



Professional Organizers in Canada

Brand & Logo Guidelines

Overview

This manual provides comprehensive guidelines and tools for visual communications, including the use of the Professional Organizers in Canada (POC) logo. The objective is to outline the standards to ensure consistency in the quality and appearance of our communication materials. The standards are applicable wherever the logo is used, including promotional items (e.g. embroidery, pins, mugs, etc.), the internet, printed materials, and signage.

Copies of the POC logo in multiple formats, as well as related brand and stationery items are available in the “Members Downloads” section of the POC website. Should you require assistance or have any questions, please contact the POC [Director of Marketing](#).

The POC logo, shown below, is available in both English and French, in colour and in black and white. With the exception of specific and limited use of the conference logo, the Silver Leaf Logo, and the Trained Professional Organizer logo, it is the ONLY logo sanctioned for use by Professional Organizers in Canada. Further details regarding logo use are set out below.



Brand Guidelines

Brand guidelines are meant to identify and outline the key criteria regarding the management of the POC brand. This includes our visual identity, language, tone, and colour, all of which are important in creating positive and consistent branding. These guidelines are for all POC members to follow in national and chapter initiatives, and in their own business initiatives when representing POC.

POC Core Attributes

POC communicates with several audiences--members, associates, clients, potential members of each of those groups, and the media. Our goal is that each time the POC brand is put forward, the audience will perceive that POC is:

- Professional
- Approachable
- Knowledgeable
- Design savvy
- Sophisticated
- Focused

POC's choice of visuals and use of language must work together to communicate that desired image.

Language

Whether internal or external, POC communications should speak in a consistent voice, be representative of our Code of Ethics, and incorporate the following characteristics:

- Clear/easy to read
- Concise
- Friendly/approachable
- Simple
- Energized/dynamic
- Respectful
- Honest/realistic
- Expert

POC will not use language that is:

- Boastful
- Misleading
- Confusing
- Boring
- Patronizing
- Difficult to read

Visuals / Graphic Design

Photographs, images and the design/layout used in POC marketing material should be:

- Clear
- Simple
- Uncluttered

It is recommended that tight/close-up shots of specific items of interest be used, such as a close shot of an organizing solution rather than a picture of a room with many

solutions. Visual images that use a large amount of white space are also recommended.

Visuals images should not be:

- Dated
- Tired
- Too cute

Images of people should be avoided as they tend to date quickly. Images should not be “busy” such as a “before” image. POC does not want to make a cluttered first impression, and will focus on inspiring people by showing end results. There may be a place for “before” pictures in a story setting, or supporting material, but generally not in major marketing materials.

Fonts

The Universe font should be used on all POC print materials for internal and external communications. Should you not have this font, Arial may be used instead. Members may use whichever font they choose in their own materials, however, the POC font should be used with the POC logo when members are indicating that they are a POC member (as in the example below).



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POC members may also use additional text with the logo such as “Jane Smith of Organizing Company is a member of POC”. Associate Members may add additional text to the logo such as “Organizing Company is a POC Associate Member”. In such cases, the font used should again be Universe or Arial and should be in proportion to the logo. The size of the logo used in any application should always be large enough that the text “Professional Organizers in Canada” is legible.

Colours

When producing any documentation for POC, the red colour in any text should match the POC red colour.

The POC colours are defined as follows:

	Red	Black	Grey
RGB	R=199, G=39, B=33	K=100	K=15
CMYK	C=15, M=100, Y=100, K=5	K=100	K=15
Pantone	Pantone 186 C	K=100	K=15
Black & White	K=65	K=100	K=15

Please provide this information to printers or designers who will be incorporating the POC logo in your marketing material. Likewise you may request a specific format of the logo.

Logo Formats

For our members, the files supplied on the POC website are listed below. Please ensure you use the correct file for the correct application.

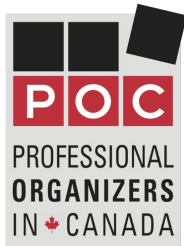
National Logo (Colour)

File Name (English logo): POC-logo-CMYK-personalized.pdf
 File Names (French logo): OPC-logo-CMYK-personalized.pdf
 Application: For use in printing your own marketing materials, business cards etc.

File Name (English logo): POC-logo_max1025x1354px.gif
 File Names (French logo): OPC-logo_max1025x1354px.gif
 Application: For web applications where large logo is required.

File Name (English logo): POC-logo_min80x100px.gif
 File Names (French logo): OPC-logo_min80x100px.gif
 Application: For web applications where small logo is required.

Should you require other versions of the logo, the following formats are available. Please verify with your printer or graphic designer the format you require before contacting us. You may wish to share this document with your print shop before ordering the logo. You may order the logo at admin@organizersincanada.com.



File Name: POC-Logo-Pantone.eps
File Type: .eps - Macintosh - Adobe Illustrator, version CS
Application: Use only on 5 colour jobs - 4 colour process plus PMS 186 - eg. stationery items. The fifth colour (pantone 186) is used to create the red.
Notes: Also available in .ai, PDF, .gif and Tiff versions in CMYK, RGB and B&W.
 .gif versions, min size 80 pixels x 100 pixels
 .gif versions, max size 1025 pixels x 1354 pixels



File Name: POC-Logo-CMYK.eps
File Type: .eps - Macintosh - Adobe Illustrator, version CS
Application: The 4 colour logo is to be used only where tight registration of 4 colour process is achievable. CMYK: C-15 / M-100 / Y-100 / K-5
Notes: Also available .ai, PDF, .gif and Tiff versions in CMYK, RGB and B&W.



