Introduction

How To Use This Manual

Section 1: Identity Elements
1.1 Corporate Symbol and Logotype
1.2 - 1.5 Color Usage
1.6 Encroachment of the Logo
1.7 Typography
1.8 - 1.9 Incorrect Usage of the Logo

Section 2: Stationery
2.1 Letterhead and Type Specifications
2.2 Letter Typing Format
2.3 No. 10 Envelope and Type Specifications
2.4 Business Cards and Type Specifications
2.5 Invoice and Type Specifications
The Oregon Association of Nurseries (OAN) image needs to be consistently presented to the communities with which we do business. Our association name should be recognized not only for its critical role in representing Oregon-based nursery members, but also its commitment to innovation, industry leadership and outstanding membership service. Each interaction with members, suppliers and other industry players is an opportunity to confirm this image.

Consistent appearance of our business communications (literature, letterhead, proposals) is a subtle but important reinforcement of OAN’s position as a strong, professional, established, progressive, environmentally conscious, respected and friendly organization. This graphic standards manual gives us the tools to maintain that consistency.

Please help us by giving your personal attention to adopting and using these standards. The quality and consistent usage of our corporate identity and marketing materials should reflect the commitment we feel to our industry and our members.
This OAN Graphic Standards Manual provides the basis for creating and implementing a consistent, professional image internally and within our marketplace. This manual is also available on CD/ROM.

This manual is divided into two sections for easy reference:

Section 1: Identity Elements
Section 2: Stationery

Within the sections are basic templates and information which relate to the most commonly used marketing materials. This information is to be used whenever our organization’s name is used. Please refer to it and ask for assistance from the marketing department. If you have any questions, we are here to help.

Attaining consistency in our appearance is critical to achieving the positive name recognition we desire. Any new documents should be created using these guidelines. Existing materials should be revised as they are reprinted.
Identity Elements

Color Usage (cont’d)
When printing in four-color process (CMYK), the colors will be reproduced by using screens of the four-color process printing inks.

**CMYK Colors**
The PMS 576 Green color may be approximated by using the following tints:

- C 40% (Cyan)
- M 0% (Magenta)
- Y 60% (Yellow)
- K 30% (Black)

The PMS 1805 Red color may be approximated by using the following tints:

- C 20% (Cyan)
- M 90% (Magenta)
- Y 100% (Yellow)
- K 15% (Black)

A three-color process may also be used (RGB), with the correct color builds listed below.

**RGB Colors**
The PMS 576 Green color may be approximated by using the following tints:

- R 108
- G 148
- B 74

The PMS 1805 Red color may be approximated by using the following tints:

- R 174
- G 20
- B 0
Section 1
Identity Elements
To create a strong organizational identity, the OAN symbol and logotype (together called the logo) appear together as one unit with a consistent size and spatial relationship. This is the primary logo developed for OAN identity and is used in all internal and external communications and in marketing materials.

Whenever possible the primary version of the logo should be used. A secondary logo – a horizontal version – has been designed for those situations in which the primary logo will not work. An example would be a very narrow, horizontal banner.

When the OAN name appears in text only and not in the form of a logo, it should be in the font style Sabon, but appear in upper and lower case: Oregon Association of Nurseries.

Follow the Color Usage on the following pages, 1.2-1.5.
Primary Logo – Color Usage
The version of the logo shown here is the primary identification element for the OAN.

The logo has been designed to work effectively in a variety of applications. To guarantee accuracy in reproduction, please use the color and black/white version of the logo as provided on digital files.

The official OAN logo colors are PMS 576 Green and PMS 1805 Red. Using Pantone coated or uncoated will be determined by the choice of paper, but the Pantone numbers are the same for both. (*PMS – Pantone Matching System*)

The logo can also be used in one color when circumstances dictate. In those cases the type and the symbol should be used in PMS 576 Green if possible.

Two-Color Version
The primary logo here shows correct color usage: PMS 576 Green is used for the symbol. PMS 1805 Red is used for all logotype.

Black/White Version
The primary logo here shows correct usage in applications in which color is not an option.

Reverse Version
The primary logo here shows correct usage when the logo needs to be reversed out of a background.

