

Logo Usage Guidelines

OFA – The Association of Horticulture Professionals

The visual identity of OFA is its logo. In 2002, the Ohio Florists' Association Inc. re-branded itself to OFA to better reflect the diversity within the association. Listed below are the guidelines to follow when using the OFA logo or writing about OFA. In 2010 the tag line, "The Association of Horticulture Professionals," was implemented.

Logo Specifications

- The OFA logo colors are:
 - Purple - PMS 266, CMYK 79/90/0/0
 - Green - PMS 577, CMYK 24/0/46/10
- The OFA logo font is Caliban.
- The OFA tagline font is Futura.
- The OFA logo is available in several formats: CMYK, black, grayscale, and white.
- The OFA logo is available in digital file types: eps, tif, jpeg, gif, and pdf.



Using the Logo

- The OFA logo must be used in its entirety, as shown here.
- The OFA logo must be sized proportionately.
- Do not rotate, skew, or otherwise distort the logo in any way.
- To ensure legibility, the OFA logo may be no smaller than 1 inch, without OFA approval.
- The OFA logo should be positioned with as much space around it as the design allows, but in all instances the logo should be clear and stand out with good contrast to the background color.
- The logo should be used in color whenever possible.
- The OFA logo may be used on stationery, brochures, or web sites to indicate that your company is a member of OFA. However, unless approved by OFA, it may not be used to promote products, services, or events that are for profit or other materials to suggest OFA endorses that particular product, service, event, or idea.

Examples: Member of OFA – The Association of Horticulture Professionals



When Using the OFA Name

- Always use "OFA – The Association of Horticulture Professionals" as the first reference. "OFA" may be used for all subsequent references. See example on right.
- Always use OFA in front of the Short Course name or any outreach program name when referring to one of OFA's events.
- Use the mission statement in its entirety: OFA Mission: "To support and advance professional horticulture."

Example of OFA Name Use

The 2010 OFA Short Course, sponsored by OFA – The Association of Horticulture Professionals, will be held July 9-12 in Columbus, Ohio.

With nearly 20,000 stakeholders, OFA serves horticulture professionals across the world.

All requests, questions, or concerns should be directed to Laura Kunkle, Director – Membership & Communications, phone: 614-884-1137, or lkunkle@ofa.org.