Ontario Aquaculture Association

EAT ONTARIO FARMED SEAFOOD

Our Brand

The Ontario Aquaculture Association represents the province's thriving, diverse farmed seafood industry. Our growers produce trout, shrimp, tilapia, and more using many different types of facilities all across Ontario. The OAA brand conveys a shared message that can be adapted across many species, audiences, and platforms.

Typography

The tyepface used in the OAA identity is Korolev Compressed (Sentance case for Ontario Aquaculture Association, Uppercase for "Eat Ontario...").

When possible, this typeface can be used in documents (for example as a header) to establish equity in the identity and offer style for type usage. If however, Korolev Compressed is unavailable for use outaside of the identity application it can be substituted by another compressed sans serif typeface.

NOTE - the Korolev typeface cannot be replaced in the visual identity.

Korolev Compressed (Uppercase)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Korolev Compressed (Sentance Case)

abcdefghijklmnopqrstuvwxyz

1234567890

Colour / File Types

The OAA identity should be reproduced in colour on a white background whenever possible. White is the most effective background to reproduce the identity as interior design elements (such as the fish eye) can be obscured by another background colour.

NOTE - the colour pallette used for each seperate distinct identity cannot change.

A grayscale version offers contrast between both sides of the icon and in the type.

	PROCESS C 93 M 35 Y 0 K 15 R 0 G 117 B 178 HEX# 0075B2
	PROCESS C9 3 M 35 Y 0 K 45 R 0 G 84 B 130 HEX# 005482
	PROCESS C 48 M 5 Y 92 K 1 R 145 G 190 B 74 HEX# 91BE4A
	PROCESS C 48 M 5 Y 92 K 41 R 92 G 127 B 47 HEX# 5C7F2F
	PROCESS C 6 M 94 Y 100 K 0 R 226 G 54 B 39 HEX# E23627
	PROCESS C 6 M 94 Y 100 K 150 R 132 G 23 B 6 HEX# 841706

Spacing

Always maintain a minimum space around the identity. This space distinguishes the identity from competing elements such as other logos, copy, photography or backgrounds. The minimum space for the OAA identity is defined as the height of the half of "X".

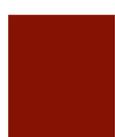This minimum space should be maintained as the identity is proportionally enlarged.

0.5X

Ontario Aquaculture Association
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X = height of the OAA identity

Our Logo/Identity

The OAA identity consists of two elements: The "icon" and the "wordmark". The OAA wordmark adopts four main statements to help reinforce the message being promoted.

The two design elements should not be separated in any application without approval from OAA.

NOTE - changing the "Eat Ontario..." type requires approval as each distinct identity is rendered artwork to ensure consistent usage and application.

OAA icon

Ontario Aquaculture Association
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OAA wordmark

Available upon request are the four idetities in the folowing formats:

- eps – to be used for any printed materials
- jpeg – for general use
- png – a transparent file, for the web or to be used for overlay (with non-white backgrounds)
- a grayscale version for each identity
- the icon only - NOTE the icon without the wordmark cannot be used without permission from OAA

Ontario Aquaculture Association
EAT ONTARIO FARMED FISH

Ontario Aquaculture Association
EAT ONTARIO FARMED SHRIMP

Ontario Aquaculture Association
EAT ONTARIO FARMED TROUT