The Greenbelt Foundation
Brand Guidelines

CELEBRATING TWENTY YEARS

GREEN BELT

2005 | 2025

The Greenbelt Foundation
Brand Guide

Ontario's Greenbelt is the world's largest, protecting farmland, forests, wetlands, rivers, and lakes. Representing Ontarians' values in action, the many exciting possibilities this brand idea promises are embodied in the tagline, "possibility grows here."

As the steward of the Greenbelt, the Foundation has made informed and strategic investments for over two decades to ensure the strength and resilience of the Greenbelt's systems.

The Greenbelt Foundation brand guide is designed to support employees and partners in maintaining a consistent and cohesive representation of the brand across all communications and materials. It provides clear guidelines to achieve a strong visual identity, clear tone of voice, and key messaging to ensure alignment with our mission and values.

Our Logo

The Greenbelt logo is a powerful representation of the Greenbelt , symbolizing rural and agricultural vitality and green space using lines to evoke rolling hills, rivers and movement across Ontario.

Our official trademarked logo is seen here. Not shown is the Foundation's official slogan "Possibility grows here.", which is also trademarked and cannot be added without the Foundation's approval.

Logo Clearspace & Minimum Size

Our logo must always be surrounded by sufficient clearspace to ensure visibility and impact. To preserve legibility and brand presence, the minimum size for digital applications is 100px (including clearspace), and for print is 25mm (including clearspace).
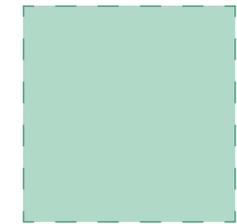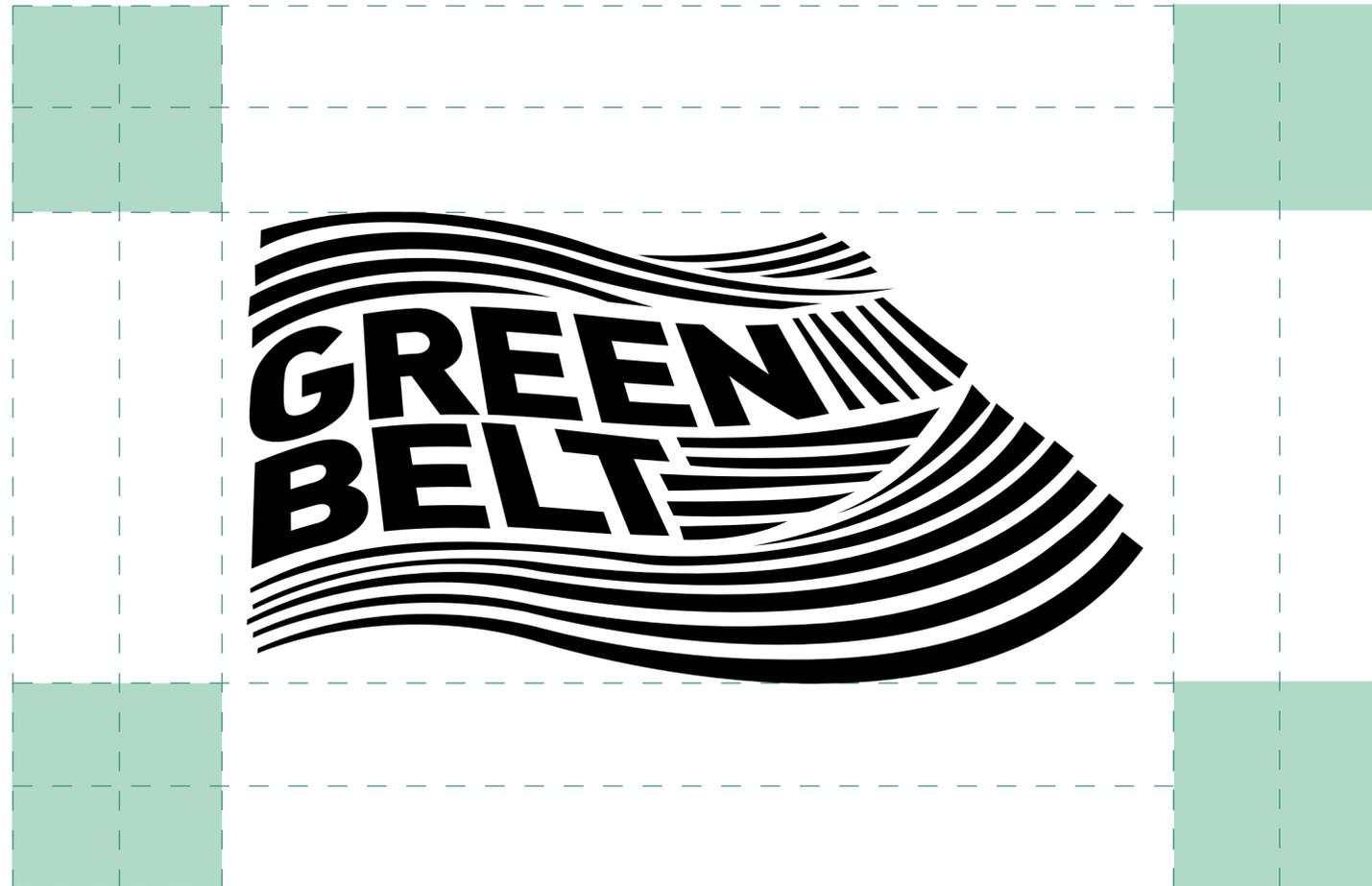
Clearspace height:
The clearspace height is 2 times the spacing of the logo.

