



Visual Identification Standards Guide

A TOOL FOR MAKING OUR MARK



The Agropur logo was revamped in 2004 to underline the Cooperative's 65th anniversary. The basic components of the last signature, used from 1979 to 2003, have been retained and modernized while respecting Agropur's values and mission. The four "milk drops", representing production, processing, distribution and consumption remain, but the logo, as such, has been refined and simplified. The distinctive element of the four "milk drops" has been maintained in order to represent Agropur's participation in the four links of the food chain and to reinforce its cooperative difference.

Agropur's new brand image respects its unique identity in every regard. It projects an organization with a human, dynamic and productive dimension that is at the cutting edge of technology and constantly evolving.

This standards guide was designed and produced in order to facilitate control of the quality of Agropur's visual image by its different users.

All users must comply with the established standards contained in this guide. Any new project that may cause adjustments due to certain physical or technical restrictions must be submitted to and approved by the Public Relations and Communications Department.

Annie Bergeron
Communications Advisor
Public Relations and Communications
Tel.: (450) 646-1010

1.1

Official and horizontal version of the logo

The logo is the focal point of our corporate identity. It is the organization's ambassador in all these visual communications.

Our logo includes a graphic symbol (the four milk drops) and our corporate name. There is an official version (Logo_V) and a variant (Logo_H).

It is essential to always present both versions consistently and accurately. The logo must never be modified. We are providing you with an electronic version of the logo so that you do not have to reproduce it. The different variations of the logo can be found on our Web site at www.agropur.com.

The graphic symbol of the logo must not appear without our signature, except when it is used in half tone or on special promotional items.

Official version of the logo

Logo_V



Horizontal version of the logo

Logo_H

New version



1.3

Corporate colours

One of the most distinctive and easily recognizable elements of our visual identification guide is the combination of our two official colours: blue and rubine red (pink).

The table below indicates the specific colours to use according to the medium and the dissemination technique.

As much as possible, use Pantone® inks rather than trying to recreate the colours with a process colour (CMYK). (Attention: Pantone colours vary slightly on coated (C) and uncoated (U) paper.)

Pantone Matching System (PMS)

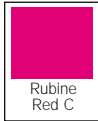



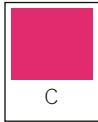
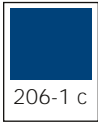
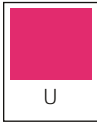



Registered trademark for a calibrated colour sample used as a standard in the printing field.

Process colour (CMYK)

Colour printing technique based on the overlay of primary colours: cyan, magenta, yellow and black. A Pantone Process chart, in existence since 2001, can guide us in the CMYK mixes.

RGB (red/green/blue)

The logo colours are converted to a colour pallet compatible with the Web (RGB WEB SAFE: 216 colours). As a result, please note that the colours are not faithful to the original (Pantone colours). However, this considerably reduces the size of the file.

	Coated paper		Uncoated paper	
Pantone				
	Rubine Red C	295 c	Rubine Red U	295 u
Process colour				
	C	206-1 c	U	220-1 u
	C : 0 M : 100 Y : 15 K : 4	C : 100 M : 60 Y : 0 K : 40	C : 0 M : 100 Y : 15 K : 4	C : 90 M : 50 Y : 5 K : 30
RGB				
	CC0066	003366		
	R : 204 G : 0 B : 102	R : 0 G : 51 B : 102		

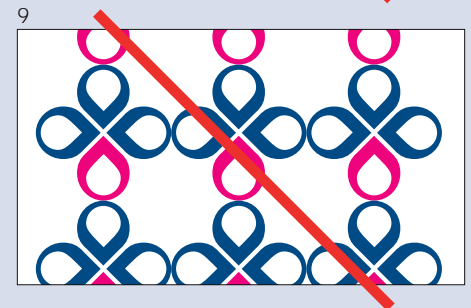
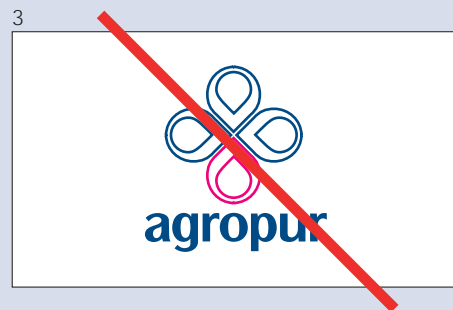
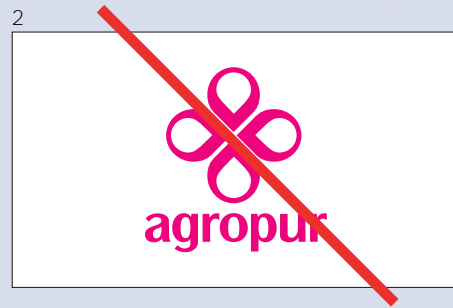
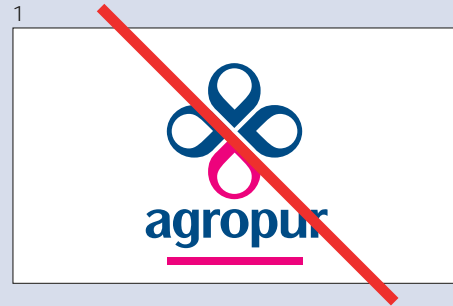
Pantone® is a registered trademark of Pantone Inc.

