



# Christmas Tree Council of Nova Scotia Brand Guidelines



**Christmas Tree Council  
of Nova Scotia**

*PO Box 8 Tatamagouche, NS B0K 1V0*

[www.ctcns.com](http://www.ctcns.com)

[www.iloverealtrees.com](http://www.iloverealtrees.com)

[www.balsamfirforum.com](http://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
<b>Hex</b>	#a6c388	#214929	#1e5486	#920000	#fefdbe	#222f3f	#2e622f	#e4ebe4	#ffffff
<b>RGB</b>	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
<b>RGB A</b>	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
<b>CMYK</b>	C11% M0% Y23% K24%	C16% M0% Y13% K71%	C41% M20% Y0% K47%	C0% M57% Y57% K43%	C0% M0% Y25% K0%	C11% M6% Y0% K75%	C20% M0% Y20% K62%	C3% M0% Y3% K8%	C0% M0% Y0% K0%
<b>Rec.</b>	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.

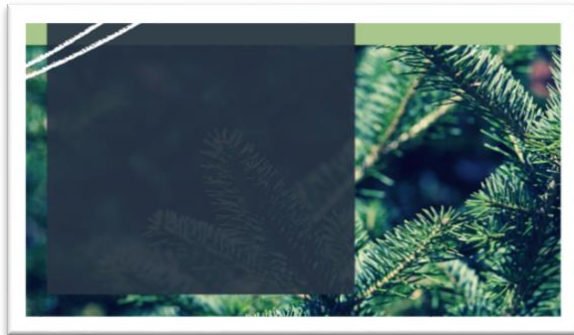
Balsam Fir Forum logos and infographics are also available through the file path below.

- 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, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvitur 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 magna viverra, turpis ac tincidunt nunc pulvinar sapien.

Aenean lacinia bibendum nulla sed consectetur.

Suspendisse in dolor. In porttitor. Donec laoreet nonummy augue.

Scelerisque id purus. Sed scelerisque ac. Vulputate utam, pretium mattis, nunc. Mauris eget neque at sem venenatis interdum. Ut congue.

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

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

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

Sincerely,

Signature area with a faint circular watermark logo.



## Guide to Handling and Care of Christmas Trees in Warm Climates

The Christmas Tree Capital of the World is in Nova Scotia, Canada. Our trees are known for their thick appearance and better ability which are a result of the cool, wet climate that supports the Boreal Spruce. No Christmas tree dealer internationally attempts to ensure that the center of Christmas can be enjoyed by all. The tree is a living organism and can change to its environment can cause stress, leading to customer

### SUPPLIER: TREE CARE DURING SHIPPING

- It is the supplier's responsibility to ensure the customer receives the same quality of trees in the shipment that was initially loaded.
- Communication with the grower and retailer should be a priority
- Trees should always be handled with care
- Trees should not be directly exposed to sun or wind
- Trees should be transported in a clean, unobstructed environment
- Containers should be set to 1°C unless specified otherwise by the grower
- Approximately 41 minutes before arrival at the retailer location, the temperature should be increased to 1°C and refrigeration should be turned on as soon as the shipment enters a warm climate
- The temperature of containers should be maintained (keep doors closed)
- Humidity should be maintained to prevent drying out the product, consider using misting in short bursts or supplying containers of water in the trailer

# 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



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