Minimum Size Print:

25 mm

Minimum Size Digital:

100 px

Logo Usage

The Greenbelt logo should never be incorporated into text or used in conjunction with other graphic elements. The logo must appear on a suitable contrasting background to ensure clear visibility. It must not be obscured by other elements appearing over or behind it.

Logo Misuse

Avoid altering the logo's colour, proportions, or composition to prevent dilution of our brand identity. This section outlines common misuses such as distorting, recolouring, or partially covering the logo, ensuring it is always presented correctly.

⊗ Do not apply a gradient to the brandmark or the wordmark.
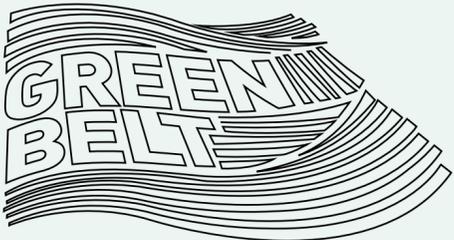
⊗ Do not rotate the logo.

⊗ Do not change the logo colour or tone outside of Greenbelt colour palette.

⊗ Do not distort or wrap the logo in any way.

⊗ Do not outline or create a keyline around the logo.

⊗ Do not change the typeface nor recreate or manipulate the brandmark or the wordmark

⊗ Do not use drop shadows or any other effects.

⊗ Do not change the transparancy of the logo.

⊗ Do not crop the logo.

Secondary Brand

Soil Health Brand Colours

Greenbelt

HEX #00703C
RGB 0,112,60
CMYK 100,0,91,42

Yellow Green

HEX #D6DE23
RGB 214,222,35
CMYK 20,0,100,0

Sandstone

HEX #C3BAAD
RGB 195,186,173
CMYK 0,4,12,27

Greenbelt Soil

HEX #663D20
RGB 102,61,32
CMYK 40,69,89,45

Primary Colours

These colours were chosen for their strong association with sustainability and vitality, embodying the essence of our philosophy. They dominate our visual identity, ensuring consistency and immediate recognition across all branding materials.

