



PROFIT 100 LOGO GUIDELINES

Download the PROFIT 100 logo at <http://PROFIT100.com/ceoinfocentre>

Logo Usage

The PROFIT 100 brand has considerable prestige and is recognized across the country as a tremendous achievement for winners. As a 2008 PROFIT 100/Next 100 company, you are entitled to use the PROFIT 100 logo as a sign of your company's excellence. The logo may be used on business cards, stationary, website, advertising and promotional materials.

The colour version of the logo is the preferred version and should be used wherever possible. The black-and-white version of the logo is used when reproduction techniques limit the use of tone, as in the case of engraving or embossing. You should always include the year in which the award was won.

Please refer to the following guidelines to ensure maximum integrity of the PROFIT 100 brand in all your applications.

PROFIT 100 Colour

KEY

- C** Cyan
- M** Magenta
- Y** Yellow
- K** Black

FOUR COLOUR LOGO

- C = 100
- M = 50
- Y = 0
- K = 0



BLACK AND WHITE LOGO

- C = 0
- M = 0
- Y = 0
- K = 100



Clear Space

A minimum of one PROFIT "P" must surround the logo. This space is intended to distinguish the logo from other elements such as pictures, text, slogans or other symbols.



Sizing

The logo must not be less than a half inch in width.

Background Colour

Black-and-white versions of the logo must appear on white or light coloured background only, never black.

Incorrect Logo Usage

DO NOT:

- ▶ Alter logo in any way
- ▶ Redraw logo
- ▶ Embed logo in text link or add any text or graphic elements to the logo
- ▶ Expand or condense logo
- ▶ Change the colour of logo
- ▶ Add outlines or drop shadows
- ▶ Set logo in box



PROFIT 100 PUBLIC RELATIONS GUIDELINES

Congratulations on ranking as one of Canada's Fastest-Growing Companies. We encourage you to leverage this distinction by announcing it to your local media. As you prepare to make your announcement, please follow these guidelines when developing a press release and responding to media inquiries:

- ▶ Send your press release for approval to Louise Leger at louise.leger@rci.rogers.com or call (416) 764-4125.
- ▶ Please reference your ranking to the "21st annual PROFIT 100 ranking of Canada's Fastest-Growing Companies" by PROFIT Magazine.
- ▶ The full name of our publication is PROFIT: Your Guide to Business Success.
- ▶ When discussing the parameters of the ranking, please use: "Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT and online at PROFIT100.com, the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement."
- ▶ The following quote should be used in your release and it should be attributed to Ian Portsmouth, editor: "The PROFIT 100 are an inspiration to entrepreneurs at all stages of growth, from startup to major corporation," says Ian Portsmouth, editor of PROFIT. "Their business practices and product innovations are exemplary of how businesses can succeed in uncertain times."
- ▶ Please do not issue your release before June 1, 2009 at 9:00 a.m. E.D.T., at which time the rankings (including your company's exact position) will be officially announced. We encourage you to make your spokespeople available that day for interviews.
- ▶ Feel free to include the PROFIT 100 logo in your marketing and promotional materials. Please reference our logo usage guidelines. Download the PROFIT 100 logo at <http://www.PROFIT100.com/ceoinfocentre>.

Please include the following boilerplate at the end of your press release:

About PROFIT Magazine:

PROFIT: Your Guide to Business Success, is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5 to 250 employees and annual revenue of \$1 million to \$25 million, reaching 306,000 readers across Canada. Visit PROFIT online at <http://www.PROFITmagazine.ca>.