

Brand Guide

Version of May 18, 2022

**TERROIR
ET SAVEURS
DU QUÉBEC**

ASSOCIATION DE L'AGROTOURISME ET
DU TOURISME GOURMAND DU QUÉBEC



REGISTERED TRADEMARKS

TABLE CHAMPÊTRE^{MD} : Agricultural producer offering a dining experience that highlights products from its own farm and meets the standards for showcasing Quebec's local products. Here, the farm's productions primarily fulfill the needs of the menu and are used preferentially in the composition of all dishes. The meal is prepared and served in a house or outbuilding located on the farm site. Currently, there are only 15 establishments that can officially consider themselves as a *Table Champêtre^{MD}*.

GÎTE DU PASSANT^{MD} : Accommodation establishment classified with 3 suns or more, offering five (5) rooms or fewer for rent. Breakfast service is included in the cost of the stay and prioritizes the showcasing of Quebec's local products.

AUBERGE DU PASSANT^{MD} : Accommodation establishment classified with 3 suns or more, offering six (6) rooms or more for rent. Breakfast service is included in the cost of the stay and prioritizes the showcasing of Quebec's local products.

TABLE AUX SAVEURS DU TERROIR^{MD} : Restaurant establishment that specializes in showcasing regional products from Quebec. Local, regional, and Quebec agro-food products are primarily and predominantly used in the composition of all menus. The wine and beverage list (if applicable) features products made in Quebec, such as craft beers, wines, ciders, spirits, and more.

RELAIS DU TERROIR^{MD} : Place of production, processing, or a shop offering the sale of products primarily composed of local or artisanal products from Quebec.

**** IMPORTANT ****

These registered trademarks cannot be used by just anyone at any time! It is essential to meet certain criteria. If you wish to use one of these trademarks, please write to info@terroiretsaveurs.com to ensure compliance with the terms of use.

Thank you for your understanding!

LOGOS

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LOGOS (PROTECTION)



USE OF LOGOS

**TERROIR
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Logo used when addressing customers

Website
Social media
Newsletter
Advertisements
Member websites
Partner websites
Promotional items
Event materials
Etc.

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Logo used when addressing the industry and/or in the name of the
Association

Administrative documents (contracts, envelopes, annual reports,
etc.)
Studies, analyses, tools, and best practice guides
Press releases
Communications with Ministries or other organizations
Newsletter
Corporate event materials (conferences)
Etc.

TYPOGRAPHIES

TYPOGRAPHIE PRINCIPALE – PAR COMMERCIAL TYPE

**ORIGINAL SANS
FOUR**

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890!@#%?&***

TYPOGRAPHIE SECONDAIRE – PAR GOOGLE FONT

WORK SANS MEDIUM






AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890!@#%?&*

TYPOGRAPHIE TERTIAIRE – PAR PANGRAM PANGRAM

Migra Medium Italic

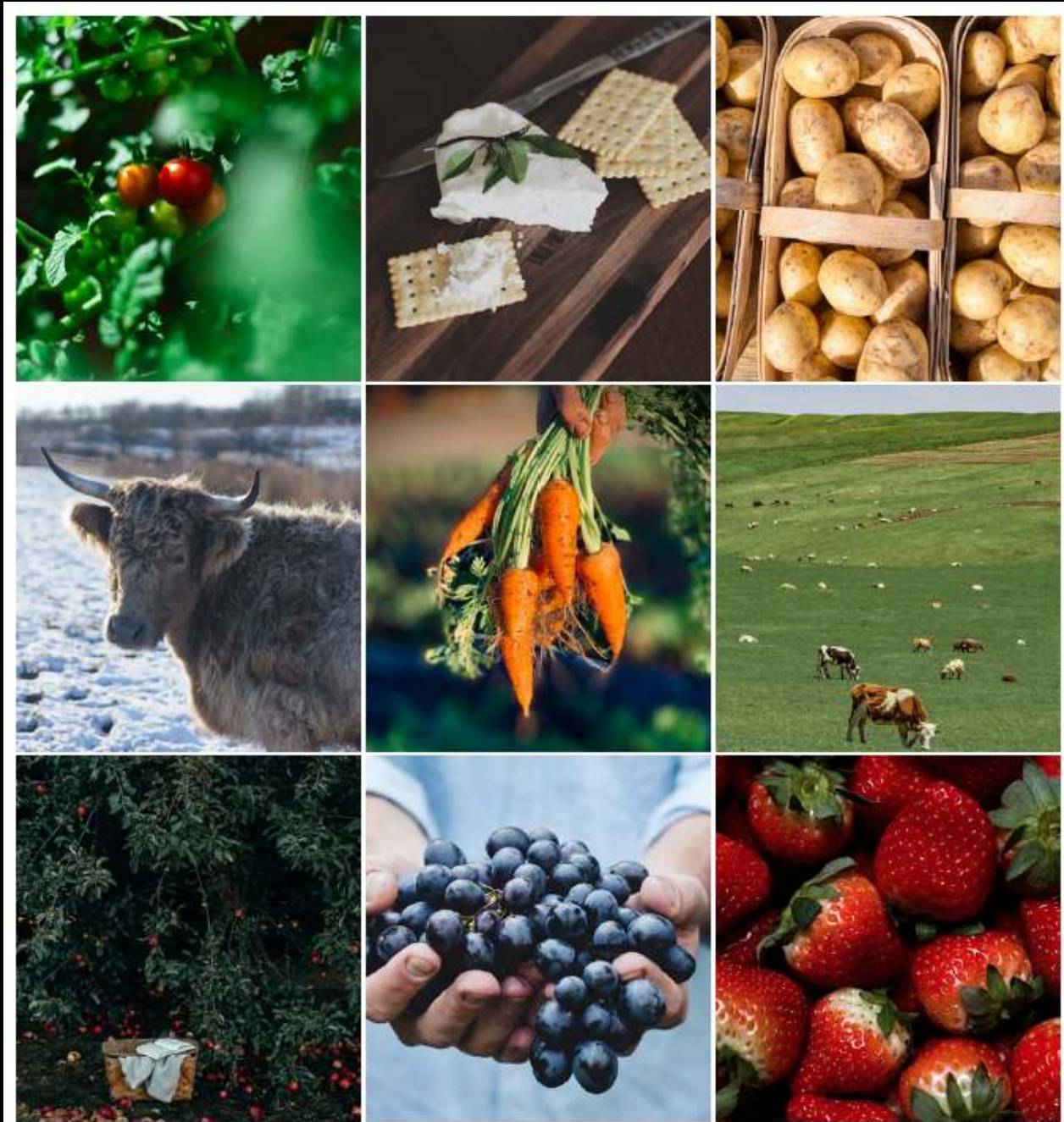
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COLORS