Optional One-Color Version
If only one color is desired, PMS 576 Green is the color option to be used. The logo can be either all PMS 576 Green or reversed out of PMS 576 Green.
Identity Elements

Secondary Logo – Color Usage (cont’d)

The version of the logo shown here is the secondary logo and all color issues spelled out on page 1.2 - 1.3 also apply to this version.

In cases where the primary or secondary logo cannot be reproduced by using either the specified Pantone colors, CMYK color build or RGB color build, the logo should be used as 100% black or reversed.

Two-Color Version

Secondary logo here shows correct color usage: PMS 576 Green is used for the symbol. PMS 1805 Red is used for all logotype.

Black/White Version

Secondary logo here shows correct usage in applications in which color is not an option.

Reverse Version

Secondary logo here shows correct usage when the logo needs to be reversed out of a background.

Optional One-Color Version

If only one color is desired, PMS 576 Green is the color option to be used. The logo can be either all PMS 576 Green or reversed out of PMS 576 Green.
Identity Elements

Color Usage (cont'd)
A background color and complementary color palette have been established to work well with the OAN logo. These should be used as needed on such things as banners (example below, with CMYK color builds). The same colors that apply for the primary logo version, also apply for the secondary logo version.

The logo symbol can be used as a stand-alone graphic element, in a screened-back version (approx. 3%). This option can be used as needed. An example of this would be the OAN invoice, found in Section 2-Stationery, page 2.6.

Complementary Color Palette:

Green: C 40% M 0% Y 60% K 23% Pantone: PMS 576 Green (logo green)
Purple: C 20% M 60% Y 0% K 15% Pantone: PMS 258 Purple
Red: C 0% M 70% Y 100% K 15% Pantone: PMS 167 Red
Blue: C 100% M 50% Y 0% K 0% Pantone: PMS 285 Blue

Two-Color Logo Version
Primary logo on a cream background. Y 10% M 3%
A variety of light cream Pantone colors are acceptable, for example PMS 7499 Cream.

One-Color Logo Version
Primary logo on a cream background. Y 10% M 3%
(Same Pantone suggestion as above.)

Reverse Logo Version
Primary logo reversed out of PMS 576 Green, on a black background, is an acceptable option.

Logo Symbol Version
The logo symbol can be used in a PMS 576 Green (approx. 3% screen), as an acceptable optional graphic element.
Encroachment of the Logo
The version of the logo shown here is the primary corporate identification element for the OAN.

In order to maintain legibility of the logo in every application, a specific grid has been developed. Space around the logo equal to that part of the symbol marked “N” at right creates the grid to show the area that should be kept free of all other graphic and typographic elements. The area is determined by measuring the height of the “N” in the word “OREGON”. The dotted lines indicate that area in which other elements must not encroach. The same rules apply for the secondary logo version of the logo.
Typography
The name OAN in the logo is set in the font style Sabon Regular, all caps (see example below). When the OAN name appears as just text and not in the form of a logo, it should be in the font style Sabon, but appear in upper and lower case: Oregon Association of Nurseries (also reviewed on page 1.1). This manual will outline all standard type specifications in Section 2, Stationery, of this Graphic Standards Manual.

The font Sabon Regular and Sabon Italic, should be used for all body text in corporate identity uses.

The font Trade Gothic Bold is recommended for headlines and wherever a contrast in type is desired.

All type is aligned flush left, upper and lower case, unless otherwise specified.

Sabon Regular

ABCDEF
GHijklmnopqrstuvwxyz
1234567890&

Sabon Italic

ABCDEF
GHijklmnopqrstuvwxyz
1234567890&

Trade Gothic Bold

ABCDEF
GHijklmnopqrstuvwxyz
1234567890&

Oregon Association of Nurseries

Symbol and logotype: Sabon Regular, all upper case.

Oregon Association of Nurseries spelled out in text and not in the form of the logo: Sabon Regular, upper and lower case.
Incorrect Usage of the Logo

Every part of the OAN logo has been designed to complement the rest of the logo and all parts work together as a unit.

Manipulation of the logo will degrade the organization’s image over time. Some potential problem areas are demonstrated here with the primary logo version.

