



# Graphic Standards

manual



Good dogs doing great work!



# OTD Graphic Standards Manual

This document outlines the graphic standards approved by Ottawa Therapy Dogs (OTD) for use in communication and promotional materials produced by external suppliers, such as graphic designers, web developers, printing houses, and colour photocopy providers.



The Graphic Standards Manual is also available online at  
<http://www.ottawatherapydogs.ca/2009/corporateDocs/OTDapprovedSupplier.php>

You can download the files you need!

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If you require assistance, please contact our Graphic Standards Administrator at [graphics@ottawatherapydogs.ca](mailto:graphics@ottawatherapydogs.ca)

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Our phone number is 613.261.6834 (261-OTDI – Ottawa Therapy Dogs Incorporated). Voice mail is available to take messages.



# Introduction

The manual contains basic guidelines and rules to follow when using the OTD logo, corporate name, and tagline in communication products.

If you require assistance, please contact our Graphic Standards Administrator at [graphics@ottawatherapydogs.ca](mailto:graphics@ottawatherapydogs.ca)

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# Guidelines

The guidelines in this manual will help ensure consistency across all Ottawa Therapy Dogs communication products, while still providing flexible design options. We have included samples throughout the manual to clarify specific guidelines.

Please review all sections of this graphics standards manual to learn about the do's and don'ts when producing OTD communication, promotional, and web products. If you require assistance, please contact our Graphic Standards Administrator at [graphics@ottawatherapydogs.ca](mailto:graphics@ottawatherapydogs.ca).

# OTD Logos

This is our official OTD corporate logo:



Below is the approved colour version of the OTD logo. Please note the intensity of the black varies from the CMYK and RGB versions, but not the red. If the logo appears over a solid colour, please add a white keyline around the logo, the same thickness as the heart motif.



OFFICIAL CMYK ON WHITE



OFFICIAL RGB ON WHITE



OFFICIAL OVER SOLID COLOUR



Use the width of the heart as a guide for the thickest of the white keyline when printing on a dark background.

PANTONE 032 plus Process Black

# OTD Logos (CONTINUED)

## OTD Logo in Black & White

We have provided both CMYK and RGB black and white versions of the OTD logo for offset printing and web use respectively.



OFFICIAL OTD GREYSCALE  
ON BLACK & WHITE



OFFICIAL OTD GREYSCALE  
ON BLACK & WHITE ON BLACK



OFFICIAL OTD RGB  
BLACK & WHITE



OFFICIAL OTD RGB  
BLACK & WHITE ON BLACK

## Logo, Company Name & Tagline

External suppliers can use our OTD corporate fonts to recreate our corporate name and tagline. "Ottawa Therapy Dogs" should appear in Horatio D Bold and the tagline "Good dogs doing great work!" should be in Horatio D Light. External suppliers can download these fonts from our website.

The sample postcard below shows the correct use of our main visual identifiers. In addition to images of our team members, the paw print image is the only other graphic acceptable for use in communication and promotional materials. This image should only attract attention, and should never interfere with the main message.



## Logo, Company Name & Tagline (CONTINUED)

Our corporate name, tagline, and team member dogs can be added to our Official OTD Logo to complete our brand in print and web communication products.

The following are all acceptable treatments of our logo, corporate name, tagline, and photos that can be added to our OTD logo.



Official OTD Corporate Logo



Official OTD Corporate Logo with Corporate Name



Official OTD Corporate Logo with Corporate Name and tagline



Official OTD Corporate Logo with Corporate Name and tagline along with OTD Team Member Dogs



Official OTD Corporate Logo with Corporate Name and tagline along with OTD Team Member Dogs reserved on black background.

The photos of the dogs can change.

# OTD Corporate Colours



## Official OTD Colour Breakdowns

### Primary OTD Corporate Red Colour

Pantone 032 is the official OTD corporate red for all communication materials.

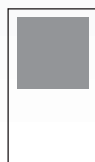
PANTONE	CMYK	RGB	WEB
PMS 032	Cyan 0% Magenta 90% Yellow 86% Black 0%	Red 239 Green 65 Blue 53	#EF4135



### Secondary OTD Corporate Black Colour

Our secondary OTD colour is black. This colour can be altered when required for the web. There is no official colour number for the OTD Corporate Black colour.