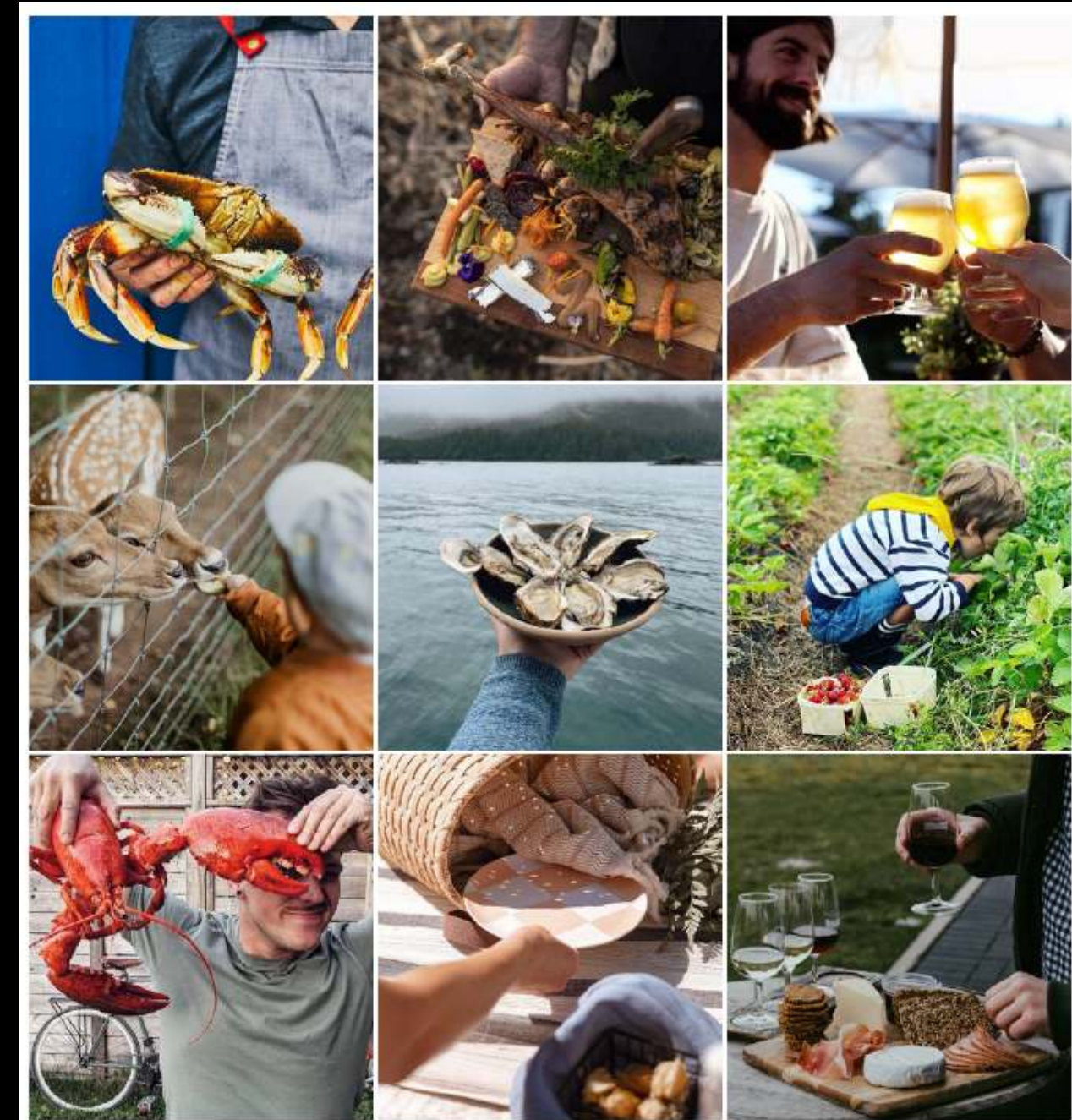
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 <p>BEIGE PANTONE 7506 U RGB 251/235/205 CMYK 2/8/24/0 #FBEB CD</p>	 <p>BRUN PÂLE PANTONE 131 U RGB 136/91/7 CMYK 32/56/100/36 #885B07</p>	 <p>ORANGE PANTONE 151 U RGB 236/96/15 CMYK 0/73/100/0 #EC5F0F</p>	 <p>NOIR RGB 0/0/0 CMYK 0/0/0/100 #000000</p>

