pt  
Line spacing set to Single; flush left,  
rag right

## 3.5.2 Stationery (Letterhead, B&W)

The letterhead design shown here is 45% of actual size.  
Actual size of letterhead is 8.5 x 11 inches.



### Body Copy

Times New Roman, 10 pt  
Leading: 12 pt  
Line spacing set to Single; flush left,  
rag right

## **4.0 Miscellaneous**

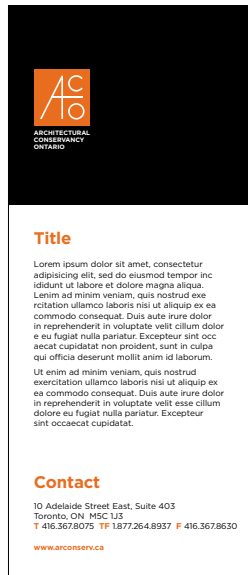
# 4.1 Invitation Template

The invitation template design shown here is 35% of actual size.

Option 1

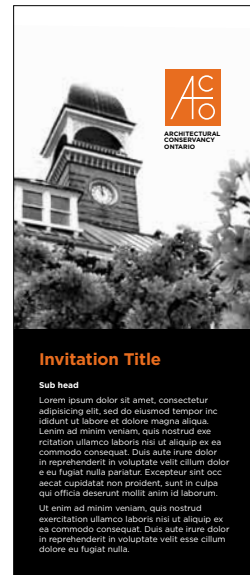


Front

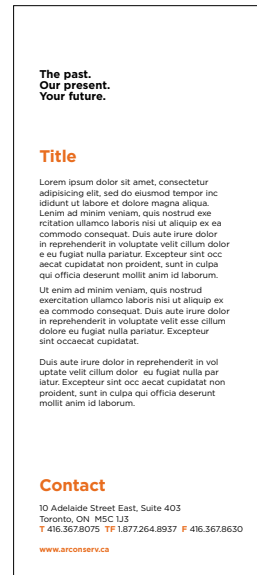


Back

Option 2



Front



Back