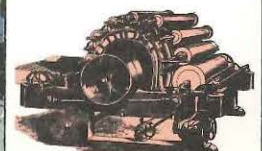


THE SYMBOL

ONTARIO'S BICENTENNIAL SYMBOL

The start point is a familiar image, the stylized rendering of our provincial flower (Trillium Grandiflora) which is used as the symbol of Ontario. The Bicentennial symbol repeats this basic form in a circular design suggesting both the variety of Ontario itself and the six continents of the world whose people have come together to make up the rich and diverse society we now enjoy. The colours are drawn from the blue and white of the French fleur-de-lis, and the red and white and blue of the Union Jack, the flags of the two old world cultures primarily responsible for the initial exploration and settlement of Ontario. In the center, the bright yellow suggests the energy generated by the interaction of our people coming together in the creation of a new society, a radiant centre and dynamic hub for Canada itself.



The Bicentennial theme - Celebrating Together/Fêtons ça ensemble - is an open invitation to all people to join in saluting the lives and achievements of those who have made Ontario what it is today, and to renew confidence in what we can become in the years ahead.

The typeface is Caxton Roman Book, created by the late Leslie Usherwood, one of Canada's pre-eminent typographers, and the logo itself the work of a new Canadian, Arnold Wicht. The original stylized trillium symbol was designed in 1964 by Norman Hathaway & Associates.

How you can use the Bicentennial symbol

Non-commercial use

The Bicentennial symbol may be used on materials which are not produced for commercial sale. For instance, many municipalities throughout Ontario have already added it to their municipal letterhead or in conjunction with materials for Bicentennial events.

Black and white reproduction proofs of the symbol are available to interested groups, free of charge, from the Ontario Bicentennial Office, Box 1984, Queen's Park, Toronto, Ontario, M7A 1N3.

The design may also be obtained for reproduction in full colour at a production cost of between \$50 and \$200, depending on the size required. Details may be acquired from the Bicentennial office.

Commercial use

Commercial use refers to affixing the Bicentennial symbol on any material which is to be commercially sold and distributed. The primary restriction on commercial use is that any item bearing the design must be a quality Canadian souvenir product, manufactured by a Canadian company.

A government-sponsored licensing program has been established to screen materials in this category. There is no fee for licensing of the logo, but all product entries must meet the established terms of reference. Once accepted, a formal agreement will be signed by both the manufacturer and the licensing team.

Enquiries about licensing the Bicentennial symbol for black and white or colour reproduction should be directed to:

Mrs. Joy Chambers
Tourism Marketing Branch
Ministry of Tourism and Recreation
3rd Floor, Hearst Block
Queen's Park
Toronto, Ontario
M7A 2E5

or

Mr. Ken Hobby
Purchasing
Ministry of Industry and Trade
8th Floor, Hearst Block
Queen's Park
Toronto, Ontario
M7A 2E2