

Corporate Brand Guidelines

LOGO

LCBO

BRAND CRESTS



CLEARSPACE



The minimum amount of clear space that must be kept around the logo is equal to the thickness of the vertical bar in the letter L.

TAGLINE



TYPEFACES (MILLER/THEINHARDT)

SPIRITS
THIS SPRING: WHAT'S IN?
COCKTAILS
BBQ CENTRAL
wine shopping made easy
Bonjour Bordeaux
 Journey to **SOUTH AFRICA**
totally TiKi
BEERWORLD
WHISKY ROCKS

MANTRA

Let's Get Together

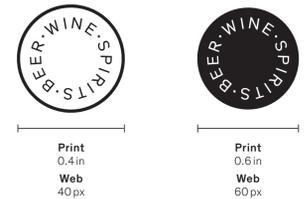
We are social animals. When we get together, great stuff happens. Countries get founded. Barns get raised. Relationships get sparked. Problems get solved. Laughter gets louder. Memories get made. Together is always better. So let's share the same table, afternoon, photo op, kitchen at midnight or shady spot in the backyard as much as we can, and let's celebrate the great stuff that comes from togetherness. Let's christen the decks we build with spring season brews. Let's toast humpdays with wines that make cheese sing. Let's make stories of journeys through foreign lands come to life with sips of local charms. And, because these moments deserve the very best, let's find inspiration from the LCBO.

MINIMUM SIZES

Logo & Custom Font

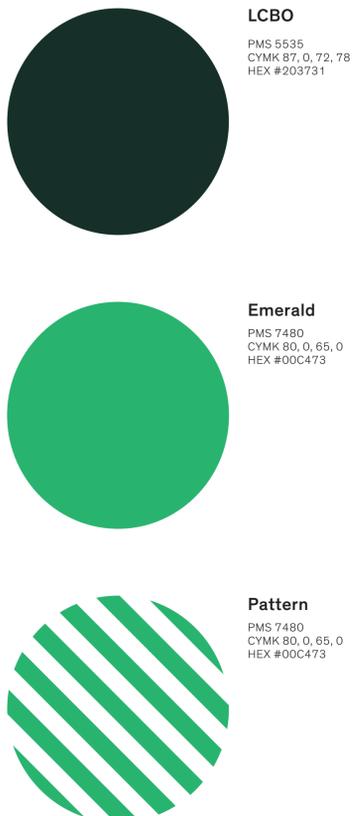


Crests



COLOUR/PATTERN PALETTE

Primary



Secondary



*Cannot be used with white type.

Marketing & Design Brand Tool Kit

Updated: February 11, 2014

LOGO

LCBO

TYPEFACES (MILLER/THEINHARDT/CHEERS)

Spirits

THIS SPRING: WHAT'S IN?
COCKTAILS
BBQ CENTRAL
wine shopping made easy
Bonjour Bordeaux
Journey to SOUTH AFRICA
totally *TiKi*
BEERWORLD
WHISKY ROCKS

