Christmas Tree Council of Nova Scotia Brand Guidelines

Christmas Tree Council of Nova Scotia

PO Box 8 Tatamagouche, NS B0K 1V0

www.ctcns.com

www.iloverealtrees.com

www.balsamfirforum.com

Typography

CTCNS Logo:

- **Times New Roman (Bold is preferred Version)**.

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  Abcdefghijklmnopqrstuvwxyz

  0123456789

- **"RESEARCH TEAM" is in Arboria**
  - **Similar free: Open Sans**

    ABCDEFGHIJKLMNOPQRSTUVWXYZ
    Abcdefghijklmnopqrstuvwxyz
    0123456789

New Nova Scotia Balsam Fir Forum:

- **Sans Serif/Nova Scotia Font: Arboria**
  - **Similar free: Open Sans**
    ABCDEFGHIJKLMNOPQRSTUVWXYZ
    Abcdefghijklmnopqrstuvwxyz
    0123456789

- **Serif/Balsam Fir Font: Playfair Display**
  - **Similar in Word: Tisa Offc Serif Pro**
    ABCDEFGHIJKLMNOPQRSTUVWXYZ
    Abcdefghijklmnopqrstuvwxyz
    0123456789

- **Paragraph Text: Minion Pro or Playfair Display**
  - **Minion Pro available for download in Dropbox**
    ABCDEFGHIJKLMNOPQRSTUVWXYZ
    Abcdefghijklmnopqrstuvwxyz
    0123456789

CTCNS Factsheets:

- Titles and Subtitles: Times New Roman (**Bold** is preferred Version).

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  Abcdefghijklmnopqrstuvwxyz

  0123456789

- Paragraph Text: Minion Pro or Playfair Display
  - Minion Pro available for download in Dropbox

    ABCDEFGHIJKLMNOPQRSTUVWXYZ
    Abcdefghijklmnopqrstuvwxyz
    0123456789

- Heading & Footer Text: Helvetica or Arial

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  Abcdefghijklmnopqrstuvwxyz

  0123456789

CTCNS Presentations:

- Titles and Paragraph Text: Times New Roman (**Bold** is preferred Version).

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  Abcdefghijklmnopqrstuvwxyz

  0123456789

Colour Guidelines

The Christmas Tree Council of Nova Scotia's colour palette emphasizes colours representing the Christmas tree industry, earthy and environmental colour schemes. A complementary colour palette has been developed to enhance our brand and logo when used in other applications, such as templates, identity, or websites.

The following breakdowns should be used: For four-colour process printing, refer to the CMYK values shown here. For on-screen and web applications (e.g., PowerPoint, websites, logos, video, and templates), refer to the RGB/HEX/RBGA values specified.

White is also an important colour for the CTCNS brand, providing a clear backdrop, and enhancing the brightness and professional stance of the brand.

For more colour conversions and recommendations: https://www.colorbook.io/

	Light Green	Dark Green	Dark Blue	Dark Red	Light Yellow	Dark Grey/Black/Blue	CTCNS Sign. Logo Text	CTCNS Sign. Logo (Inner NS Green)	White
Hex	#a6c388	#214929	#1E5486	#920000	#FEFDBE	#222F3F	#2E622F	#E4EBE4	#FFFFFF
RBG	166, 195, 136	33, 73, 41	30, 84, 134	146, 0, 0	254, 253, 19	34, 47, 63	46, 98, 47	228, 235, 228	255, 255, 255
RGBA	166,195,136,1	33, 73, 41, 1	30, 84, 134, 1	146, 0, 0, 1	254, 253, 190, 1	34,47,63,1	46, 98, 47, 1	228, 235, 228, 1	255, 255, 255, 1
CMYK	C11% M0% Y23% K24%	C16% M0% Y13% K71%	C41% M20% Y0% K 47%	C0% M57% Y57% K43%	C0% M0% Y25% K0%	C11% M6% Y0% K75%	C20% M0% Y20% K62%	C3% M0% Y3% K8%	C0% M0% Y0% K0%
Rec.	Text, buttons, or background. Contrast: neutral or dark colour.	Headings, text, buttons, backgrounds. Contrast: light colour.	Headings, text, buttons, backgrounds. Contrast: light colour.	Headings, text, buttons, backgrounds. Contrast: light colour.	Fill/background colour. Can use for buttons. In contrast with darker colours	Headings, text, buttons, backgrounds. Contrast: light or neutral colour.	Headings, text, buttons, backgrounds. Contrast: light or neutral colour.	Fill/background colour. Can use for buttons. In contrast with darker colours	Fill/background colour. Can use for buttons. In contrast with darker colours

Logos

The Christmas Tree Council of Nova Scotia logos honors the industry by displaying a premium tree and components of the sustainability of evergreen trees. The logos vary with past and present (2020) versions of the logo. The Research Team has their own designated logo for templates and signatures. The logos are available to be used by council staff, executive directors, and members of the associations.

Incorrect use of the logos compromises integrity and effectiveness. To ensure accurate, consistent reproduction of the CTCNS logos, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available through CTCNS staff.

Balsam Fir Forum logos and infographics are also available through the file path below.

- Logos can be found in Dropbox, following file path:
    - CTCNS Research Team Dropbox > Marketing and Media > Marketing Material > Logos

Templates

- Templates can be found in Dropbox, following file path:
  - CTCNS Research Team Dropbox > Marketing and Media > Marketing Material > Presentation Templates > (Two presentation templates here).
  - CTCNS Research Team Dropbox > Marketing and Media > Marketing Material > Fact Sheet Templates
  - CTCNS Research Team Dropbox > Marketing and Media > Marketing Material > Letterhead Templates > (New)

To Whom It May Concern:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

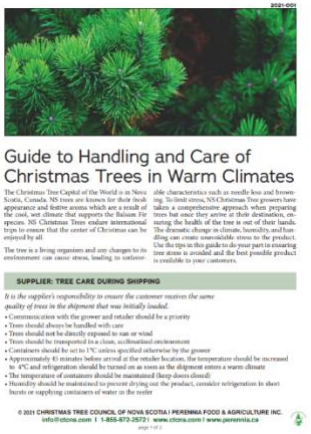
Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

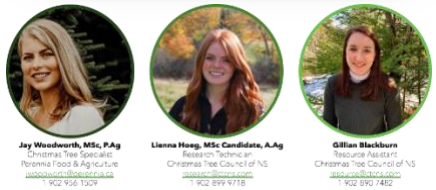
Sincerely,



Guide to Handling and Care of Christmas Trees in Warm Climates

SUPPLIER: TREE CARE DURING SHIPPING

Photos – M5, Captured in Field, M5 Photoshoot

CTCNS has a large database of photos and is continually collecting and staff are taking photos. These photos come from past promotional endeavors, events, field work, stock photos and personal staff/director/association member's collections. These are all excellent promotional photos for social media, the websites, template design, etc.

- Photos can be found in Dropbox, following file path:
    - CTCNS Research Team Dropbox > Photos > Field Pictures + Stock Photos + SMART Tre es + Bud Break