Dark Green

HEX #00312C
RGB 0,49,44
CMYK 97,0,47,87

Greenbelt

HEX #00703C
RGB 0,112,60
CMYK 100,0,91,42

Yellow Green

HEX #D6DE23
RGB 214,222,35
CMYK 20,0,100,0

Calm Ground

HEX #554B3F
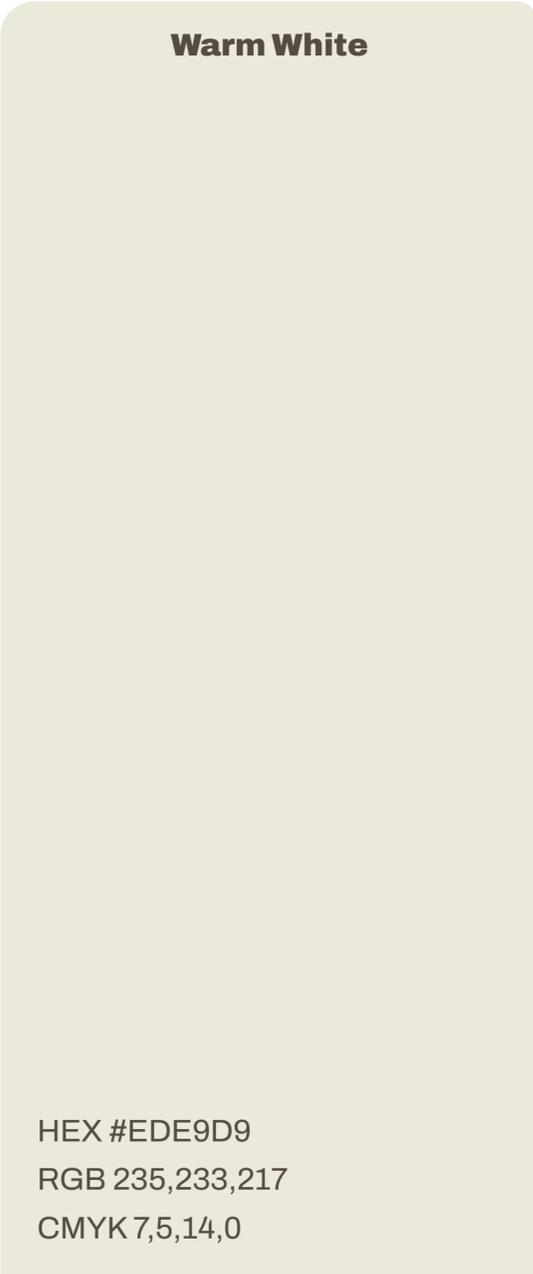RGB 94,75,60
CMYK 57,58,67,41
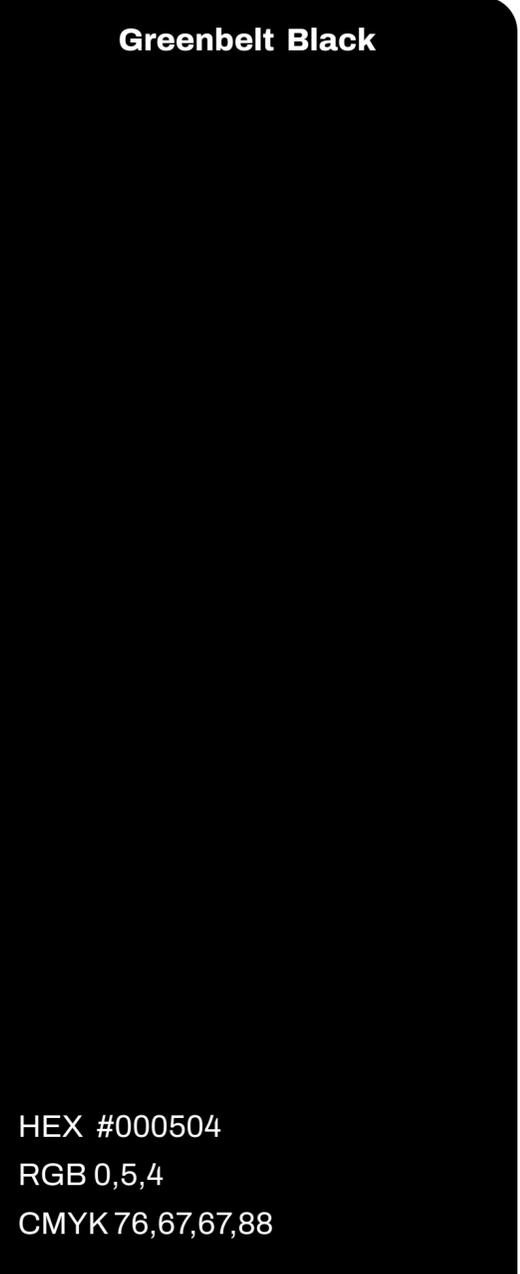
Secondary Colours