PICTURES

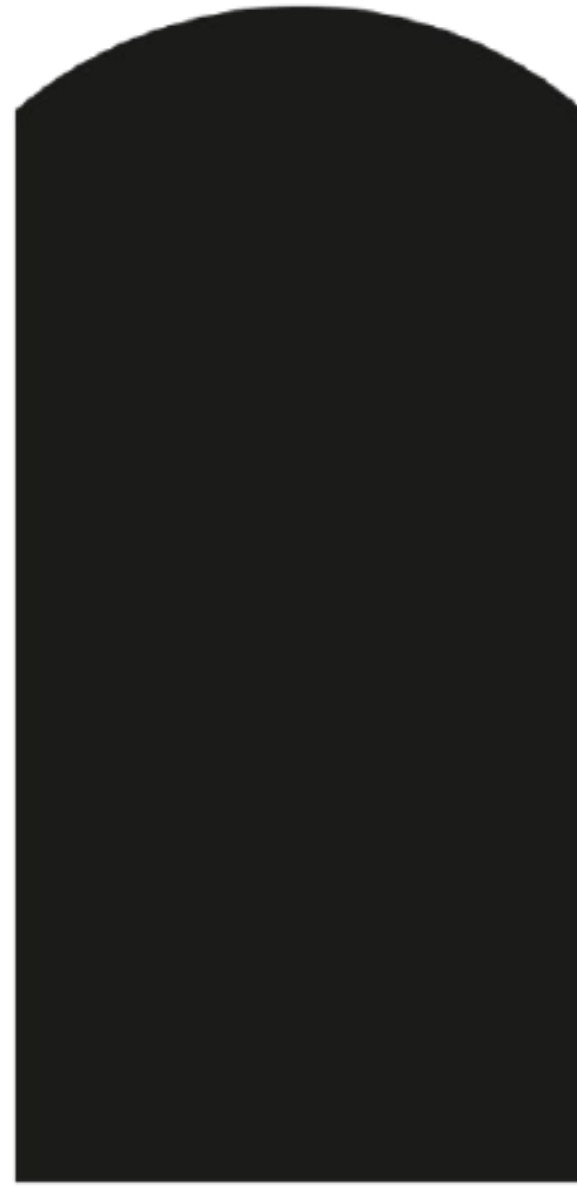
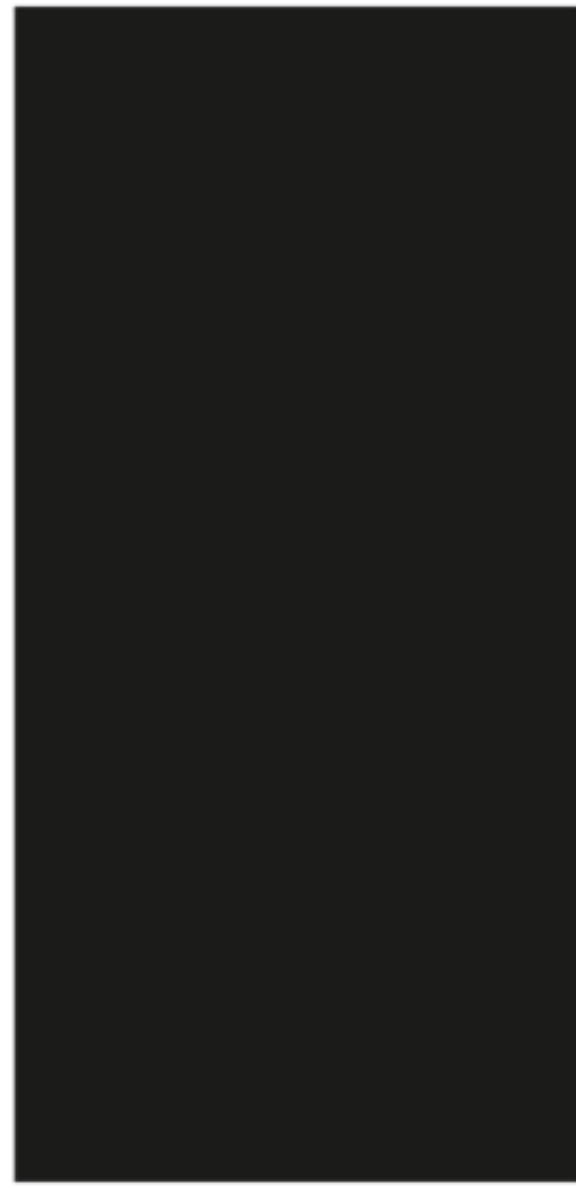
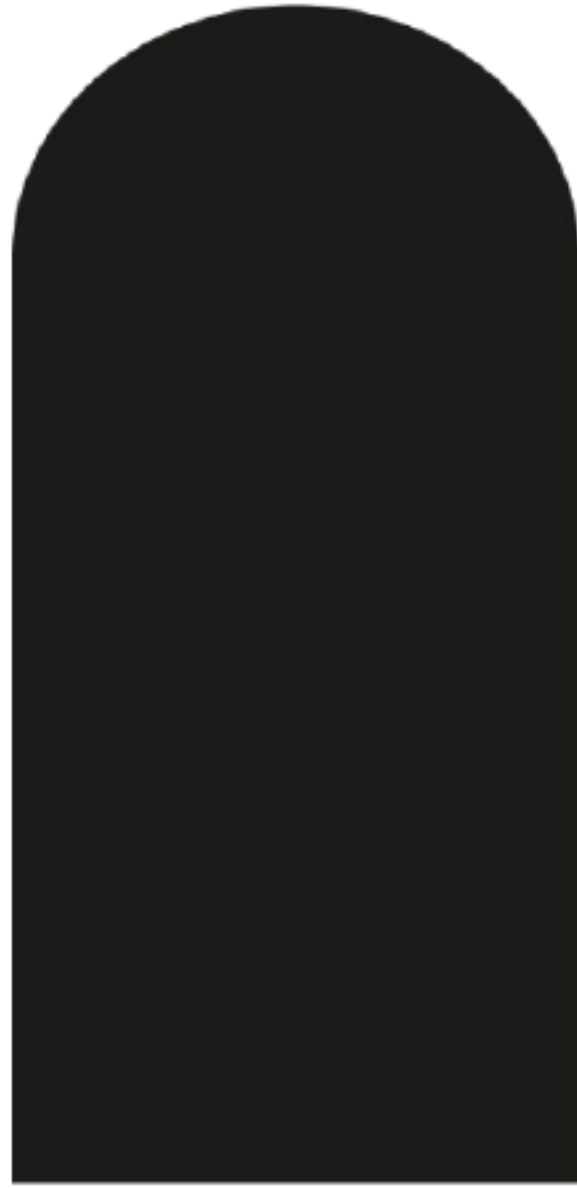
Products



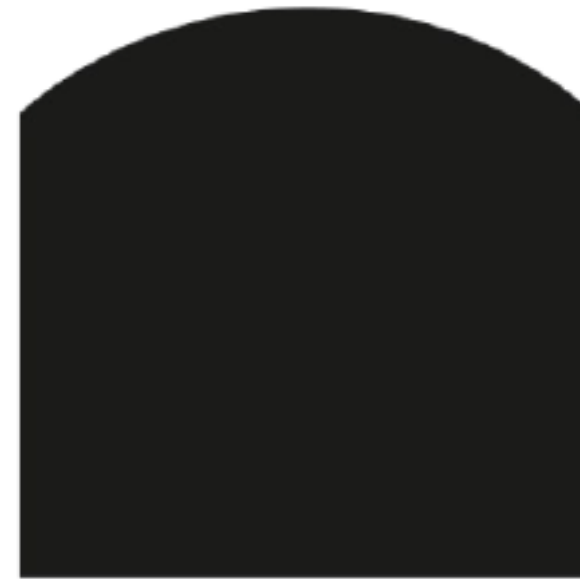
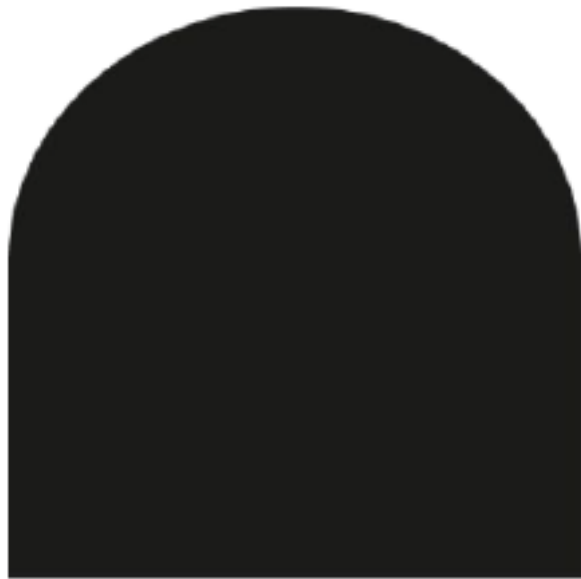
Experiences



