Our logo is the most visible element of our brand. As a symbol of The Western Producer and its people, it must be properly represented in all situations and at all times.

The strength of The Western Producer brand comes along with its integrity and trustworthiness within our readers association of the logo. Consistent application of our logo will further foster that integrity and trustworthiness.

Logo Configuration

- The primary look of the logo is the wordmarks. The Western Producer is encapsulated by a blue gradient box with the word western in a light blue colour.

- The logo may be used in instances without the blue boxed background. We would prefer that the boxed logo be used but in instances where that is not possible, the logo without the box may be substituted.

Clear Space

- To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is equal to the height of the “T” in The Western Producer.

Always:

- Reproduce the signature in only the colours illustrated and specified.

- Use Pantone colours for accurate colour matching.

Our logo must appear in its entirety in all uses and should include the gradient box whenever possible appearing as it does on our mast each week.

We have different versions to meet different demands. They should all follow the guidelines below. For additional information or materials, please contact our Marketing department at 1-800-667-6929.
02 | Colour usage

Colour is an important tool for creating links between all our communication materials. Our colours have been selected to ensure consistency and recognizability. Shown below are the equivalent CMYK breakdowns to our Pantone colour components.

*Primary Colour* - This is the primary colour of our logo. It should always be the dominant colour in any application. *Accent Colours* - These colours are to be used in small proportions relative to the primary colour and the secondary colours.

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**Top of gradient:**
- Cyan: 92
- Magenta: 60
- Yellow: 0
- Black: 30

**Bottom of gradient:**
- Cyan: 80
- Magenta: 43
- Yellow: 0
- Black: 15

**Western:**
- Cyan: 46
- Magenta: 30
- Yellow: 0
- Black: 15

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**The & Producer:**
- Cyan: 100
- Magenta: 66
- Yellow: 0
- Black: 2

**Western:**
- Cyan: 60
- Magenta: 40
- Yellow: 0
- Black: 0

**SPOT COLOUR**
- The & Producer:
  - Pantone 286U
- Western:
  - Pantone 286U -60%

03 | Minimum size

When the logo is reduced, there is a point at which it becomes ineffective.

By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Western Producer logo should never be reproduced smaller than 1.2 inches in width.
Our logo should be represented in Pantone colours wherever possible. The colour breakdown for four-colour process is also included if Pantone reproduction isn’t possible.

If colour questions occur, please consult the Marketing department for further instruction at 1-800-667-6929.

**Logo Colours**

The Western Producer Classified logo uses 2 colours with a variant in 3 colours.

The “Western” is a 60% screen of pantone 286U (pantone 283 can be substituted in a pantone only environment)

The “Classified” can be printed in either the complimentary pantone 164U or a 60% screen of pantone 286U.

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**Producer: | Classifieds:**

- Cyan: 100
- Magenta: 66
- Yellow: 0
- Black: 2

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**SPOT COLOUR**

**Producer:**

- Cyan: 60
- Magenta: 40
- Yellow: 0
- Black: 0

**Classifieds:**

- Pantone 286U

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**05 | Approved logo variations**

We have developed many variations of our logo to suit most any need. If you do not see a particular variation that suits your need (for example single line reproduction) please contact our Marketing department.

- The variations of these logos should be reproduced using the guidelines stated in previous pages. The appropriate logo should be chosen that best suits the application.

- Pantone with orange accent

- Full black & white version

- Pantone with black accent

- No bkg, outline B&W version

- Single Pantone colour treatment without tagline

- No bkg, full B&W version

- Reverse white, orange accent

- A single line should only be used in exceptional circumstances and only with approval from the Marketing department.
Approved fonts

The font family used for all Western Producer internal and external ads is **Helvetica Neue LT Std**. No font substitutions shall be made without approval of the marketing department. Note that this document is typeset entirely in Helvetica Neue LT Std.

These are the subfonts and sizes to be used in Western Producer ads:

- **Headline**: 77 bold condensed or 87 heavy condensed with 110% horizontal scale, can use all caps or upper/lowercase. Flush left. Do not use outlines. Avoid drop shadows when possible.

- **Deck below headline**: 87 heavy condensed, 18 pt, can use approved contrasting colour if needed.

- **Body copy**: 57 condensed, 9-11 pt. depending on ad size, leading should generally be at least two points greater than point size. Tracking should be no more than -15. Do not use a horizontal or vertical scale on any body type.

