

CANADIAN BEEF

LOGO AND TRADEMARK USAGE AND GRAPHIC STANDARDS GUIDELINES

APPROVED LOGO AND TRADEMARK VERSIONS

The Canadian Beef logo and trademark is used when addressing global consumers and our consumer brand positioning or message.

All logo and trademark files are available in vector (EPS, Ai, and SVG) and pixel (JPEG, TIFF, PNG) formats.

Due to limitations in the printing/manufacturing processes involved in producing various types of collateral material, signage, embroidery and special items, extra care should be taken to ensure the graphic integrity of the product logo and trademark. Always use the appropriate electronic file to reproduce the Canadian Beef logo and trademark.

The use of the logo and trademark is only approved through a signed agreement. Contact your Canada beef team member for a copy of the agreement.

Any and all executions of printed, displayed, visualized or other actualized representation and reproduction of the Company's visual identity must be reviewed and approved by a Canada Beef team member before production.



LOGO AND TRADEMARK SPACING

In order to maximize its presence, the logo and trademark must stand alone. A minimum amount of space must be left between the logo and trademark and any other object such as: type, photography, other logos, rules, edges, etc. The required border space around the mark must be at least equal to the height of TWO letter Cs. The sizing guidelines apply to all variations of the mark.



LOGO AND TRADEMARK SCALE



.5" / 12.7mm

The Canadian Beef logo and trademark should not be reproduced at smaller than the minimum acceptable size of .5 inch/12.7 mm.

LOGO AND TRADEMARK INTEGRITY / PROPORTIONS

The Canadian Beef logo and trademark must NOT be skewed, distorted, or disproportionately scaled for any application. Logo and trademark integrity must take precedence over any and all spatial considerations. Items within the logo and trademark may not be customized independently from another.



LOGO AND TRADEMARK COLOURS

Use PANTONE® colours or CMYK builds indicated below for all printed reproduction of the Canadian Beef logo and trademark. RGB values (for web-based applications) are also provided.



PMS 186
(COATED & UNCOATED)
C0 M100 Y81 K4
R195 G31 B57
HEX C31F39



100% BLACK
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

*There are Bilingual and French logo and trademarks available upon request. Please contact your Canada Beef representative.