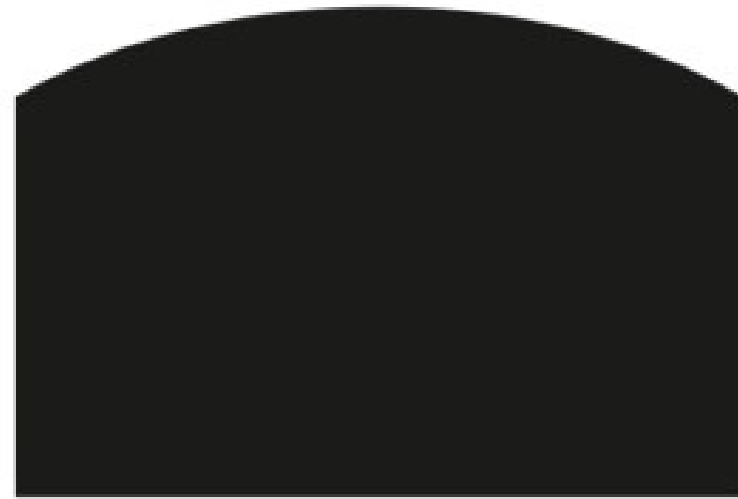
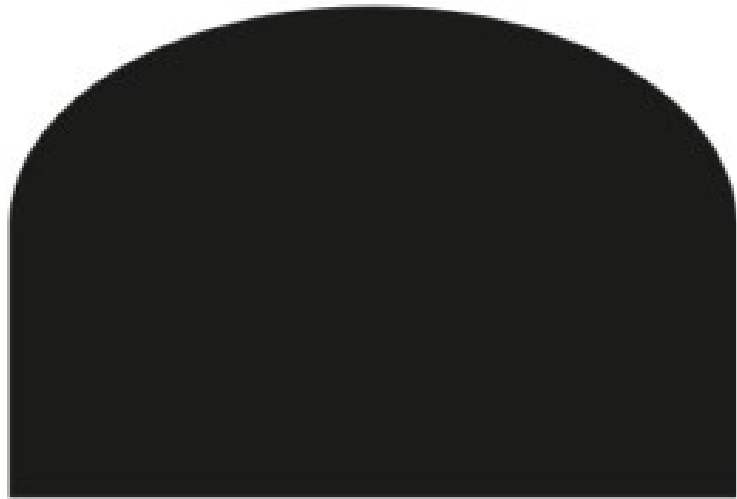
3 FORMS