CMYK	RGB	WEB
Cyan 0% Magenta 0% Yellow 0% Black 100%	Red 0 Green 0 Blue 0	#000000



### Complementary OTD Corporate Grey Colour

Our complementary OTD colour is grey or 50% black. This colour can be altered when required for the web. There is no official colour number for the OTD Corporate Grey colour.

CMYK	RGB	WEB
Cyan 0% Magenta 0% Yellow 0% Black 50%	Red 147 Green 149 Blue 152	# 999999

## OTD Corporate Colours (CONTINUED)

### OTD Approved Corporate Background Colours

Please use our corporate colours for solid backgrounds. Below are samples of our logo on the main corporate colours.



OFFICIAL CMYK ON BLACK





OFFICIAL RGB ON WHITE



OFFICIAL OVER SOLID COLOUR

# Official Corporate Colour and Logo in CMYK

Please use the following colour specifications on all print and web materials.

OFFICIAL Corporate Colour and Logo				
Colour Breakdowns				
COLOUR	CMYK	RGB	Pantone Matching System (PMS)	WEB Colour Number
OFFICIAL RGB RED 	Cyan: 0 Magenta: 90 Yellow: 86 Black: 0	Red: 239 Green: 65, Blue: 53	Pantone 032	FF3333
Black 	Cyan: 0 Magenta: 0 Yellow: 0 Black: 100	Red: 35 Green: 31 Blue: 32	None specified. Standard black used for printing.	000000









OFFICIAL CMYK

Our logo can be downloaded online for approved suppliers. Ask for the password to access the OTD Suppliers section of our site.

# WEB Corporate Colours

Designers may change the black colour in the OTD logo for web or Microsoft Office programs; however, they should not alter the red and must use the RGB breakdowns listed in the OTD Corporate Colours section.

Please do not use the RGB files for offset printing. These files are intended for home colour printers and Acrobat PDF files printed at local colour photo-copy suppliers. For offset printing, suppliers should use the official OTD logo in Illustrator, which has the correct CMYK colour breakdowns and PMS number for our official corporate red.

Ottawa Therapy Dog Red Websafe Colour Breakdowns			
	CORPORATE RGB COLOUR	RGB Breakdown	WEB SAFE Colour
 OFFICIAL CMYK		Red: 255 Green: 0 Blue: 0	ff0000 (This colour number is NOT acceptable for our web pages.)
 UNAPPROVED RGB		Red: 239 Green: 65 Blue: 53	EF4135
 OFFICIAL RGB		Red: 0 Green: 0 Blue: 0	000000

# Corporate Font

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Light

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Medium

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

Horatio D Bold

OTD communication materials use the Horatio D font family for the corporate name and tagline. We recommend using Horatio D Bold for our corporate name, Horatio D Light for the tagline “Good dogs doing great work!”, and Horatio D Medium for interior headings and subheadings.

The Truefonts are available to external printing or promotional suppliers.

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Note: For web paragraph <p> text, please use the font Verdana.

# Do's & Don'ts using OTD Colours

You can use a variety of background colours with the OTD logo, although we recommend the corporate red, black, and grey colours for solid backgrounds whenever possible.

## DOs

OTD APPROVED



## DON'Ts

OTD NOT APPROVED



## Do's & Don'ts using OTD Colours (CONTINUED)

If using a solid or gradated background, please ensure the logo is clearly visible and there is a high contrast between the colours. Communication and promotional materials must use our official corporate red to highlight our logo and name.

### DOs

OTD APPROVED



### DON'Ts

OTD NOT APPROVED



## Do's & Don'ts using OTD Colours (CONTINUED)

### DOs

OTD APPROVED



Acceptable colour gradation background.



Acceptable solid colour background.

### DON'Ts

OTD NOT APPROVED



Non-acceptable colour gradation background. The OTD logo keyline disappears into the background.



Non-acceptable solid colour background. The OTD logo keyline disappears into the background.

## White Keyline Rule

You can use a variety of background colours with the OTD logo provided you add a white keyline around the logo, the same thickness as the heart motif.

Please see “Do’s & Don’ts Using OTD Colours” for additional information on background colours.

White keyline must be the width of the heart.

