



**Professional Engineers  
Ontario**

## **GUIDELINES FOR THE USE OF PEO LOGO**

*The logo conveys the dynamic spirit of the engineering profession. It consists of two elements: a unique diamond-shaped graphic symbol, which represents the many dimensions of engineering that work together to enhance the quality of life, and the signature "Professional Engineers Ontario", set in the official typeface.*

### **The official logo**

The official logo consists of two elements:

- ◆ the diamond-shaped symbol
- ◆ the signature (the simplified name set in the official type face, Garamond)

The official colours are PEO Dark Blue (Pantone 540) and PEO Light Blue (Pantone 549). When the logo is printed in two colours, the diamond-shaped symbol is printed with the longer bars in PEO Light Blue and the shorter bars in PEO Dark Blue: the signature, "Professional Engineers Ontario" is also printed in Dark Blue. Chapters will likely use one-colour applications almost exclusively because it is generally less expensive than printing in two colours.

The logo should be proudly displayed in all chapter communications, but attention must be paid to using it correctly. This means:

- ◆ both elements must be present, and the design not altered in any way
- ◆ the logo must be printed using official, first generation (original) reproduction material in order to produce a clear image
- ◆ a minimum space must be maintained surrounding the logo to separate it from other components of a communications piece: this space equals half of the width of the diamond-shaped symbol
- ◆ the logo must always be used on its own. It must not be used within the text of a document or included as part of another design or logo
- ◆ the logo must not be printed smaller than 8 pt (1 -7/16" measured from the left edge of the symbol to the "s" in "Engineers")
- ◆ the logo must always be positioned at the upper left on the page, never centred.

### **Other users of the logo**

Organizations other than the association, its chapters and committees may use the logo only by express permission of Professional Engineers Ontario. This means that chapters must obtain

clearance through the Chapter Office at PEO every time science camps, schools or other organizations offer the opportunity to display the PEO logo.

The logo is a corporate identifier for the association, its committees and chapters. For this reason, individual members may not use it for personal identification purposes. Instead, they should prominently display their designation, P.Eng. to indicate their membership.

### **Professional Engineers Ontario type styles**

The official typeface, Garamond, is used in the logo. Garamond is the only typeface that can be used in the logo. It is also well suited to text use. Chapters should use Garamond in newsletters and other communications. However, if these faces are not available, Helvetica is acceptable.

### **Using chapter letterhead**

Special letterhead and standard #10 envelopes featuring the chapter name and permanent address are available by contacting the Chapter Office at Head Office.

### **Producing a chapter newsletter**

A common masthead has been developed for use at the top of the cover page of all chapter newsletters. This is to achieve consistency and to ensure that each chapter has the capability of producing a professional-looking communication.

### **Standard newsletter masthead**

The masthead design incorporates the official logo, the title "Chapter News", the issue and the name of the chapter.

### **Choosing a basic format**

There are two alternative formats that may be used for flyers, agendas or notices produced by chapters. These differ principally in terms of the placement of the logo.

Stationery format:

- ◆ suitable for 8-1/2 x 11" flyers or agendas; use a 13 pt logo
- ◆ position the logo 1" from the left trimmed edge of the page and 2 picas (approximately 3/8") down from the top edge of the page

Publications format:

- ◆ use for 8-1/2 x 11", one-fold (5-1/2 x 8-1/2"), or two-fold (3-5/8 x 8-1/2") brochure or pamphlet covers
- ◆ choose a 13 pt logo for an 8-1/2 x 11" cover: 9.5 pt for smaller covers

- ◆ for 8-1/2 x 11” or one-fold covers, position the logo to leave a left margin of a minimum of 3 picas (1/2”) to a maximum of 1/3 of the trimmed page width; leave a top margin of a minimum of 2 picas or 3/8”, to a maximum equal to 1/2 the width of the symbol
- ◆ for narrower two-fold covers, the same rule applies except that the maximum left margin is equal to 1/4 of the total page width

### **Clarification on Use of Signature and Simplified and Legal Name:**

“Professional Engineers Ontario” is the simplified name for everyday use in referring to the organization. As a name, it can be used in text, set in upper and lower case in the same type size and typeface as surrounding text. “PEO” is the acronym used by the association. In text it is set in capitals in the same style and size as other type. “Association of Professional Engineers of Ontario” is the legal name of the organization. This form of the name is not commonly used, but must appear on all legal documents issued by the association, including contracts, cheques and invoices.

### **Promotional materials bearing official logo**

A range of items will be offered for purchase by the chapters as give-aways at career fairs, exhibits and other events and as gift items for speakers and event participants.

In order to control the use of the logo, and to allow the association to take advantage of bulk purchase prices, promotional items will be produced only through the Head Office.

### **Certificate of Authorization Identification Materials**

Firms or individuals holding Certificates of Authorization from Professional Engineers Ontario are encouraged to use their special status by displaying the association logo and/or authorization statement on their promotional materials and business letterhead. They may also purchase customized site signs bearing the firm name and the association logo.

### **Logo**

The PEO logo may be used by Certificate of Authorization holders in advertising, brochures, flyers and other printed promotional material, subject to the following guidelines:

- ◆ Reproduction of the logo is permitted only from original official reproduction material supplied by PEO.
- ◆ The complete logo, including the diamond-shaped symbol and the signature, “Professional Engineers Ontario”, must appear.
- ◆ The logo should appear in a size which is smaller than the firm’s corporate identification. The minimum size at which the logo can be used features the signature in 8 pt type.
- ◆ The logo must not be used on business cards.
- ◆ The logo should be printed in black or in Pantone 540, the official PEO blue.
- ◆ A space equal to one-half the width of the diamond-shaped symbol should surround the logo on all sides to separate it from other elements.
- ◆ Generally the logo should be positioned at the base of the page which features the firm’s identification.

- ◆ When sufficient space is available, the following qualifying statement should accompany the PEO logo: *Authorized by the Association of Professional Engineers to offer professional engineering services.*
- ◆ The statement may be set in any type style compatible with the firm's identification.
- ◆ The size of type used should be smaller than that used for the firm's identification.
- ◆ Where practical, the statement should be positioned at the base of the page, to the right or below the Professional Engineers Ontario logo.
- ◆ If desired, the authorization statement may be used independently of the PEO logo.

### **Site Sign:**

Aluminum site signs in the official design are available by order from Professional Engineers Ontario.

Signs feature a white PEO logo positioned in the blue base panel and four lines of customizing information in blue type in the upper white panel. Type in the upper panel aligns with the letter "P" in the logo and is set in Frutiger Bold and Frutiger Light.

Certificate of Authorization holders may not use the association logo on site signs produced through other sources.

To obtain reproduction materials or to order signs, Certificate of Authorization holders should contact the Manager of Professional Affairs at the Head Office.

*Any questions regarding corporate identity or use of the logo should be directed to:*

Publications officer and/or Chapter Secretary

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