



Horticultural Technician
Apprenticeship Program Ontario

Apprentice Sponsor Branding and Logo Usage





Horticultural Technician

Apprenticeship Program Ontario

APPRENTICE EMPLOYER LOGO ELIGIBILITY AND USAGE RULES

It is important that the image of the Apprentice Employer (AE) logo for the Horticultural Technician Apprenticeship Program (HTAP) is presented in a consistent and professional manner.

Participants have permission to use the AE logo only if they comply with the following program requirements:

ELIGIBILITY

The Employer has an employee currently registered in the Horticultural Technician 441C Apprenticeship Program through Landscape Ontario.

OR

The Employer has an employee with a TEA (*Trade Equivalency Assessment*) - registered application in process through Landscape Ontario.

AE LOGO BRAND GUIDELINES

There are three versions of the EA logo available for use by Employer Sponsors.



Can be used for:

- Commercial print use (print materials such as business cards, advertising)
- Electronic use (websites, email signatures, presentations)

Print:

The resolution of the logo should not be less than 300 dpi.

There is no maximum size for the logo. However, it should not be presented less than 1" wide.

Web:

The resolution of the logo should not be less than 72 dpi.

There is no maximum size for the logo. However, the logo should not be presented less than 144 pixels wide.

Logo should link back to the horticulturetechnician.ca website.

Sizing, Spacing and Placement:

The AE logo can be resized as long as the proportions and colours do not change.

Avoid placing the AE logo on top of photographic or textured elements.

The AE logo should not be used in any way that implies or may seem to imply endorsement of a product or service.

The AE logo should not be placed so close to a typed or graphic element that it appears the typed or graphic is part of the logo or that the logo seems to be acting as an adjective.

The AE logo can be used in connection with/adjacent to the Employer Sponsor's company logo, however the two logos must be the same height.

Logo Don'ts:

Do not change or distort the logo in any way. Proportions and colours cannot change and it cannot be rotated or manipulated in any way.



Don't remove anything from the logo



Don't change/add anything to logo
Don't use a different font



Don't flip the logo



Don't use the logo as an opacity



Don't stretch or distort logo



Don't bevel logo

HTAP LOGO

Below are the two variants of the official Horticultural Technician Apprenticeship Program logo that could be used in association with the AE logo on promotional materials.

These should always be contained within a white box or on a white background. The dimensions of the logo should be maintained and not distorted in any way.

Can be used by ALL Apprenticeship Employer Sponsors:



**[click here for link](#)*

Logo should link back to the horticulturetechnician.ca website.

Can be used ONLY by Landscape Ontario Members:

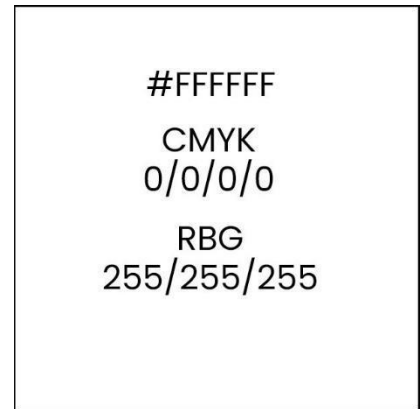


**[click here for link](#)*

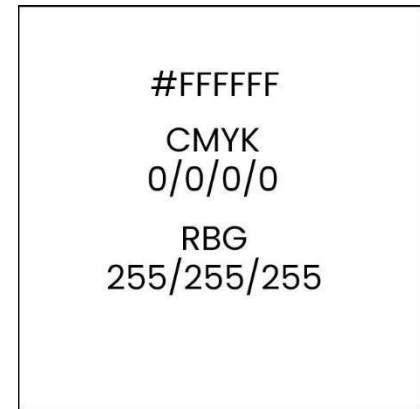
Logo should link back to the horticulturetechnician.ca website.

COLOUR PALETTE

For Digital:



For Print:



Pantone®: #377C
VINYL AVERY SHERWOOD
GREEN A6666-D

Pantone®: #1665C
VINYL AVERY AUTUMN
ORANGE A4179-O

If you have any general questions about these guidelines, please feel free to contact the Landscape Ontario Horticultural Technician Apprenticeship Team at info@horticulturetechnician.ca.