Correct Usage:

Correct usage of color and size relationships for the primary logo version.

Incorrect Usage:

DO NOT manipulate or in any way resize parts.

DO NOT stretch or change the proportions.

DO NOT reassign colors to the logo.

DO NOT place the color version of the logo over a photo or graphic element if it will sacrifice legibility.

DO NOT print the logo in only PMS 1805 Red.
Incorrect Usage of the Logo

Every part of the OAN logo has been designed to complement the logo as a whole—all parts work together as a unit.

Manipulation of the logo will degrade the organization’s image over time. Some potential problem areas are demonstrated here with the secondary logo version.

Correct Usage:

Correct usage of color and size relationships for the horizontal, or secondary logo version.

Incorrect Usage:

DO NOT reposition the logo elements, except as shown for the correct secondary logo usage.

DO NOT reassign colors to the logo.

DO NOT place the color version of the logo over a photo or graphic element if it will sacrifice legibility.

DO NOT reassign color to any portion of the logo or place part color and part reverse, on a solid background.

DO NOT stretch or change the proportions.

DO NOT print the logo in only PMS 1805 Red.
Letterhead Specifications

Size:
8-1/2” x 11”

Paper:
Strathmore, Very Smooth Natural-24# Writing

Color:
Logo in 2 PMS colors:
PMS 576 Green and
PMS 1805 Red

Text and keyline are in
PMS 576 Green. The
graphic element is 3%
PMS 576 Green.

Letterhead Type Specifications
The address block is typeset in Sabon Roman, 8 point type, with 10 point leading. The address block starts 2 inches from the top of the page and in from the left edges of the page, 3/8 inch. Between the address, phone, fax and web sections, there is a double space.
Letter Typing Format

To maintain a consistent corporate look, it is suggested that all correspondence be typed in the full block style, flush left and ragged right as shown here. The type block is aligned flush left and lines up with the top of the address block.

Recommended left-hand margin is 1-7/8 inch and right-hand margin is 5/8 inch. Letter should start 2 inches from the top, and text should not extend below the bottom of the vertical keyline.

Letter typestyle should be 11 point Sabon Roman with 12 point leading, where possible.

July 17, 2003
Dear John,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod maxim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

Sincerely,
Mary Smith
No. 10 Envelope and Type Specifications/2.3

Stationery

No. 10 Envelope Specifications

Size:
9-1/2” x 4-1/8”

Paper:
Strathmore, Very Smooth Natural-24# Writing

Color:
Logo in 2 PMS colors:
PMS 576 Green and PMS 1805 Red

Text and keyline are in PMS 576 Green.
The graphic element is 3% PMS 576 Green.

No. 10 Envelopes Type Specifications

The address block is typeset in Sabon Roman, 9 point type, with 11 point leading.
The address block starts 1-5/16 inch from the top of the envelope and in from the left edge of the envelope, 1-5/8 inch.
Business Card Specifications

Size:
3-1/2” x 2”

Paper:
Strathmore, Very Smooth Natural-80# Cover

Color:
Logo in 2 PMS colors: PMS 576 Green and PMS 1805 Red
Text and keyline are in PMS 576 Green.
The graphic element is 3% PMS 576 Green.

Business Card Type Specifications

The name is typeset in Trade Gothic Bold, 10 point type, with 12 point leading and -30 letter spacing. The title is typeset in Sabon Italic, 7 point type, with 8 point leading and -30 letter spacing. The address is typeset in Sabon Roman, 8 point type, with 10 point leading. The phones, fax, e-mail and web information is typeset in Sabon Roman, 7 point type, with 8 point leading.
Invoice Specifications

Size:
8-1/2” x 11”

Paper:
(not determined at this point)

Color:
Logo in 2 PMS colors:
PMS 576 Green and
PMS 1805 Red

Text and keyline are in
PMS 576 Green. The
graphic element is 3%
PMS 576 Green.

Invoice Type Specifications

The address block is typeset
in Sabon Roman, 8 points
type, with 10 points leading.
The address block starts 1-3/4
inch from the top of the
invoice and in from the left
dge, 3/8 inch.