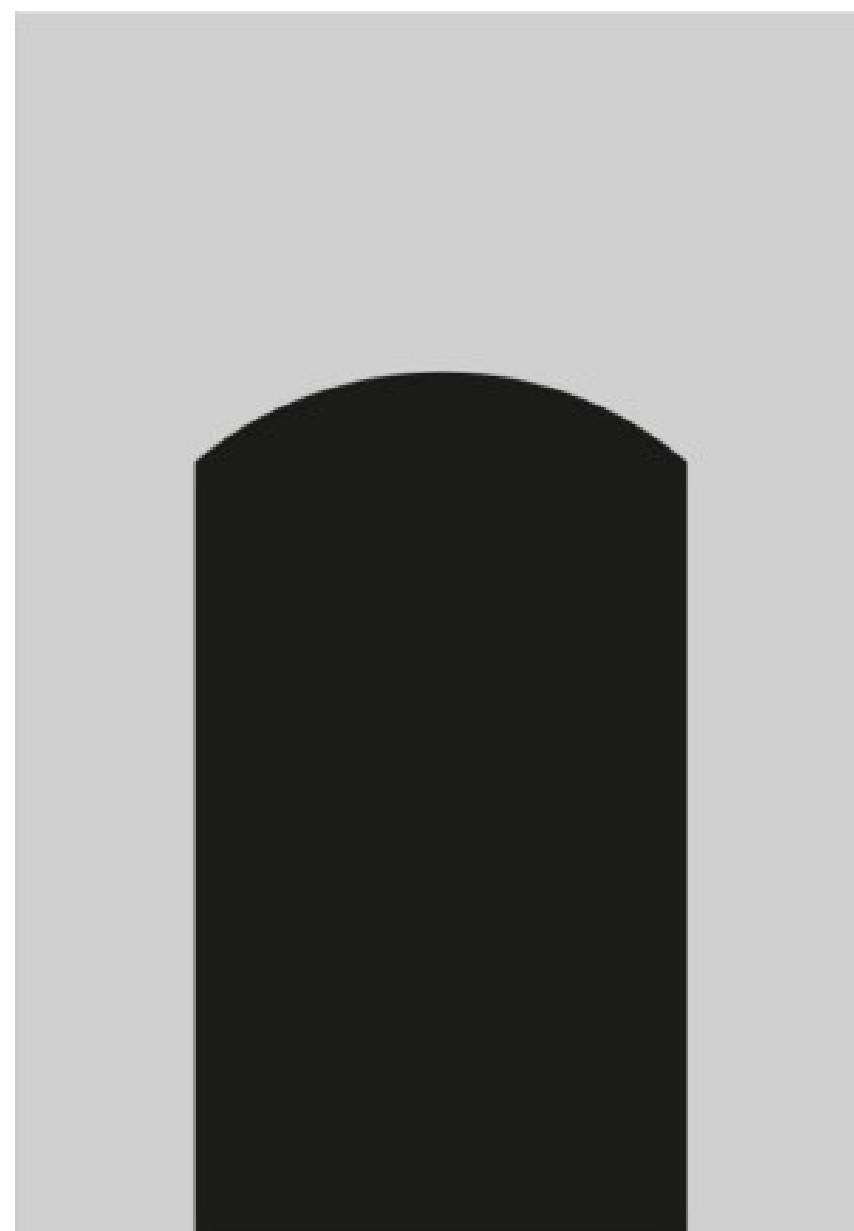
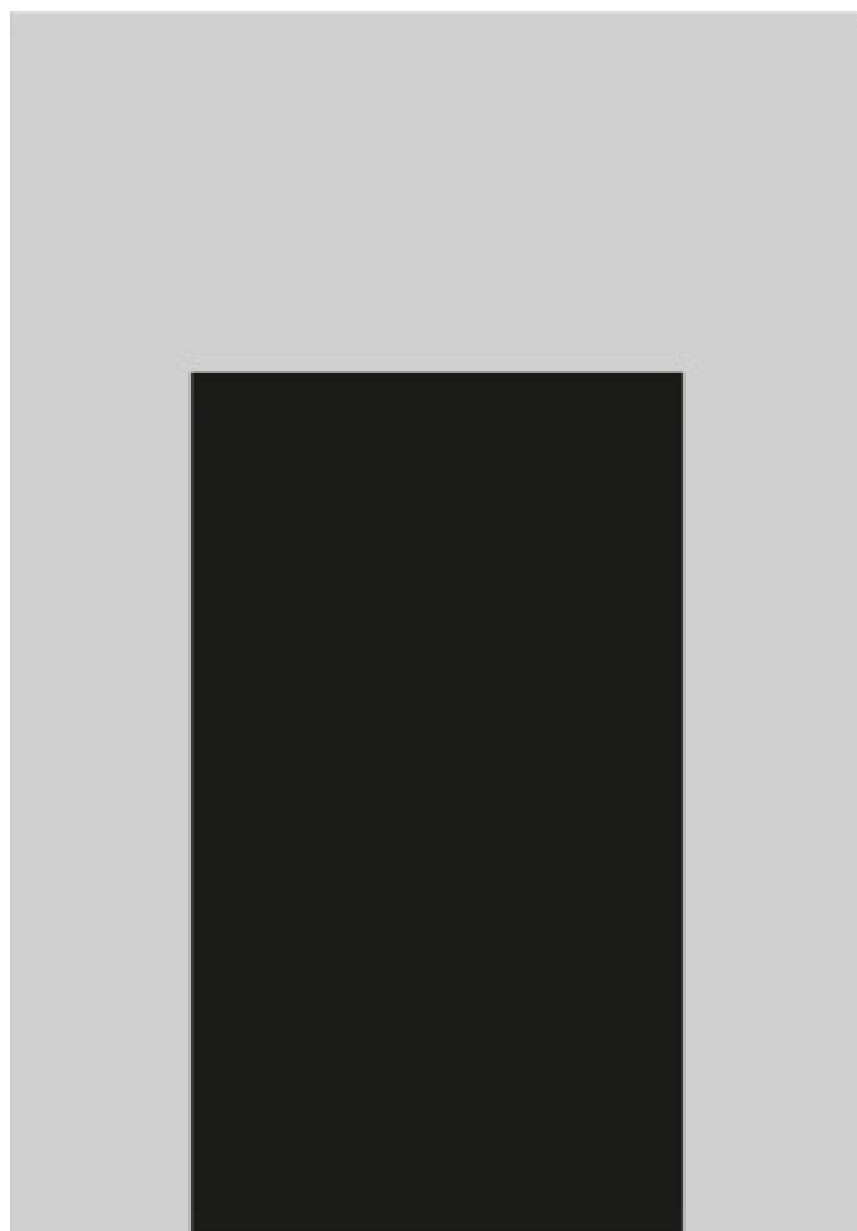
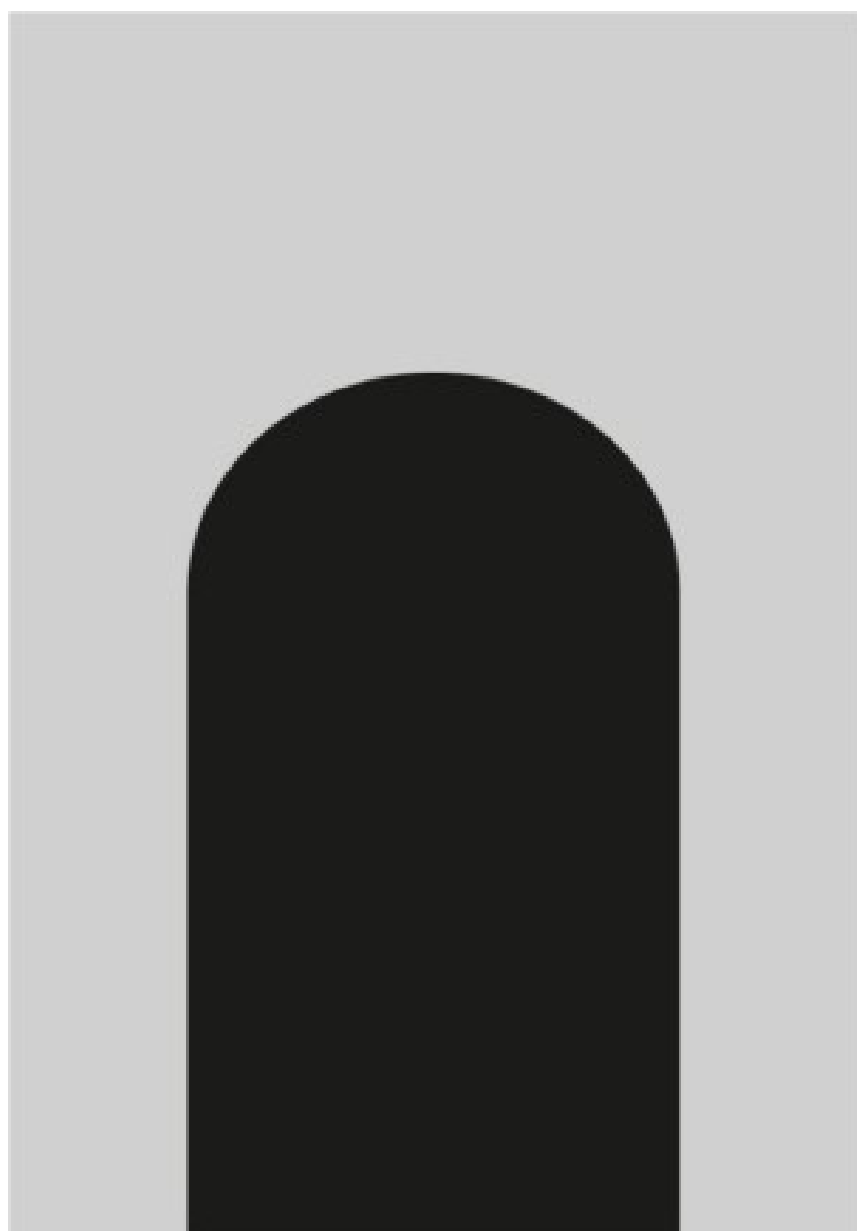
FORMS (VARIATIONS)



