BRAND GUIDELINES

LCBO

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Every great cocktail starts with the right mix,
and so does a great brand.

At LCBO, our promise isn't built on one ingredient alone.
It's the careful combination of strategy, tone of voice,
design system, and photography, blended with intention,
that makes our brand memorable.

BRAND FOUNDATION

MISSION

The reason why we exist.

To deliver remarkable, seamless experiences as a responsible wholesaler and retailer, supporting local communities and businesses.

VISION

What we want to achieve.

We are the trusted source of local and global beverage alcohol products, delivering value to Ontarians.

VALUES

How we act and make decisions.

We put the customer first
A safe place for all
Every action, for the good of Ontario
We celebrate authenticity
We win as one team

BRAND PROMISE

What our customers can uniquely expect to receive every time they interact with us.

Perfect choices made easy. Moments made great.

How we look and sound in the market.

YOUR FRIENDLY & HELPFUL GO-TO EXPERT

BRAND VOICE

CLEVER YET PLAYFUL

We use personality and wordplay to engage and delight consumers, reinforcing our commitment to enjoyment.

KNOWLEDGEABLE YET DOWN-TO-EARTH

The way we position our inspiration, product stories and expertise feels credible, but not elitist or overly complex.

ACCESSIBLE YET ASPIRATIONAL

We make discovering the right products or inspiration to elevate gifting and entertaining feel effortless.

CONFIDENT YET WELCOMING

We lead with expertise and authority, helping Ontarians make informed decisions with confidence. Our recommendations feel knowledgeable and trustworthy, never intimidating.

How the LCBO brand shows up.

TRUSTED

- Expert guidance
- Consistent execution
- Authentic experiences

CONFIDENT

- Bold design
- Clear recommendations
- Leadership in beverage alcohol

APPROACHABLE

- Warm tone
- Accessible experiences
- Real moments of enjoyment

DESIGN PRINCIPLES

How it translates.

CURATED

Our design highlights what's relevant, timely, and worth discovering. It brings a sense of taste and intention to every detail, like a trusted specialist guiding you through a world of options.

- Product displays are intentional, never cluttered
- Layouts highlight what matters most
- Photography composition feels considered and selective
- Graphics reinforce authenticity and expertise

ELEVATED

We bring a sense of craft and polish to every touchpoint. We turn everyday choices into special ones without ever being out of reach.

- Hierarchy and scale bring clarity and structure
- Refined typography creates balance and clarity
- Compositions feel warm, current, and considered

DELIGHTFUL

Our design creates space for enjoyment. Through light, colour, and mood, we tap into the emotional reward of choosing well.

- Vibrant colours and dynamic layouts create energy
- Photography captures authentic moments of enjoyment
- Accessibility ensures everyone can participate
- Small design touches spark surprise and excitement

RELATABLE

We design with real people in mind. Every layout, image, and detail reflects authentic moments and how people live, shop, and celebrate.

- Imagery shows real people in genuine moments
- Storytelling reflects everyday choices and celebrations
- Typography and layouts stay clear, approachable, and human

WORDMARK

The LCBO wordmark is the cornerstone of our identity, an instantly recognizable mark that reflects who we are: trusted, confident and approachable. Its customized typography is streamlined and modern, with a subtle lift in the letter “B” that adds a touch of warmth and character.

As our most important brand device, the wordmark is both a symbol and a promise. It’s often the first thing people see and the last thing they remember, which is why every use must be consistent and considered, reinforcing recognition, trust, and the strength of our brand.



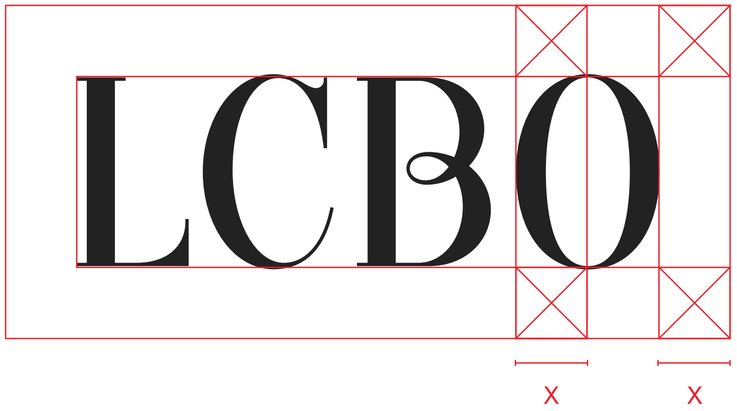
LCBO

CLEAR SPACE & MINIMUM SIZE

To ensure legibility and impact across all platforms and formats, adequate clear space must be maintained around the wordmark. The minimum clear space is equal to half the width of the “O.” No other visual elements should enter this area unless an exception has been specifically approved by LCBO.

The wordmark should not be reproduced smaller than 15 mm in width for print or 100 px in digital applications.