These colours are used to provide balance and complement the primary palette, adding depth and flexibility to our designs. They are ideal for backgrounds, typography, and less dominant design elements, enhancing the visual dynamics without overpowering the primary colours.

Greenbelt Jam

HEX #8E0053
RGB 142,0,83
CMYK 0,100,0,49

Greenbelt Peaches

HEX #F15F4B
RGB 241,95,75
CMYK 0,78,73,0

Greenbelt Blueberries

HEX #002442
RGB 0,36,66
CMYK 100,83,45,50

Greenbelt Trust

HEX #2E5482
RGB 46,84,130
CMYK 100, 66,31,12

Greenbelt Water

HEX #26BCD7
RGB 38,188,215
CMYK 67,0,12,2

Neutral Palette Colours

Warm White	White	Sandstone	Greenbelt Soil	Greenbelt Black
HEX #EDE9D9	HEX #FFFFFF	HEX #C3BAAD	HEX #663D20	HEX #000504
RGB 235,233,217	RGB 255,255,255	RGB 195,186,173	RGB 102,61,32	RGB 0,5,4
CMYK 7,5,14,0	CMYK 0,0,0,0	CMYK 0,4,12,27	CMYK 40,69,89,45	CMYK 76,67,67,88

Proportion

Our brand identity employs a palette designed to reflect nature, featuring dark greens and earth tones. The primary palette uses colours like Greenbelt green, dark green, and a highlight yellow/ green predominantly, ensuring a cohesive and professional appearance. Secondary colours like jam, peaches, blue water, calm ground and sandstone are used to accent and highlight, balancing the overall visual impact. Black and white provide contrast and clarity. This proportionate use enhances brand recognition and aligns with our commitment to environmental aesthetics.

Dark Green 20-30%

Greenbelt 50-75%

Sandstone 20-30%

Calm Ground 10-25%

Greenbelt Soil 10-25%

Yellow Green 5%

Warm White 30-50%

Greenbelt Black 10%

Highlight Seasonally 10-20%

Greenbelt Jam

Greenbelt Peaches

Greenbelt Blueberries

Greenbelt Trust

Greenbelt Water

Colour Usage Accessibility

This section illustrates effective colour combinations for accessibility from our palette, guiding the use of colour in all corporate materials. It includes recommended pairings that maintain visual interest and readability, ensuring that all communications are not only striking but also align with brand guidelines and visual hierarchy.

