



Brand Guide 2023



OUR BRAND GUIDE

This document defines our brand. It should be used to guide all public communication. Done consistently, we will shape a strong brand that has meaning in the marketplace.

There are three parts to this guide:

Brand Purpose

Elevator Pitch & Unique Value Proposition

Brand Personality



A teal-tinted photograph of a farmers market. In the foreground, there are several white pop-up tents. One tent on the left has a sign that says "FRESH VEGGIES & SWEET CORN". Another tent on the right has a sign that says "BROXBURN VEGETABLES". There are people walking around the market, and various produce and items are visible on the tables under the tents. The background shows more trees and a clear sky.

**“You can design and create, and build
the most wonderful place in the world.
But it takes people to make
the dream a reality.”**

– Walt Disney

OUR BRAND PURPOSE

Underneath the swirl of daily details, behind the constancy of the to-do list, there is a very powerful reason why we do what we do. We want to keep in touch with this.

PURPOSE STATEMENT

Lethbridge & District Exhibition exists so that the people of Lethbridge & District have a community gathering place now and in the future at which to participate in events, conduct business, learn, and be entertained.



THE BENEFITS WE PROVIDE

It's easy to think of our organization in terms of the service we provide to the community. But, more meaningfully, what we truly provide are the resulting benefits. Everything we do should deliver these things in some way.

1

New opportunities

2

Exciting space and local pride

3

Authentic cultural experiences

4

Investment and growth in industries, organizations, and overall economy

MISSION STATEMENT

We are the premiere destination excelling in the experience of bringing people together from all over the world. We accelerate economic opportunity through the delivery of memorable experiences.

ELEVATOR PITCH & UNIQUE VALUE PROPOSITION

We don't intend to be everything to everyone. So it's helpful to clarify the segment of the market we operate in, and how we are uniquely valuable in that arena.





ELEVATOR PITCH

Lethbridge & District Exhibition creates opportunities for the agricultural industry and our regional economy as a whole to grow. We do this by hosting and creating experiences and opportunities in southern Alberta's go-to, exciting, innovative gathering space.



**Hosting world-class experiences
and opportunities where
Canadian agriculture grows.**

Unique Value Proposition

OUR BRAND PERSONALITY

For a consistent brand perception in the market, we have detailed how we should present ourselves in all communication, design, advertising, etc.

Anyone producing content or messaging for us should reference this section to ensure there is cohesiveness.



OUR VOICE

Words We Hope People Associate Us With

- **JOY**
- **AUTHENTIC**
- **INNOVATION**
- **INCLUSION**
- **LEGACY**
- **CELEBRATION**
- **COMMUNITY**
- **AGRICULTURE**

OUR COLOURS

Colours to the right are scaled in proportion to their importance within the **Lethbridge & District Exhibition** brand. Colours of the highest importance are the largest in size and secondary accent colours are the smallest sizes.

GROWTH GREEN

CMYK: 66, 0, 90, 0

RGB: 91, 187, 86

HEX # 5BBB56

NEW AGE TEAL

CMYK: 78, 9, 45, 0

RGB: 3, 169, 158

HEX # 03A99E

HARVEST YELLOW

CMYK: 10, 17, 100, 0

RGB: 234, 200, 28

HEX # EAC81C

COWHIDE BROWN

CMYK: 50, 78, 69, 70

RGB: 61, 28, 28

HEX # 3D1C1C

*SINCE 1897 GREY

Used sparingly, not a main component of the colour palette.



CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX # FFFFFFFF

EARTHY BLACK

CMYK: 71, 68, 67, 85

RGB: 17, 13, 13

HEX # 110D0D

TRUE WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX # FFFFFFFF

OUR FONTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO – FONT FAMILY – HEADLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

POPPINS – FONT FAMILY – SECONDARY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

EXPRESSWAY – FONT FAMILY – LOGOTYPE

HEADLINE 1

Headline 2

Headline 3

Sub-Header

Body copy

“Quotes”

Note: Consistency is key in implementing a brand. Recommended typeface applications are indicated here, though a variety of weights and styles from these font families may be necessary. Care should always be taken to maintain the integrity of the brand.

