



Growing Great Places Together
Cultivons ensemble de beaux espaces

LOGO REFRESH 2021 DOWNLOAD & GUIDELINES

The CiB Logo is comprised of three stylized flowers, the Communities in Bloom name and slogan in both English and French, Canada and the registration trademark.

THE LOGO MAY BE USED

- to support the CiB National and International Edition
- to support the CiB Provincial Edition
- corporate CiB stationery
- newspaper articles
- ads that support the CiB programs
- accredited CiB promotional material
- websites
- merchandise
- flags & banners

WHO MAY USE THE LOGO?

- A municipality participating in an annual CiB edition
- A municipality that has been named “(year) Communities in Bloom winning community” by the CiB judging committee
- By accredited media reporting on CiB events
- Accredited companies for use of CiB promotional materials
- Accredited sponsors, supporters and friends of the CiB program
- Anyone who has received permission from the CiB organization for the purposes of promoting the CiB program

WHY SHOULD THE LOGO BE USED?

- Use is encouraged to help a community identify, promote and celebrate its designation as “(year) Communities in Bloom winning community”.
- By any participating CiB municipality encouraging its citizens to participate in community improvement goals
- Use is encouraged by sponsors / supporters of the CiB program demonstrating support for the participating communities
- Use is encouraged by individuals of a participating community in support of a CiB event

LOGO SPECIFICATIONS

- Four colour process (CMYK) print
- The official CiB logo consists of two colours: Pantone Red 032 (0,91,87,0) and PMS 3298C Forest Green (100/0/60/38)
- The font used for the words: “Communities in Bloom / Collectivités en Fleurs” and “Canada”, is **CANDARA** .
- CiB logo can be used with or without the slogan.

GRAPHIC STANDARDS

- The CiB Logo / CiB “Bloom Rating” Logo art may not be altered in any way, shape or form
- The proportion of the type and the icon must remain consistent to the logos provided
- The overall size may vary, but not the proportions
- The Logo should not be reduced to the size that it becomes illegible.

PRIMARY LOGO ~ *For print, signs, flags, banners, corp-comm etc.*



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CLEAR SPACE DNP

SECONDARY LOGO ~ *Social Media / Digital applications*



CLEAR SPACE DNP

FONTS & COLOURS

FONT:
CANDERA REG
CANDERA BOLD



Pantone 3298C Forest
Green (100/0/60/38)



Pantone Red 032
(0,91,87,0)

COMMUNITIES IN BLOOM NATIONAL AND INTERNATIONAL “BLOOM RATING” LOGO

There are 2 versions of the Bloom Rating Logo designed to be used by participants in the National and International Edition. One denotes the community’s bloom rating & year of participation. The other also indicates winner.



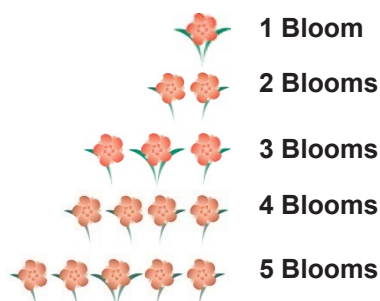
IMPORTANT: If the community indicates that it is a **winner**, the **year** must be included.

CIB LOGO DOWNLOAD – 5 BLOOMS (BRONZE, SILVER, GOLD)

There are four (4) levels of 5 Blooms **exclusive** to the National and International Challenge, for evaluated communities only. *5 Blooms: 82 to 83.9% / 5 Blooms - Bronze: 84 to 86.9% / 5 Blooms - Silver: 87 to 89.9% / 5 Blooms - Gold: 90% and over*



CIB “BLOOM RATING” LOGO DOWNLOAD



COMMUNITIES IN BLOOM PROVINCIAL “BLOOM RATING” LOGO

A provincial bloom rating logo is available for any community who has participated at the provincial level & received a bloom rating. Two versions have been designed to be used by provincial participants using the provincial flower to denote bloom rating & year of participation, and one indicating winner.



Provincial Participant (Year) Participant provincial

***Insert Provincial Bloom Rating with the appropriate number of Blooms



Provincial Winner (Year) Gagnant provincial

***Insert Provincial Bloom Rating with the appropriate number of Blooms



BC



AB



SK



MB



ON



QC



NB



NS



PE



NL



YT/NT/NU

For any other questions, contact 514-694-8871 ext. 2 / communication@cib-cef.com