Avoid this combination, as it does not have enough visual contrast.
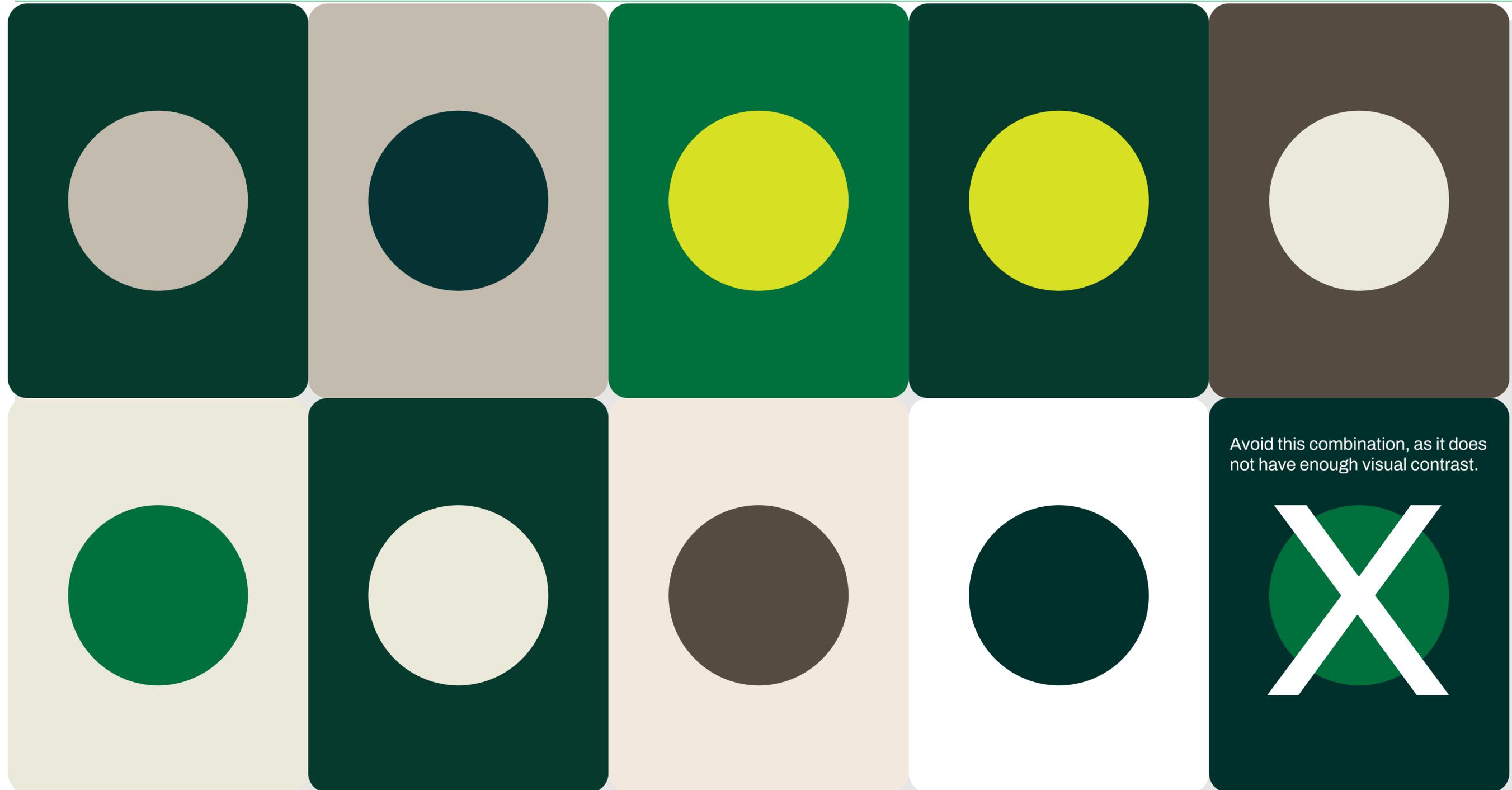
Image Usage

Considering the environmental and geographic realities of our Greenbelt, imagery will be a vital part of many marketing and communication materials. Below you can see examples of the types of on-brand imagery that should be used. These images should be used to support the story or copy. They will most likely be images of big landscapes, examples of innovative efforts and activities, or images of people working, playing, or being active in the Greenbelt.

Human Interactions

Imagery should be from the Ontario Greenbelt.

Detail Spotlight

Imagery should try provide a sense of the scope of our efforts, geography and impact

The Greenbelt Foundation has a large selection of images and photographers you may be able to use.

Imagery should be inspiring, bold and authentic – please avoid stock photography where possible.

Contact Information

Questions, concerns, thoughts or need more information?

Contact:

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