MANTRA

Let's Get Together

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Logo & Custom Font



Print 0.4in
Web 40px

Print 0.875in
Web 40px

Crests

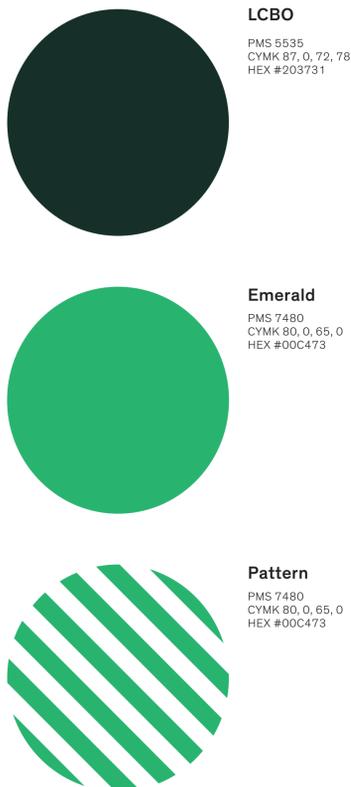


Print 0.4in
Web 40px

Print 0.6in
Web 60px

COLOUR/PATTERN PALETTE

Primary



LCBO
PMS 5535
CMYK 87, 0, 72, 78
HEX #203731

Emerald
PMS 7480
CMYK 80, 0, 65, 0
HEX #00C473

Pattern
PMS 7480
CMYK 80, 0, 65, 0
HEX #00C473

Secondary



Mimosa*
PMS 109
CMYK 0, 10, 100, 0
HEX #FED100

Refreshing and luxurious, like the morning sun or a squeeze of citrus.

Tannin
PMS 511
CMYK 46, 90, 12, 50
HEX #5E2750

Nature's most sophisticated hue, famously familiar and rich in spirit.

Kalamata
PMS 1955
CMYK 8, 100, 49, 39
HEX #811736

The soul of the Mediterranean, full of fragrance and earthy desire.

Bethany
PMS 333
CMYK 56, 0, 30, 0
HEX #4BDBC3

The elegant, refined sister of a beloved blue. Prestige without the pretense.

Driftwood
PMS 7539
CMYK 0, 1, 6, 36
HEX #A3A199

Medium neutral with a hint of warmth.

Aegean
PMS 3005
CMYK 100, 26, 0, 0
HEX #007AC9

The embodiment of Grecian spirit echoing of the sea.

Oxford
PMS 5535
CMYK 87, 0, 72, 78
HEX #203731

Classic and timeless. A memory of boys becoming gents and girls becoming dames.

Clementine
PMS 151
CMYK 0, 55, 100, 0
HEX #F77F00

Sweet and juicy, but with depth and richness

Spade
PMS 361
CMYK 75, 0, 100, 0
HEX #34B233

Darling of fashionistas. Perennial favourite. Worthy of Gatsby.

Rouge
PMS 092
CMYK 0, 90, 60, 0
HEX #F4545B

Kisses from London to Paris, Tokyo to New York.

Slate
PMS Cool Gray 11
CMYK 0, 3, 0, 60
HEX #666366

Confident and strong, with a cool, calm demeanour.

Tapenade
PMS 391
CMYK 20, 4, 100, 32
HEX #949108

Decadent yet grounded. Humble yet promising.

Risotto*
PMS 468
CMYK 23, 7, 26, 5
HEX #DDD3AF

Quietly confident and surprisingly distinct.
*Cannot be used with white type.

Mariner
PMS 282
CMYK 100, 78, 5, 18
HEX #002776

The strength to command a fleet with the wisdom of a well travelled companion.

Furrow
PMS 7560

The nourishing harvest of the land – honest and hard-working.

Persimmon
PMS 130
CMYK 0, 30, 100, 0
HEX #F0A800

A born star, intrinsically exotic with a touch of sweetness.

Napoleon
PMS 072

Vibrancy with a conquering spirit and enough character to stand the test of time.

Spark
PMS 381
CMYK 23, 0, 89, 0
HEX #CCE226

Electric, energizing, like a squeeze of lime.

Crimson
PMS 186
CMYK 0, 100, 75, 4
HEX #CE1126

Deep, alluring and rich, full of warmth.

Azure
PMS 3115
CMYK 69, 0, 16, 0
HEX #2DC6D6

Crisp and vibrant, in summer and winter.

Ladyland
PMS 232
CMYK 6, 69, 0, 0
HEX #EA3BAE

Chic, charged and ready for a flirt with danger or a night on the town.

Kettle
PMS 10141

The charming touch of tarnish after years of serving family and friends.

Black
PMS Black
CMYK 0, 0, 0, 100
HEX #000000

Classic black.

Clay*
PMS Cool Gray 2
CMYK 0, 1, 5, 14
HEX #DBD9D1

Crisp, contemporary and plays well with others.

White
CMYK 0, 0, 0, 0
HEX #FFFFFF

Classic white.

*Cannot be used with white type.