

# AG IN MOTION / Brand Specifications / Logo & Tagline

Green 1 C65 M0 Y100 K0

100% Black



*Western Canada's Outdoor Farm Expo*

Grey - 60% Black

## DEFAULT LOGO USAGE

Whenever possible, the Ag in Motion logo should be used with the tagline as shown.

If the logo is to be reproduced very small the tagline can be removed.

The TM symbol should always be present.

™ Denotes a trademark of Glacier FarmMedia Limited Partnership.

## LEGAL NOTICE APPLICATION

The TM partnership legal notice must be used in all communications. It can be placed near or at the bottom of documents in 5pt type. (Font: Proxima Nova Regular or Helvetica Regular)

## TRADEMARK SYMBOL WITH NAME IN COPY

When writing out Ag in Motion™ in copy, the TM symbol should be included in only the first instance of using the name. Subsequent use of the Ag in Motion name do not require the TM symbol.

## ACCEPTABLE DEFAULT LOGO COLOUR VARIATIONS



## LOGO COLOUR SPECS



Green 1  
C65 M0 Y100 K0  
R131 G186 B81  
HEX 83BA51  
PMS 368C



Grey  
C0 M0 Y0 K60  
R128 G129 B131  
HEX 808183  
PMS 877C



Black

**ALTERNATE LOGO VARIATIONS**

Centred, enlarged tagline



Stacked with tagline



No tagline



Stacked no tagline



**ADDITIONAL LOGO NOTES**

- When reducing the logo it may be necessary to enlarge the TM symbol. Maintain proportions to original application and legibility as required
- **AVOID** using the logo over busy backgrounds textures or images
- **DO NOT** scale, distort or rotate the logo or tagline in any way

**LOGO SAFE AREA**

When reproducing the Ag in Motion logo in any context – but especially adjacent to other logos, graphics or text, It is important not to crowd the logo. A proportional amount of clear or white space must be left around the logo. Do not allow any graphics or text to touch or overlap the logo.



The minimum clear space (safe area) around the logo is equal to X, where X is the height of the logo in its entirety.



Example of logo placed with other graphics



Text is too close to logo



Graphics are too close or overlapping the logo

For a copy of the Ag in Motion logo, visit [aginmotion.ca/brandresources](http://aginmotion.ca/brandresources).

# A fresh perspective on agriculture.

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## Subhead Example Proxima Nova Bold

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## HEADLINE FONT

### Rajdhani Bold

To be used as primary headline font for promotions and sales collatorall.

Bold and/or italic versions should be used as default.

## BODY COPY FONT

### Proxima Nova (light or regular)

To be used as default font in text-heavy applications within all documents/correspondence.

Variations of bold, italic etc can applied as required.

## EXAMPLE TYPE APPLICATIONS



## TYPOGRAPHY NOTES

- Helvetica or Arial can be used as a substitute for Proxima Nova in body copy where it would normally be applied.
- Do not scale, distort or add excessive effects to the typography within any Ag in Motion creative.