File Name: POC-Logo-B&W.eps
File Type: .eps - Macintosh - Adobe Illustrator, version CS
Application: Use in black and white applications such as faxes and newspaper ads and one colour applications.
Notes: Also available .ai, PDF, .gif and Tiff versions in CMYK, RGB and B&W.
 .gif versions, min size 80 pixels x 100 pixels
 .gif versions, max size 1025 pixels x 1354 pixels



File Name: POC-logo(BK with outline).eps
File Type: .eps - Macintosh - Adobe Illustrator, version CS
Application: Use in one colour applications where the background is too dark to differentiate between the tilted box. If the document print quality is low (eg. Newspaper quality, please use POC logo (KO).eps
Notes: Do not place a box around the logo.
 This example is to show how a logo will appear on a black background only.
 Also available .ai and PDF versions



File Name: POC-logo(KO).eps
File Type: .eps - Macintosh - Adobe Illustrator, version CS
Application: Use in one colour applications where the one colour available is not black.
Notes: Do not place a box around the logo.
 This example is to show how a logo will appear on a coloured background only.
 Also available .ai and PDF versions

Logo Guidelines

The following examples demonstrate unacceptable uses of the POC logo. To maintain the integrity of our brand, our logo must never be altered or reformatted, as doing so undermines POC's identity and brand. If you are unsure of logo usage in your specific application, please contact POC's Director of Marketing for assistance.

Do not change the size, shape or orientation of the logo. Do not attempt to change the font within the logo itself.



Do not add graphics or text to the logo. Do not place a box around the logo.



Leave space around the logo if you are inserting it in text. For print applications this blank area should be about 6mm (1/4 inch). In web applications, this should be about 20 pixels.

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Chapter Identification

POC's strives to promote its awareness as a national brand. All external communication and marketing by chapters should utilize the standard POC logo in English or French (as shown below), rather than a chapter logo. Where chapters are currently using a logo that incorporates the chapter name, this will continue to be acceptable, however it is preferred that the POC logo be used instead. Additionally, POC will no longer support the creation or revision of logos with a chapter name.



Silver Leaf Logo

The Silver Leaf Logo should be used in such a way that it promotes both POC and Silver Leaf membership. Since the Silver Leaf logo does not include the words “Professional Organizers in Canada” but only “POC”, if a member is using the Silver Leaf logo when marketing to the public, the POC logo should always appear alongside the Silver Leaf logo.

Access to the Silver Leaf logos will be provided to members who have met the SL qualifications.



Members often wear their Silver Leaf pin in conjunction with their POC nametag which will help to solidify the association between POC and the Silver Leaf program. Members may wear the Silver Leaf pin without their POC nametag as they are in a

position to personally answer any questions about the logo and provide the questioner with additional information regarding POC.

Conference Logo

The Conference Logo is to be used for the purpose of promoting the annual conference and does not change from year to year. The date and location of conference should not be added to the logo, but should be included elsewhere in the material. Both the English and French versions of the logo should appear on all material related to conference.



Banners & Banner Stands


When a banner is required for a chapter meeting or an event such as a trade show, professional development day, conference, or participation in an event such as Yard Sale for the Cure, POC National and the chapters have a choice of two designs.

The first option is a banner 36 x 72" in size, with the POC name and logo displayed horizontally. This banner can be ordered through admin@organizersincanada.com.





The second option is a banner 22 x 78" in size, with text and images displayed vertically for use with a banner stand.

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TEMPS
STYLE
DE VIE**



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LÀ POUR VOUS
OU POUR VOTRE
ENTREPRISE



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PROFESSIONNELS
AU  CANADA

organisateursaucanada.com

Logo Misuse

Being able to proudly call oneself a member of POC is a privilege reserved only for our members. A procedure is in place to ensure that non-members and former members do not represent themselves as being members of POC.

While we do not want to encourage unauthorized use, we do want to ensure that our usage guidelines allow the POC logo to be used by those who can assist in strengthening the POC brand, which might include associates with whom we have a formal relationship, advertisers, sponsors, satisfied clients, customers, journalists, NAPO members, former POC members, and those who might like to tell others about our organization—as long as they did not claim to be a member of POC.

The complete Logo Misuse policy is contained in the Chapter Handbook and includes detailed information as to the steps that a chapter or an individual can take should they be aware of unauthorized logo use. The Chapter Handbook is available in the Downloads section of the POC website which can be accessed by all members.

POC Signature Policy

Anyone who volunteers with POC in any capacity is entitled to use a standard signature on all POC correspondence, within the association as well as outside the association. This includes national board members, chapter executive members, committee members and any other POC volunteers.

The standard POC signature will contain the following information: name, volunteer position, POC email address, POC website (which must be preceded by <http://>). POC volunteers should not use the POC logo with their signature. In many email programs the logo is illegible and does not contribute to brand reinforcement. In some applications, the logo will not be transmitted or will be shown as an attachment which can be confusing. A phone number is not to be included with the POC standard signature. If you are requesting that someone call you directly, it is best to include the phone number in the body of the message.

If a volunteer does not have an e-mail address then they may contact their Director (for committees) or Chapter Executive who will request that a POC email address be set up through POC's website administrator. If any member is corresponding on behalf of the chapter, he/she may use the chapter e-mail address (chapter@organizersincanada.com) in his/her email signature.

Sample standard signatures are shown below:

Jane Doe
POC Director of Internal Communications
Directrice de communications interne des OPC
dir-communications@organizersincanada.com
<http://www.organizersincanada.com>

Jane Doe
Présidente, section de Montréal
montreal@organizersincanada.com
<http://www.organizersincanada.com/montreal>

Jane Doe
POC Volunteer Coordinator
Volunteers-poc@organizersincanada.com
<http://www.organizersincanada.com>