

Terms of use for brands and graphics standards



Context

The Conseil de promotion de l'agroalimentaire québécois (CPAQ), better known as Aliments du Québec, is a non-profit organization whose mission is to promote Quebec agri-food products. It is the holder of the two labels of origin for Quebec food products, recognized by the whole agri-food industry, and manages two certifications: *Aliments du Québec*, *Aliments préparés au Québec* and two organic sub brands.



By being a member of Aliments du Québec and by having products certified, the companies obtain the right to use the appropriate logo on their product for various uses such as packaging, advertising, etc. In order to do so, the company has to request the appropriate logo from Aliments du Québec who will send an electronic version of the required logo.



Companies must also know that it is always the products, and not the company itself, that are certified. Therefore, the logos must always be linked to the certified products and this applies to various applications (packaging, advertising, pictures design or printed reports, etc.). To do this, simply make a request to Aliments du Québec, who will send the image files to the company.



Since both certifications are registered trademarks, Aliments du Québec must receive a copy of the design and approve the use of either one of the logo. The elements that are going to be validated are the colors, the shape, the width and the font. We will also make sure that the logo used corresponds to the certification of the product. In case changes have to be made, Aliments du Québec will have to approve the new design as well.



Business-related use

**CETTE ENTREPRISE OFFRE
DES PRODUITS CERTIFIÉS PAR**



If a company wishes to use the logo in connection with all its product line or company name, it must include the mention *This company offers products certified by* along with the logo Aliments du Québec.

Approval by Aliments du Québec is also required in these cases.

**THIS COMPANY OFFERS
PRODUCTS CERTIFIED BY**



Logos:

Symbols of origin and identity

The *Aliments du Québec* and *Aliments préparés au Québec* logos are the core element of the visual identity. The shape, the colors and the font of the logos provide a strong visual identity. They identify products duly certified as *Aliments du Québec* and *Aliments préparés au Québec*, which are the two brands managed by the organization.

In order to ensure the consistency and correct use of the logos, it is important to maintain the graphic standards set for colors, typography, symbol and design. It is also essential to comply with the enclosed guidelines in order to ensure the success of clear communication and achieve maximum visual impact for *Aliments du Québec* and *Aliments préparés au Québec*.

Identity elements



The *Aliments du Québec* logo consists of four key elements:

- A lily flower
- An oval shape
- The trade name Aliments du Québec
- The registered trademark (MD) symbol



The *Aliments préparés au Québec* logo consists of four elements:

- A lily flower
- An irregular shape (chef's hat)
- The trade name Aliments préparés au Québec
- The registered trademark (MD) symbol

Both logos may be used on different publications such as promotional material, newspapers, magazines, weekly flyers, labels, shelf identification labels, etc., as well as on the food product packaging itself.

The colours

The same colors are used on both *Aliments du Québec* and *Aliments préparés au Québec* logos. The logos should be reproduced in Pantone (PMS) colors whenever possible – otherwise the 4C process should be used.

For the blue color, use Pantone (PMS) color PMS 280C on coated paper and PMS 280U on uncoated paper. For 4C process, the breakdown for blue is: 100% Cyan, 72% Magenta, 0% Yellow and 18% Black.

For the yellow color, on coated paper, use Pantone (PMS) color PMS 123C. For 4C process, the breakdown for yellow is 0% Cyan, 24% Magenta, 94% Yellow and 0% Black.

For the yellow color, on uncoated paper, use Pantone (PMS) PMS 7406U. For 4C process, the breakdown for yellow is 0% Cyan, 18% Magenta, 100% Yellow and 6% Black.

Typography

A consistent use of one particular typeface establishes a long-lasting, easily recognizable and notable visual identity.

The typeface that should be used in association with both the *Aliments du Québec* and *Aliments préparés au Québec* logos is **Copperplate thirty three BC**.

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0
(; , : ? ! \$ & “ ”)

Applications

The *Aliments du Québec* and *Aliments préparés au Québec* logos should be used with the two referenced colors, blue and yellow, as previously described. When choosing a version of the logo, one should consider if its application is destined to Pantone (PMS) on coated or uncoated paper or to 4C application.

When printing in only one color, always use the blue color version of the appropriate logo. If the document is in black and white only, then the black version can be used.

The logos always have a white shape as background when used on a colored background. If used on a white background, the white shape will be invisible. Because of these white shapes, the logos are not available and cannot be reproduced in negative version. The same logo is always used on all types of background.

In cases where the logos are use on a colored background or over a picture, the white shape must be visible.



Other versions

Other versions of the Aliments du Québec logos are available, Aliments du Québec – Bio and Aliments préparés au Québec – Bio.

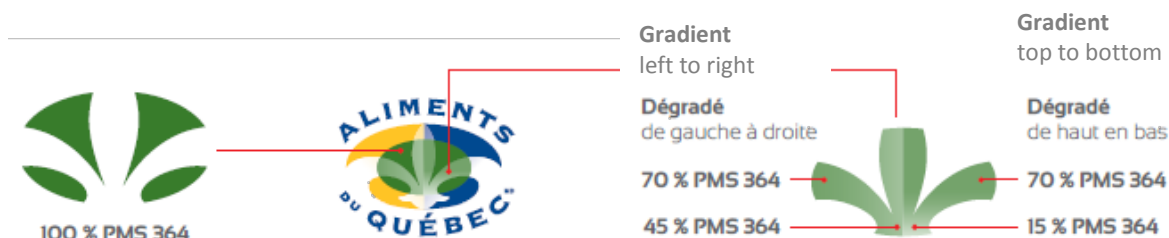


These versions are intended exclusively for organic products certified by the Conseil des appellations réservées et des termes valorisants (CARTV).



The graphic standards that govern the use of these two versions are exactly the same as those relating to the regular logos.

However, with regard to the green section, it must be reproduced as follows:



Other colors, typography, applications, size requirements and minimum free space required remain unchanged.

As is the case for all Aliments du Québec logos, once the artwork is completed, a draft must be submitted to Aliments du Québec for approval.

In the event that modifications are made, a second draft must be resubmitted for approval by Aliments du Québec.

Size requirements



The *Aliments du Québec* and *Aliments préparés au Québec* logos should always be used with their unified symbols and words.



The minimum allowable size for both logos should not be smaller than ½ inch (1,27 cm) wide, based on the width of the oval shape in the center.

Under that minimum size, it becomes illegible and distorted.

Minimum free space

Both *Aliments du Québec* and *Aliments préparés au Québec* logos must have a 'buffer' space around it, to maintain legibility and visual impact. No other graphic elements should infringe upon this space.

The minimum free space needed and required is equivalent to the width or the height of the white part surrounding the center part of the logo.

In order to determine the free space required when the logos are used on a white background, temporarily insert a colored background in order to properly measure it. Once the measure is completed, the white background can be reinserted again.

