

MANITOBA NURSERY LANDSCAPE ASSOCIATION

Branding Guidelines



SOME FACTS

INTRODUCTION

The development and implementation of a new brand is the most important marketing project a company will undertake. The goal is to provide a consistent message across all marketing materials to build brand recognition and credibility. This is achieved by following the brand identify guidelines outlined in this document.

VISUAL BRAND IDENTITY

The purpose of brand identity is to distinguish an organization, program, or product, in the eyes of the public, stakeholders, and the community at large. Strategically implementing the brand identify throughout an organization's marketing materials is the foundation upon which a consistent image is built.

The visual representation of the brand identify reinforces perceptions of who a company is, what they do, and the value they offer. As the new brand identify is used consistently, it will begin to be recognized by the public.

The intention of the brand identify guidelines is to define the new brand look and feel to provide direction on how to apply the identity throughout marketing materials. Although it is not possible to anticipate all applications, there are examples in this document that can be used to apply to other situations.

The most important thing to remember when implementing a new brand is to be consistent in the use, application, and communication of the new brand identity. Without consistency, the brand is in jeopardy of distinguishing itself with external and internal audiences, and not creating a strong presence and credibility as a reputable organization, program, or product.

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WHY BRAND GUIDELINES?

The visual identity of Manitoba Nursery Landscape Association is key to establishing brand recognition. Understanding the basic elements of what comprises the programs visual identify and how these elements work together is key to ensuring consistent application of the brand. In this section, key elements of the brand are described and guidelines for how they are to be used are outlined.

IMAGERY

Imagery is the graphic representation of what the organization, program, or product is all about. For Manitoba Nursery Landscape Association the association logo clearly identifies the name of the organization with the “O” in Manitoba being used to identify with the planting and growth of all things green.

The Manitoba Nursery landscape Association imagery must always be reproduced using final artwork and must never be modified or altered in any way.

LOGO TYPE

A logotype is a stylized way to represent and organization, program, or product name using fonts. MBNLA’s logotype plays an important role in establishing identify. Just as the imagery must always be reproduced using final artwork, the logotype must never be modified or altered in any way. In order to build brand recognition and establish the visual identity of MBNLA, this logotype should not be used without the accompanying imagery described in the previous section.

BRAND SIGNATURE

A brand signature is the combination of imagery and logotype to visually represent an organization, program, or product. The relative sizes of the imagery and logo must never be modified or altered and must be reproduced using final artwork. The standard arrangement for MBNLA brand signature is the imagery on the last page of this document.

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LOGO GROUP

The logos below are the MBNLA offerings available for your promotional needs.



ANY AND ALL BRAND RECOGNITION ITEMS MAY ONLY BE USED BY MBNLA MEMBERS DURING SUCH TIME AS THEY ARE MEMBERS IN GOOD STANDING. TO ACQUIRE THE MBNLA BRAND ELECTRONIC FILES FOR YOUR MARKETING PURPOSES PLEASE CONTACT THE
MANITOBA NURSERY LANDSCAPE ASSOCIATION
P.O. BOX 1755 WINNIPEG, MANITOBA, R3C 2Z9
INFO@MBNLA.COM

"THE MBNLA LOGOS ARE THE SOLE AND EXCLUSIVE PROPERTY OF MBNLA. THESE LOGOS MAY BE USED ONLY BY MBNLA MEMBERS IN GOOD STANDING IF AND ONLY IF SUCH IS MADE PURSUANT TO THE TERMS AND CONDITIONS OF THIS LIMITED AND REVOCABLE PERMISSION. ANY FAILURE BY A USER TO COMPLY WITH THE TERMS AND CONDITIONS CONTAINED HEREIN MAY RESULT IN THE IMMEDIATE REVOCATION OF SAID PERMISSION, IN ADDITION TO ANY OTHER SANCTIONS IMPOSED BY MBNLA. THE INTERPRETATION AND ENFORCEMENT (OR LACK THEREOF) OF THESE TERMS AND CONDITIONS, AND COMPLIANCE THEREWITH, SHALL BE MADE BY MBNLA IN ITS SOLE DISCRETION."

AND

"NOTWITHSTANDING THE FOREGOING, THE LOGOS MAY NOT BE USED IN ANY MANNER THAT, IN THE SOLE DISCRETION OF MBNLA: DISCREDITS MBNLA OR TARNISHES ITS REPUTATION AND GOODWILL; IS FALSE OR MISLEADING; VIOLATES THE RIGHTS OF OTHERS; VIOLATES ANY LAW, REGULATION, OR OTHER PUBLIC POLICY; OR MISCHARACTERIZES THE RELATIONSHIP BETWEEN MBNLA AND THE USER, INCLUDING BUT NOT LIMITED TO ANY USE OF THE LOGOS THAT MIGHT BE REASONABLY CONSTRUED AS AN ENDORSEMENT, APPROVAL, SPONSORSHIP, OR CERTIFICATION BY MBNLA OF THE USER, THE USER'S BUSINESS OR ORGANIZATION, OR THE USER'S PRODUCTS OR SERVICES, OR THAT MIGHT BE REASONABLY CONSTRUED A SUPPORT OR ENCOURAGEMENT TO PURCHASE OR UTILIZE THE USERS PRODUCTS OR SERVICES. "

USE OF THE MBNLA BRAND SIMPLY ILLUSTRATES THAT THE USER IS EITHER A MEMBER OF MBNLA IN GOOD STANDING OR HAS WITHIN THE PAST YEAR RECEIVED AN MBNLA AWARD.

IN THE CASE OF AWARDS, WHEN AN ORGANIZATION IS NO LONGER A MEMBER, THE ORGANIZATION MUST USE THE PHRASE AWARD WINNING COMPANY WITH NO BRAND ASSOCIATION AS OPPOSED TO USING MBNLA BRANDING OR NAME RECOGNITION.