1.5

Prohibited graphic uses

These standards apply for both logo versions: Logo_V and Logo_H.

We have listed certain uses of the logo that may adversely affect the organization's image.

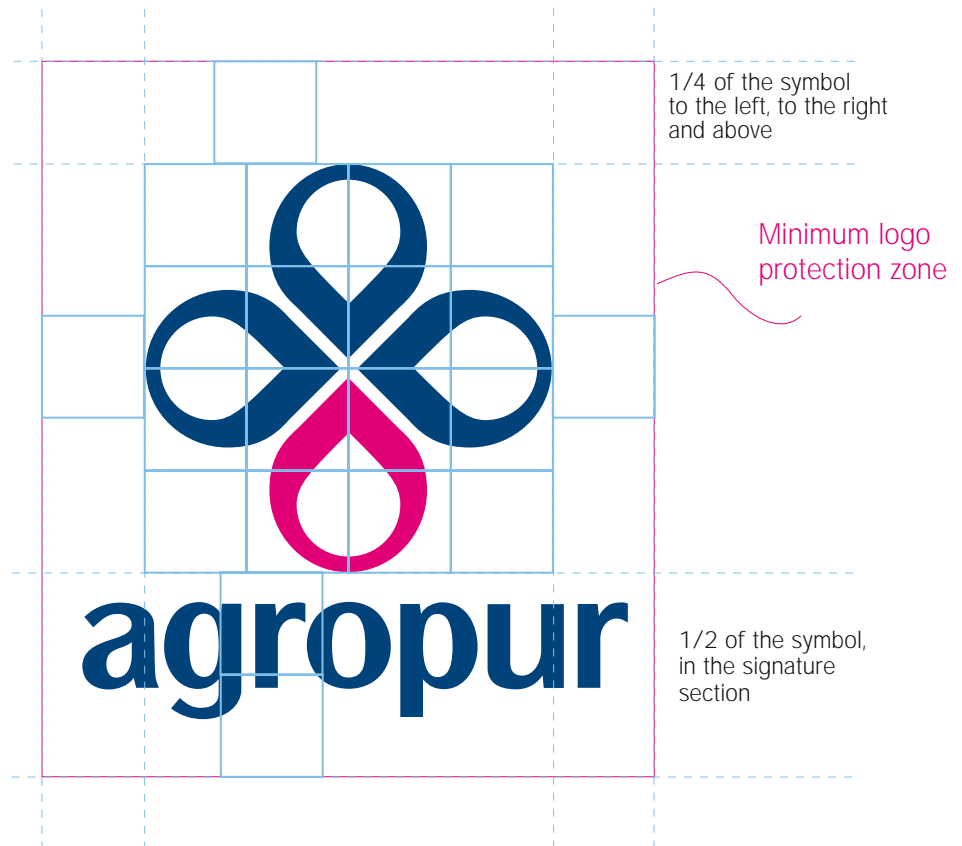


1.6

Minimum protection zone for official logo

A minimum space must be left all around the logo so that it clearly stands out. This space must not contain a motif, text, image or drawing. The free space around the logo is equal to 1/4 of the logo symbol, above, to the left and to the right of the logo. Regarding the minimum protection zone for the bottom of the logo, a space corresponding to 1/2 of the symbol must be left in the signature section.

When the logo is inverted on a colour strip, the width and/or height of the strip must be at least equal to that of the logo plus the protection zone.



>Lorem ipsum dolor sit amet, consectetur 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 iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur 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 iusto 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 mazim placerat facer possim assum. Lorem ipsum

