

**CANADIAN  
FOOD INNOVATION  
NETWORK**



# LOGO USE GUIDE

## LOGO USE ON LIGHT BACKGROUND

1. Leave a MINIMUM "COPY-FREE" ZONE  
around logo as shown

2. Logo must be free floating - DO NOT add a rectangular block of colour  
behind logo other than for an edge-to-edge banner for a digital ad, social  
media header or slide as illustrated on the next page.



## LOGO USE ON DARK BACKGROUND

1. Leave a MINIMUM "COPY-FREE" ZONE as shown on previous page and below.

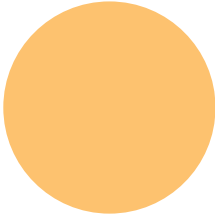
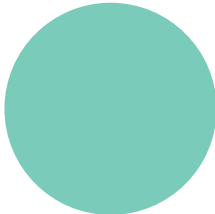
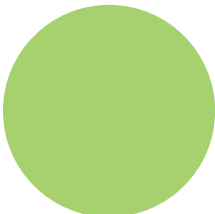
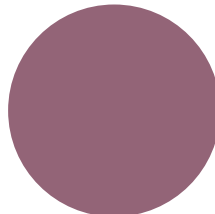
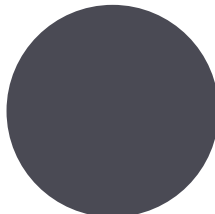
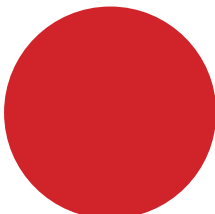
2. Logo must be free floating - DO NOT add a rectangular block of colour behind logo other than for an edge-to-edge banner for a digital ad, social media header or slide as shown below.



correct for full size of social media header and edge-to-edge banner for digital ad or slide



# LOGO COLOURS

|                                                                                   |                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| fdc36e                                                                            | 7ccbbb                                                                            | a6d16f                                                                              | 936576                                                                              | 4a4a54                                                                              | d2232a                                                                              |
| C0 M26 Y65 K0                                                                     | C50 M0 Y33 K0                                                                     | C38 M0 Y74 K0                                                                       | C42 M65 Y39 K9                                                                      | C70 M63 Y50 K34                                                                     | C15 M100 Y100 K0                                                                    |
| R253 G194 B111                                                                    | R125 G204 B186                                                                    | R167 G209 B111                                                                      | R147 G101 B118                                                                      | R74 G74 B84                                                                         | R210 G35 B42                                                                        |