



## Introduction

Professional Engineers Ontario has developed a special program to help you promote your affiliation with the association and your special status as a provider of professional engineering services to the public.

As part of the program, you are encouraged to display the official association logo on flyers, letterhead, in advertising and in other printed materials. As well, PEO is offering site signs that can be customized with your firm's name, specialty and telephone number.

To ensure recognition of the logo, it is important that you present it correctly. For this reason, the association has established the usage guidelines presented on the following pages. For your convenience, an order form for customized site signs and an official logo reproduction sheet are also included in this information package.

Please take a few minutes to review the material now, then keep it handy for the next opportunity to display the PEO logo—when you next develop an advertisement or reprint your letterhead.

## Usage guidelines for Professional Engineers Ontario identification

### The official logo

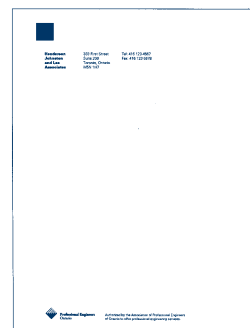
As a Certificate of Authorization holder you may use the PEO logo in advertising, brochures, flyers and other printed materials, subject to the following guidelines:

1. Reproduction is permitted only from original, official reproduction material supplied by Professional Engineers Ontario.
2. The complete logo, including the diamond-shaped symbol and the signature, Professional Engineers Ontario, must be displayed.
3. The logo should appear in a size that is smaller than that used for your firm's corporate identification. The minimum size at which the logo can be used features the signature in 8 pt type.
4. The logo is not to be used on your firm's business cards. Instead the designation P.Eng. should be displayed, separated by a comma from the member's name.
5. The logo should be printed in black or in Pantone 540, the official PEO blue.
6. 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.
7. Generally, the logo should be positioned at the base of the page that features your firm's identification.

*Yellow Pages advertisement*



*Letterhead*



### Reproduction Artwork One-Colour Logo

This is actual reproduction material for the PEO logo.

To produce sizes other than those provided, use a reproduction camera and reduce a larger logo, rather than enlarging a smaller logo. Very large logos should be produced directly from electronic file formats. For further information or additional reproduction material, contact the Manager, Communications, Professional Engineers Ontario, 25 Sheppard Avenue West, Toronto, Ontario M2N 6S9. Tel: 416-224-1100. Fax: 416-224-8168.

*8 Point  
signature*  **Professional Engineers  
Ontario**

*9.5 Point  
signature*  **Professional Engineers  
Ontario**

*13 Point  
signature*  **Professional Engineers  
Ontario**

### The authorization statement

**“Authorized by the Association of Professional Engineers of Ontario to offer professional engineering services.”**

When sufficient space is available, this qualifying statement should accompany the PEO logo in your promotional and business materials, subject to the following guidelines:

1. The statement may be set in any type style that is compatible with your firm's identification.
2. The size of type used for the statement should be smaller than that used for your firm's identification.
3. Where practical, the statement should be positioned at the base of the page, to the right or below the Professional Engineers Ontario logo.
4. If desired, the authorization statement may be used independently of the PEO logo. It may be used on business cards, if desired.

## Site sign

Aluminum site signs as shown are available by order from Professional Engineers Ontario. Signs feature a white PEO logo positioned in a blue base panel and four lines of customizing information in blue type in the upper white panel. The 32" X 48" signs are constructed of 0.064" aluminum prepainted white with radius corners, 6 1/8" holes punched, printed one side only with baked-on finish.

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

*Site sign*



Prices for signs are as follows:

Minimum order of 2 signs	\$230
4 signs	\$420
6 signs	\$595
8 signs	\$750
10 signs	\$910
12 signs	\$1,065
16 signs	\$1,380
20 signs	\$1,650
30 signs	\$2,400

Additional cost for company logo.

Prices for additional quantities are available upon request.

Prices do not include taxes and shipping costs.

Prices are based on the number of signs produced with identical customization. Use separate copies of the order form to order additional versions, if necessary.