agropur

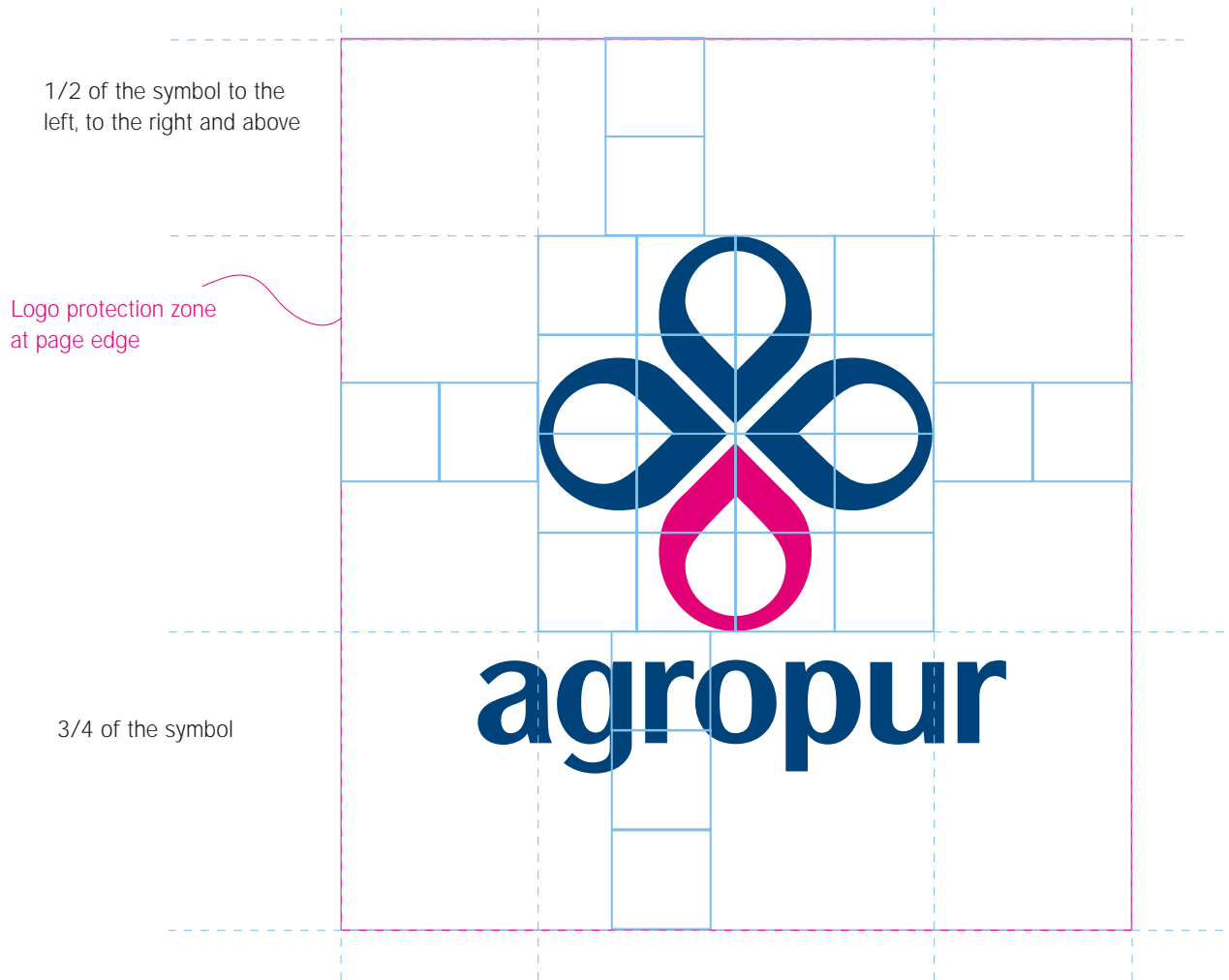
Example of the application of the logo protection zone with text

1.7

Page edge protection zone for official logo

Minimum clearance must be left at the edge of the page or other medium, completely around the logo. The free space between the logo and the border is equal to 1/2 of the logo symbol, above, to the left and to the right and to 3/4 of the logo symbol at the bottom of the symbol.

In other words, the sides of the logo must never come too close to the edges of the medium.



Logo protection zone at page edge



1.8

Half-tone printing

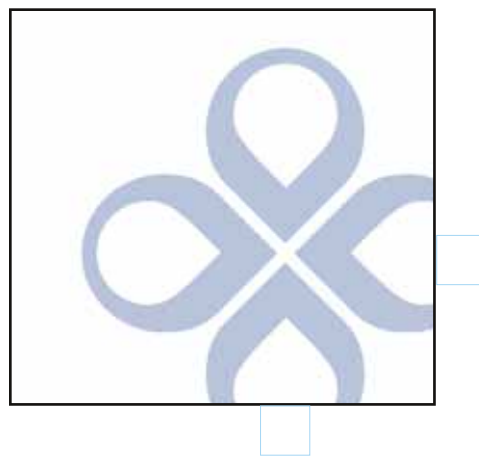
Half-tone printing of the graphic symbol is a subtle but effective way of leaving our mark on a publication or display.

There are two half-tone printing models; one is on a white background with the graphic symbol at 20% density of the printed colour, and the other on a dark background (100% density) with the graphic symbol at 20% density.

The graphic symbol must overlap the edge of the page, that is, 1/8 of the logo must overlap two sides only.

Examples of overlapping

Overlapping of lower right corner



Overlapping of upper left corner

