



Canadian Foodgrains Bank

A Christian Response
to Hunger



In partnership with

Canada 

BAG MARKINGS

TOOLKIT

Using the graphics

Download the files

Visit foodgrainsbank.ca/bags to download the bag markings graphic files.

File formats

Both the colour and black graphics work best printed on a white bag.

COLOUR

The preferred version of the graphic includes the red leaf and flag. It is available as both an EPS and PDF file. Both file types are ideal for use in professional printing.

BLACK ONLY

In some cases, the simplified black version of the graphic may be preferred. It is available as both an EPS and PDF file. Both file types are ideal for use in professional printing.

Correct use

The graphics are to be used as provided and not changed in any way. When scaling them, the original aspect ratio must be maintained, it should never be stretched or distorted.

Space is required on all sides of the graphic; it should not be touching the text or other elements that get printed on the bags.

On the next page is a list of ways the graphics should not be used.



Never distort the graphics



Never alter the graphics



Never crop the graphics



Palette

The following colours values are used in the graphics.

RED 1



Pantone 485C
C0 M97 Y100 K0
R238 G50 B36
#ed2327

RED 2



Pantone 187C
C23 M100 Y88 K16
R169 G30 B45
#a91e2d

BLACK



C0 M0 Y0 K100
R0 G0 B0
#000000

Arial typeface

Arial is the font to be used to add text to the bags.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bag marking layout

Net Weight:

Production Date:

Expiry Date:

MAIZE MEAL



NOT FOR SALE OR EXCHANGE

Project #2906-11

Marking specifications

To be used on bags, cartons, and containers

- Canadian Foodgrains Bank and Government of Canada logos
- Letter height min. 2 cm
- Description of product in English language (unless otherwise requested)
- Net weight per bag or litre per container
- Not for sale or exchange
- Milled product and oil: production and expiry date (dd/mm/yy)
- Pulses: crop year
- Cooking instructions where applicable
- See sample layout on previous page

Need assistance?

If you have questions about the bag markings, contact the office of Canadian Foodgrains Bank.

Phone [1.204.944.1993](tel:1.204.944.1993)

Toll Free [1.800.665.0377](tel:1.800.665.0377)

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foodgrainsbank.ca/bags

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