Preface

In March 2008, the Department of Plant Agriculture adopted a new logo. As one of the largest plant science departments in North America, the new identity conveys the Department’s emphasis on “Exploring New Frontiers in Science”. Usage of Plant Agriculture’s logo on official departmental communications must follow specific guidelines outlined in this document.

Colour Palette

Plant Agriculture’s logo is best represented using several colour palettes that should satisfy the requirements of most documents. The following colour schemes are acceptable for the department logo:

FULL COLOUR

MONO-TONE COLOUR

BLACK & WHITE
(black & white colour for logo & background may be inverted)

ON DARK BACKGROUNDS
Official Colours

Hex.: #003FA7  RGB: 0, 63, 167
Hex.: #1CA975  RGB: 28, 169, 117
Hex.: #D16600  RGB: 209, 102, 0

Usage Guidelines

- Do not squish or stretch the logo disproportionally.
- Do not display the logo slanted. The logo must be displayed horizontally or vertically (where appropriate)
- Plant Agriculture logo should be used with the University of Guelph and/or OAC logos.
- Use only approved colour schemes.
- Plant Agriculture logo is only to be used on authorized & official departmental communications material.

Logo Availability

High quality JPG and PNG versions of the logo are available at the following website:
http://www.plant.uoguelph.ca/logos

Photoshop PSD or EPS vector versions of the logo are available only to authorized department members, upon request. For more information, please contact M.H. Peppard, I.T. Support, E.C. Bovey Building.
Choosing the Right Version

**JPG vs. PNG**

PNGs have transparent backgrounds that are suitable for use on PowerPoint presentations. JPGs have solid coloured backgrounds that are best suited for printing on blank paper.

Compare the difference between JPG and PNG in the following PowerPoint presentation:

![JPG vs. PNG Comparison](image)

**EPS**

EPS files are designed for design professionals who require large versions of our logo. EPS files are vectors that can resize without losing quality or edge fidelity.