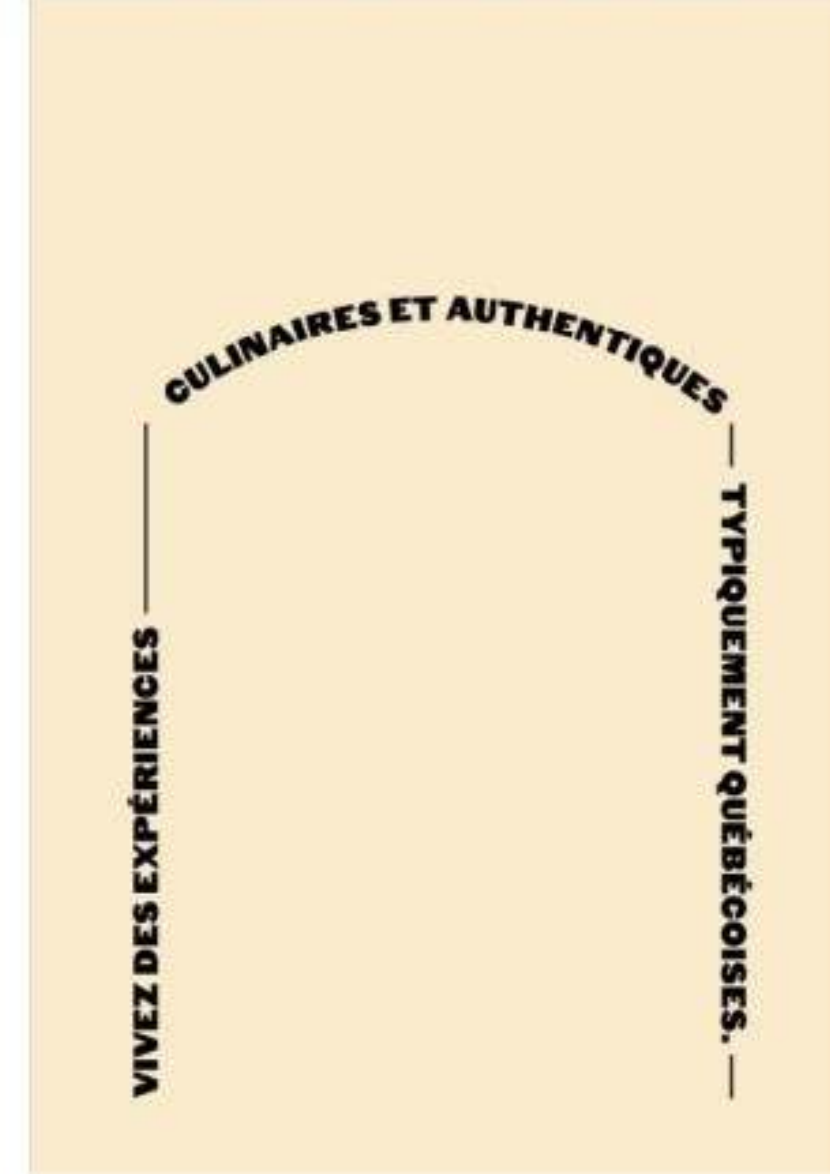
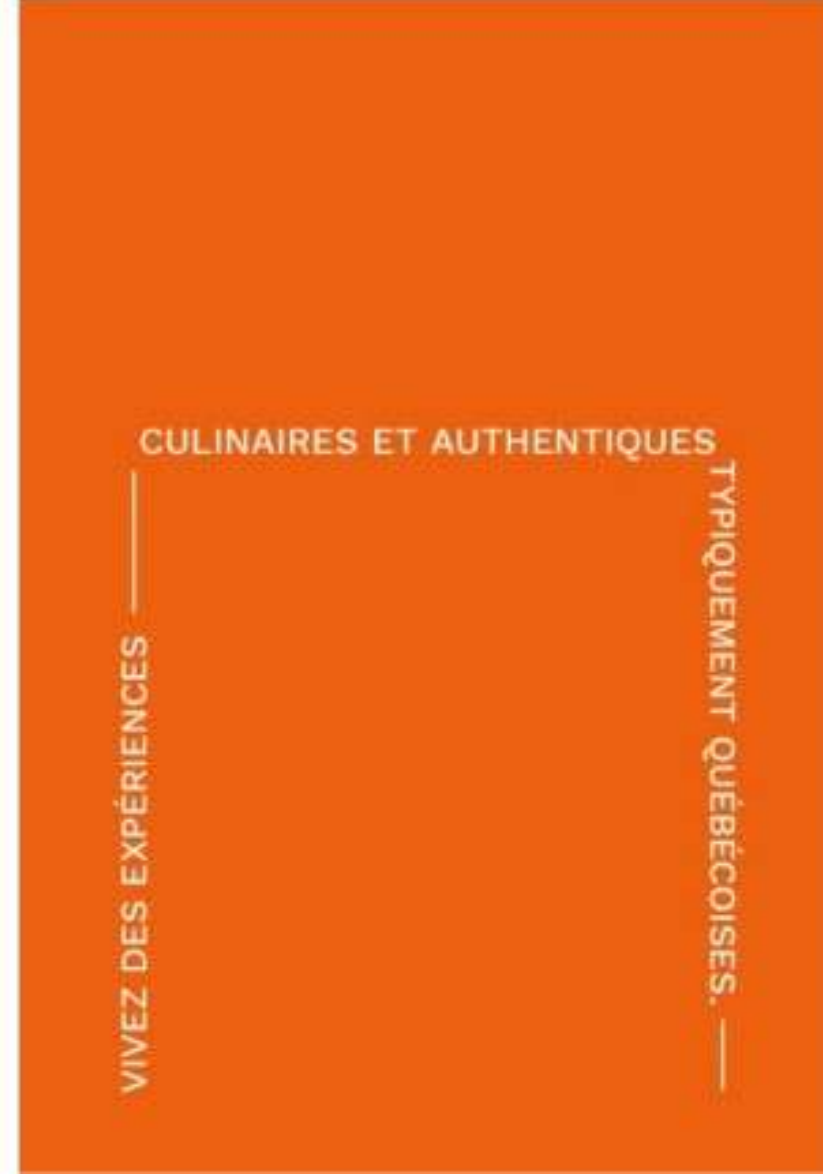
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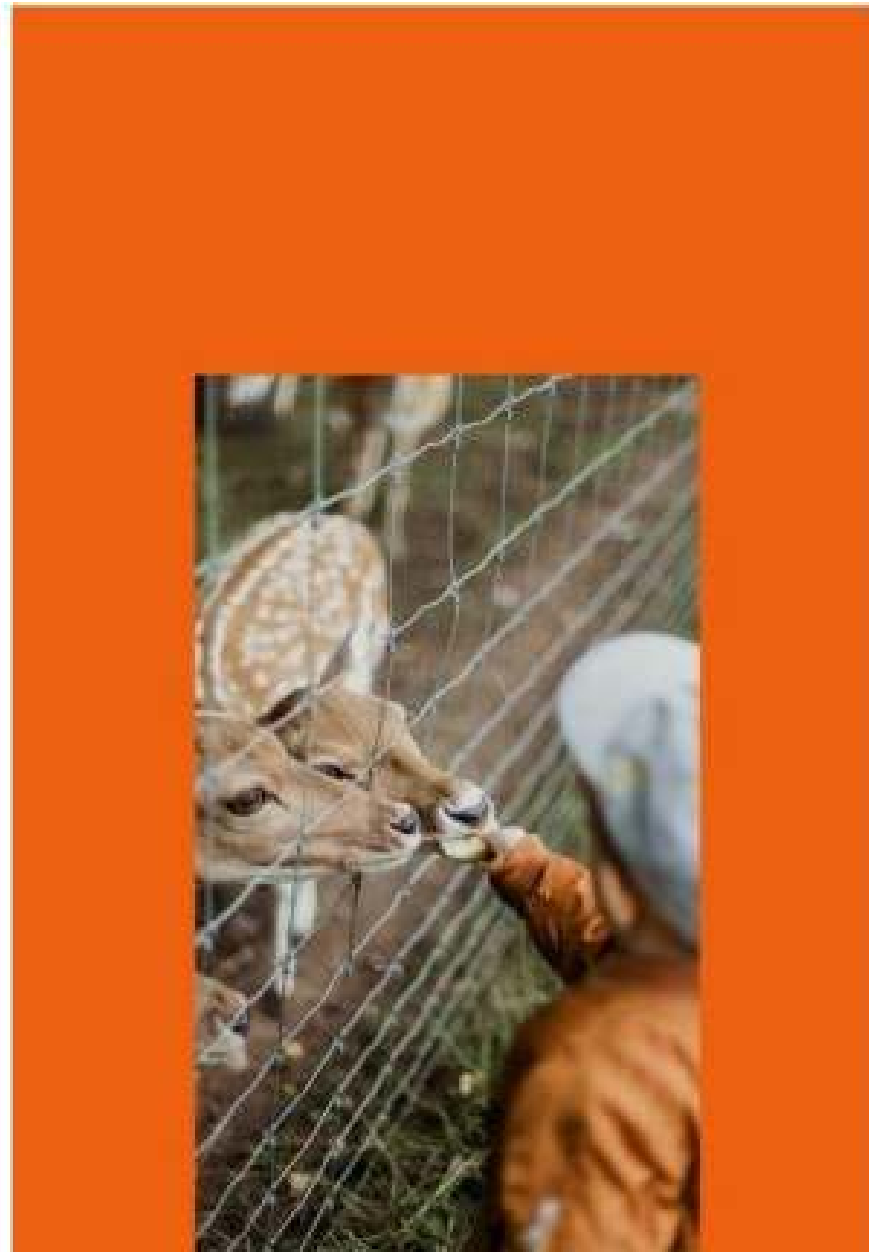
FORMS (VARIATIONS)