- **Body emphasis**: 87 heavy condensed, can use approved contrasting colour if needed, see section on colour usage for more information.

For more information or if you are missing these fonts,

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**Examples:**

**Headline sample**

- **Helvetica Neue 77 bold condensed, 110% horizontal scale**

**Deck style for call to action / main point**

- **Helvetica Neue 77 bold condensed**

Advertising body copy in 57 condensed, this text block is set in 11 pt with 12 pt leading and -15 tracking. **Emphasis in 87 heavy condensed.**

- **Helvetica Neue 57 condensed**
Borders around ad and images

- Use a 0.5 pt black stroke around the outside of the ad. Images within the ad use a rounded edged border (p4 to p6 is ideal) with no stroke.

Colours

- Use 100K black type for the majority of the ad. Approved contrasting colours include the 4C equivalent of Pantone 286 C or Pantone 164 C, plus the dark and medium blue 4C colours mentioned earlier in this document. Other colours are permitted if they complement the artwork and are integral to the design. Try to maintain an earthy palette that is relevant to our Prairie audience.

Placement of flag and other materials

- These examples show proper placement of the Western Producer flag. Ensure there is ample white space above and to the left of the flag, and place website, phone and social media contacts on a single line along the bottom of the ad with at least two full baselines of white space above it.

Ad checklist:

Western Producer ads should always:

- Appeal to a farm business audience.
- Be clean, simple, polished and professional.
- Use a limited colour palette and make good use of white space.
- Promote our core value that the Western Producer is Canada’s best source of useful, timely farm information.
- Be carefully and thoroughly checked for typographic or grammatical errors.

Primary colours

Prairie colours

Primary:

Prairie:

NEW! Our pre-authorized debit payments make it easier than ever to enjoy The Western Producer.

Pre-authorized debit lets you pay for your subscription easily with monthly payments right from your account.

Just $7.25/month (taxes extra). Call us today or visit us online to get started.

1. CALL us toll-free and we’ll get you set up over the phone.
2. VISIT us online at www.producer.com. Click on the subscriptions tab and set up a subscriber account (you must pay with credit card if paying online.)
3. MAIL us a void blank cheque with your subscription form and indicate the monthly payment option.

3 easy ways to sign up:

1-800-667-6978 | www.producer.com
Sample: 5x28 banner ad

**Weed of the Week**

The Western Producer is pleased to bring you our popular Weed of the Week feature starting in our May 8th issue. Look for it in the Production section.

1-800-667-6978 | www.producer.com

Know your enemy and put it back in the ground.

Sample: 5x98 half page ad

**Pre-authorized debit**

It’s about time.

We’re making it easier than ever to enjoy The Western Producer.

Pre-authorized debit lets you pay for your subscription easily and on time to avoid any late fees, service suspensions or re-subscriptions. Call us today or visit our website to get started.

3 easy ways to sign up:

1. Call us toll-free and we’ll get you set up over the phone.
2. Visit us online at www.producer.com. Click on the subscriptions tab and set up a subscriber account (you must pay with credit card if paying online.)
3. Mail us a void blank cheque with your subscription form and indicate the monthly payment option.

Sample: 5x196 co-branded full page ad

**When The Western Producer celebrates a birthday, we GIVE the gifts.**

Farmers have been reading our newspaper for 90 years. And their children have been part of 4-H Canada for the last century. To commemorate these two milestones and support the continuing work of 4-H Canada, we are partnering with John Deere to give away a John Deere XUV825i Crossover Utility Vehicle to one lucky winner. Head to www.producer.com/contest for full rules, regulations and an entry form. Contest closes June 2014. Good luck!

Gator™ awarded may not be exactly as illustrated. Approximate value $14,000.

Donate today! 4-H programs provide the meaningful memories every child deserves. Your donations help 4-H clubs create awesome experiences for local youth. The Western Producer can accept your donations to 4-H; just give us a call.

1-800-667-6978 | www.producer.com

**Money really can buy happiness**

when it goes to help 4-H.

Sample: 3x110 co-branded ad

Money really can buy happiness when it goes to help 4-H.

Donate today! Your donation helps to create those unforgettable experiences for local youth. The Western Producer accepts your donations to 4-H; just give us a call.

1-800-667-6929 or visit online at www.producer.com

Location of key elements (note not all elements appear in all ads):

1. WP flag
2. 0.35 pt line to separate items
3. Phone, website & social media icons
4. Co-brand logo
5. QC code links to appropriate web page