OUR LOGOS



PRIMARY LOGO



SECONDARY LOGO



LOGOMARK



SUBMARK



ALTERNATES

LOGO USAGE

All variations of the **Lethbridge & District Exhibition** logo have been created in full colour, reverse, black, and white.

Full colour and black logos should be used on light coloured backgrounds.

Reverse and white logos should be used on darker coloured backgrounds.



NOTE: Logomark is available in all brand colours, including black and white.



WHAT NOT TO DO WITH LOGO

The **Lethbridge & District Exhibition** logos should not be altered in any way.

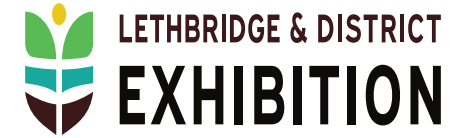
This includes:

- A) changing the colours of the logo,
- B) stretching the logo in any way,
- C) changing the angle of the logo,
- D) using the full colour logo on an opposing colour background.

A



B



C



D



CLEAR SPACE

The term for a specific amount of empty space around all sides of a logo, no matter the application.

MINIMUM SIZING

The smallest acceptable size for a logo to be produced in print.

The reason for both clear space and minimum size is to ensure that when the logo is being used, it's at optimal visibility and impact.

MINIMUM CLEAR SPACE

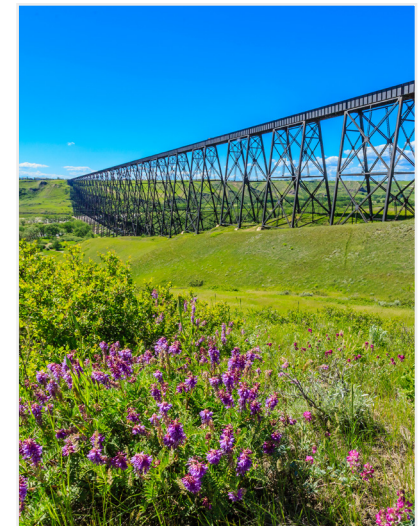
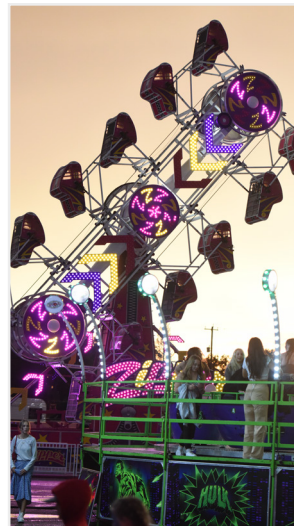


MINIMUM SIZING



OUR PHOTOGRAPHY

Images we use to represent Lethbridge & District Exhibition are bright, crisp, and clean, with a western feel. They should showcase involvement in the community, as well as the organization's deep connections to agriculture. We have a library of approved photos you can access on our website through the Media page or by contacting info@agrifoodhub.ca.



OUR GRAPHICS

Graphics we use to represent Lethbridge & District Exhibition should avoid images that resemble cartoons or clipart. Brand graphics take inspiration from our logo, like our background graphics shown here; they use clean & crisp lines that are inspired by agriculture. These graphics can be used in print materials like signs, brochures, tickets, show guides, and more. You will also find them throughout our website and digital materials.



Note: A selection of prepared brand graphics are available for use. From these, it should be noted that the "straight rows" are not intended to be used on their own, but should be joined with another piece ("circles," "corners," etc.) The idea is to mimic the organic shapes found in agriculture, and any textured area that uses these graphics should feature a curved area.



*"Coming together is a beginning. Keeping together is progress.
Working together is success."*

– Henry Ford