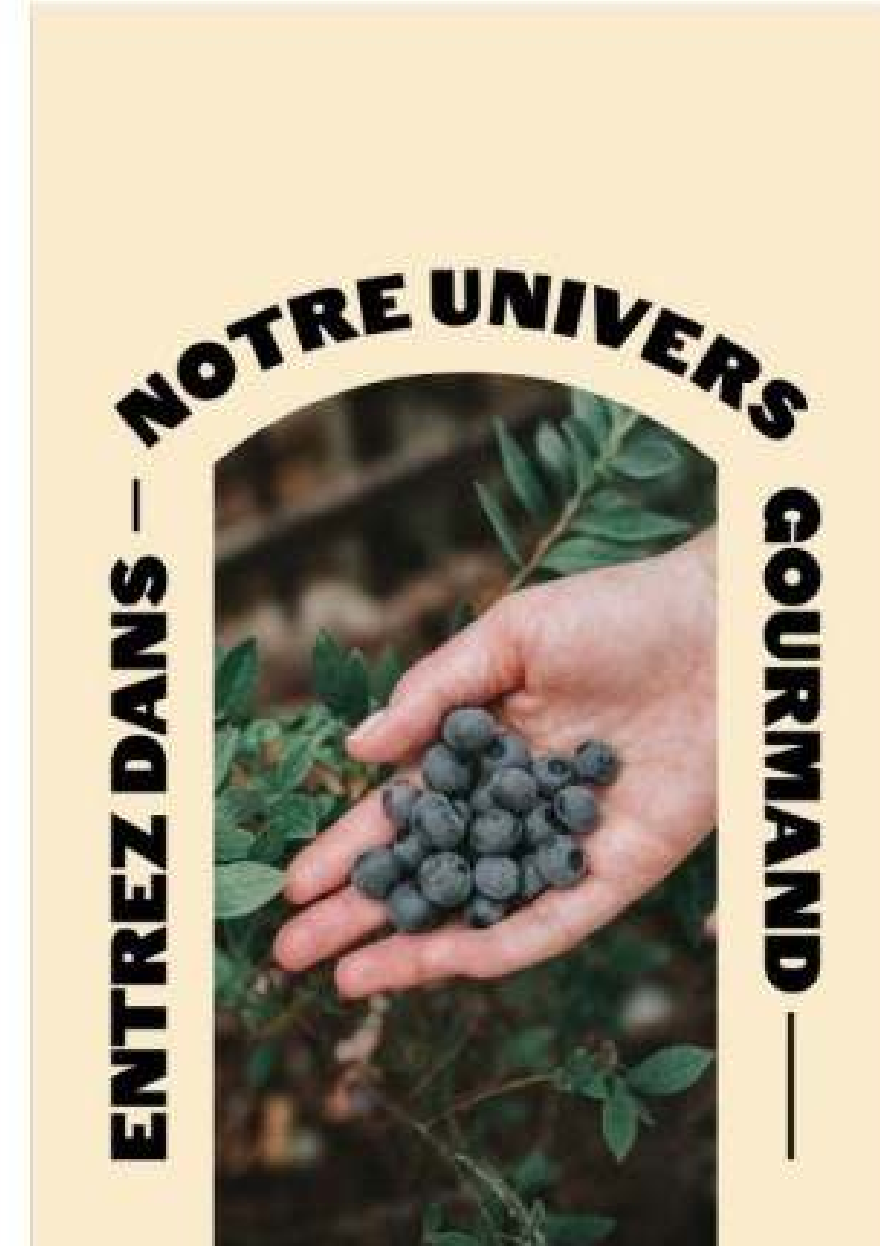
APPLICATIONS



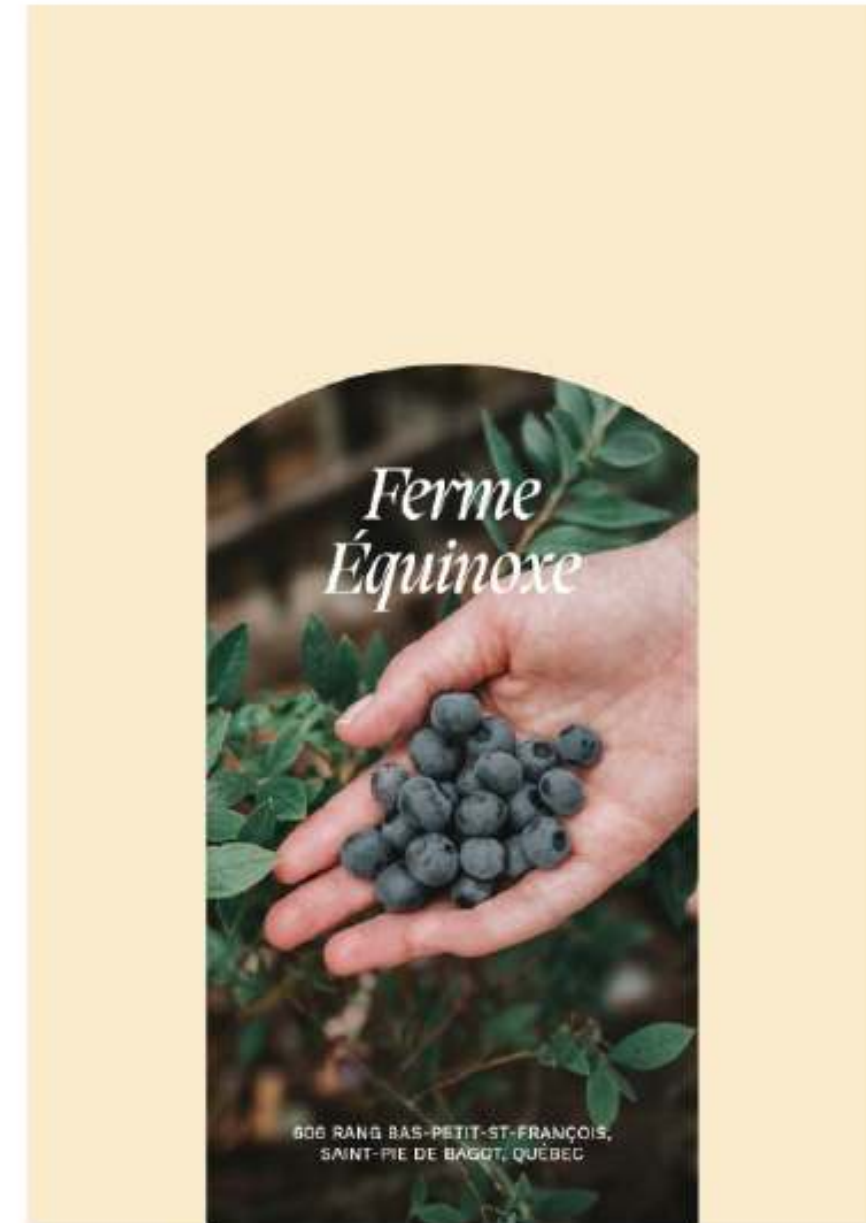
