

# Logo Usage Guidelines

## Nova Scotia Loyal Producer Labelling Program

The Nova Scotia Loyal Producer Labelling Program (NSLPLP) supports local producers, harvesters, crafters, and manufacturers looking to enhance buy-local brand visibility and encourage consumers to support locally made products.

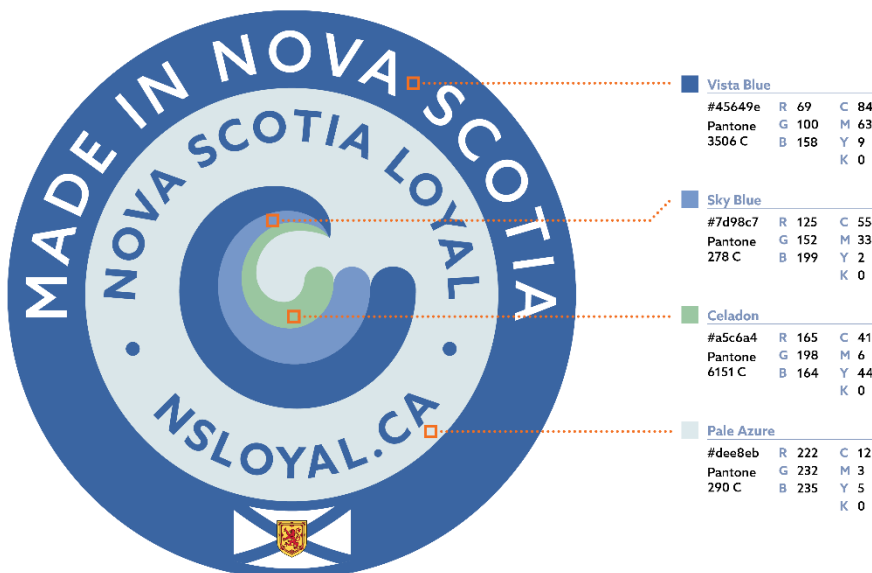
**NSLPLP applicants must submit labelling designs for review and approval prior to printing and use. Please see the [NSLPLP Guidelines](#) for information on how to submit an application to the program.**

The only approved version of the logo under NSLPLP is shown to the right. It should never be altered, modified, or reproduced in any way other than what is shown in this document and described in the specifications with regards to colour, size, clear space, and restrictions. Companies can access the approved logo files by logging into their Nova Scotia Loyal account at <https://nsloyal.ca/en>.



### Colour Specifications

The badge logo should be used in full colour whenever possible, using the colour palette provided below. When full colour is not an option – such as for black-and-white printing or minimal designs – a monochromatic version (black, white, or Vista Blue tone) may be used. Contrast and legibility must always be considered. When printing on darker coloured packaging, use the version with a white stroke around the edges to ensure there is a separation between the badge and the background.



monochromatic versions



white stroke version

## Printing Guidelines

When adding the badge logo to packaging, labels, or other print materials, please consider the following:

- Use the CMYK version of the logo if possible. A monochromatic version is also acceptable in black, white or Vista Blue.
- Do not scale the badge smaller than 0.75in. This ensures the text and visuals are legible at the minimum size.
- Keep the logo proportionate to the packaging size and position it where it is easily visible and does not cover any important information on the original packaging.
- Always use a vector file (.eps or .ai file) if possible, for best resolution.
- When placing alongside a partner logo, ensure the proportions of the Nova Scotia Loyal logo and the partner are scaled properly and balanced.
- Always ensure there is enough clear space (i.e., margins) around the logo to prevent overcrowding.
- Ensure the logo colour contrasts well with the packaging background for readability.
- If you are printing on darker coloured packaging, use the version of the logo with a white stroke. If you are printing on lighter colour packaging, use the version of the logo without the white stroke.



Images are for example only.

## Minimum Size and Clear Space (Margins)

The badge logo should be reproduced no smaller than 0.75" wide.

The clear space is the area around the logo that should be protected from text, icons, or other images. This ensures the logo has space to “breathe,” adding to its visual impact. The clear space in the badge logo will always be the height of three Ns (6 mm) from the word Nova Scotia in the centre of the badge.