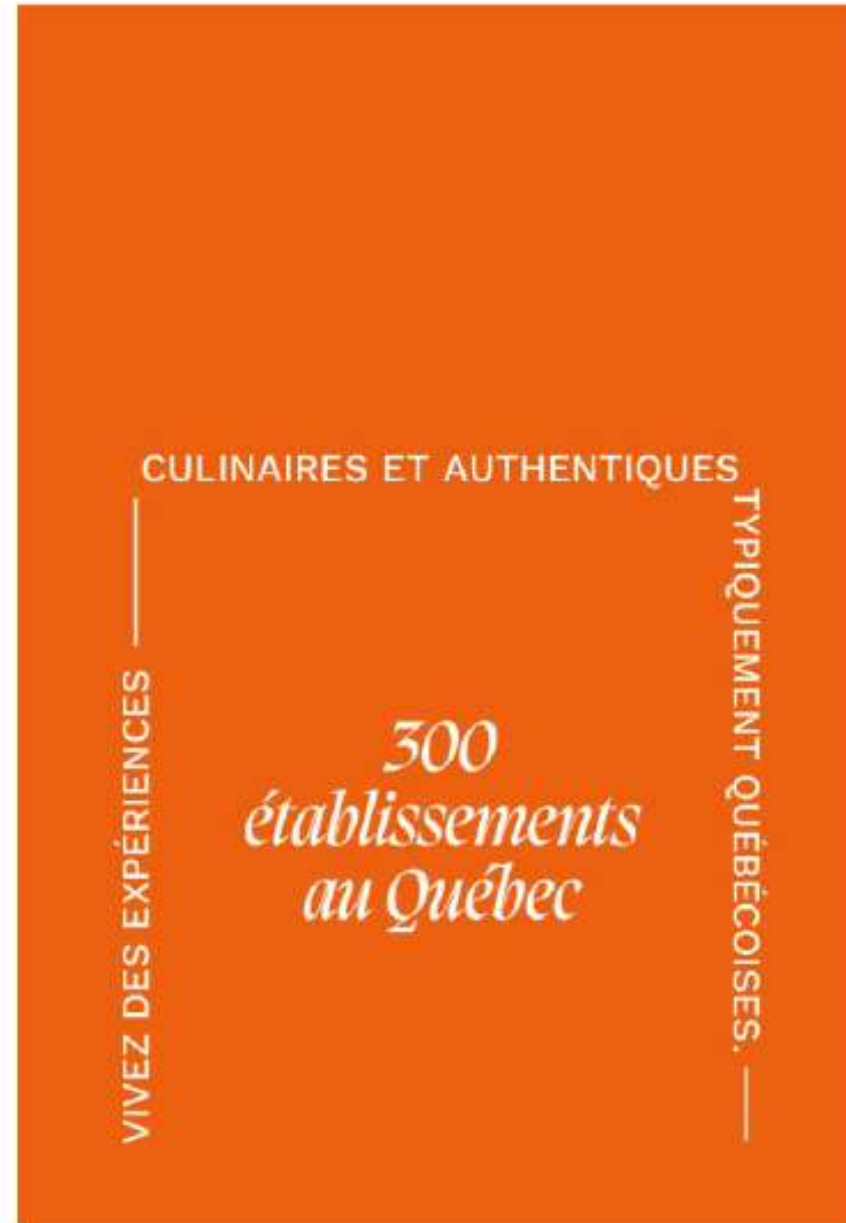
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