Clear Space



Minimum Size



WORDMARK APPLICATION

HORIZONTAL APPLICATION

Our wordmark works best in its horizontal form, where it's clear, confident, and easy to recognize. This is the preferred expression, ensuring consistency wherever it appears.

VERTICAL APPLICATION

The vertical wordmark is a secondary expression of our identity and should be used with intention. The primary wordmark may be rotated 90° counterclockwise (-90°) when applied to architectural, environmental, experiential, or wayfinding elements where a vertical format is required and where use of the horizontal logo would compromise scale, visibility, or legibility. It's most effective when scale and impact are the priority. Use it selectively in Brand communications. Best used in layouts that allow the wordmark to appear bold and confident, avoiding small-scale applications.











WORDMARK DON'TS



⊗ Don't apply effects such as outlines and gradients to the wordmark.



⊗ Don't stretch, distort, or alter the proportions of the wordmark.

⊗ Don't place the wordmark on backgrounds with insufficient contrast.



⊗ Don't place the wordmark over busy imagery or patterns that reduce legibility.



⊗ Don't use the vertical wordmark at small sizes or outside of approved applications.



⊗ Don't apply effects such as a drop shadow.



⊗ Don't place CTAs within the required clear space area.



⊗ Don't place the wordmark inside containers or frames unless explicitly approved.

BRAND COLOURS

The core palette is the foundation of the LCBO brand. Black, white and neutral create a timeless, elevated base, while the greens provide a recognizable connection to LCBO heritage. The golden tone introduces warmth and energy.

Keep the core palette present across communications to build recognition and provide a consistent foundation for more expressive applications.



BLACK

72 | 66 | 64 | 72
PANTONE BLACK 7 C
#222222

WHITE

0 | 0 | 0 | 0
#FFFFFF

BOTTLE GREEN

90 | 9 | 98 | 60
PANTONE 357 C
#024C20

VINEYARD

79 | 3 | 99 | 26
PANTONE 7741 C
#318735

MOJITO

72 | 0 | 74 | 0
PANTONE 2256 C
#3CB774

NEUTRAL

0 | 3 | 14 | 6
PANTONE 9244 C
#EFE8DA

LAGER

0 | 21 | 77 | 0
PANTONE 142 C
#FFCA55

TYPOGRAPHY
PRIMARY TYPEFACE

Aktiv Grotesk is our primary typeface.
Use **Aktiv Grotesk Condensed for headlines** and **Aktiv Grotesk for supporting text.**

Its clean geometry and balanced proportions create a modern, elevated expression that remains approachable and easy to read. The condensed style gives headlines strength and impact, while the regular styles provide clarity across print, retail and digital communications.

The Aktiv Grotesk font family is available through Adobe Fonts.

Aa

AKTIV GROTESK CONDENSED
Primary Headline Typeface

Aa

AKTIV GROTESK
Primary Text Typeface

SUBLINE OR TAGLINE

THIS IS A BOLD HEADLINE

This is supporting copy set in sentence case or UPPERCASE

TYPOGRAPHY
SECONDARY TYPEFACE

Rocky is our secondary typeface. It introduces warmth, character and a more crafted, human quality to the brand expression.

Use Rocky selectively for editorial, Spirit of Sustainability and other communications where a warmer tone is appropriate. It should always appear alongside Aktiv Grotesk, creating contrast without dominating the system.

The Rocky font family is available through Adobe Fonts.



ROCKY CONDENSED
Secondary Headline Typeface



ROCKY
Secondary Text Typeface

SUBLINE OR TAGLINE

THIS IS A BOLD HEADLINE

This is supporting copy set in sentence case or UPPERCASE

MOMENTS OF ENJOYMENT CAUGHT, NOT SHOT
REAL AND RELATABLE STYLIZED, NOT STAGED

MOMENTS OF ENJOYMENT

Our photography should feel real, relatable and reflective of life in Ontario. Following our “caught, not shot” philosophy, it captures natural moments of enjoyment and connection, showing how LCBO fits into everyday occasions and special celebrations.

Art direction: Capture natural, in-the-moment scenes that feel lived-in rather than posed or staged. Keep people at the heart of the story, reflecting a range of authentic, diverse and relatable experiences.

Props & Styling: Choose props, wardrobe and surrounding details that feel authentic to life in Ontario. Every element should make the setting feel credible, natural and locally relevant.













PRODUCT MOMENTS

Product photography shows beverages within a real-life setting or allows the product itself to take centre stage.

Images should feel crisp, iconic and carefully curated, with close attention to silhouette, detail and texture. The result should elevate the product while remaining approachable and inviting. When shown in context, products should sit naturally within a lived-in environment, surrounded by subtle cues of enjoyment and togetherness.

Art direction: Create compositions that feel stylized, warm and slightly imperfect. Use natural or natural-looking light to reveal the product's colour, texture and silhouette. Whether captured in context or against a minimal background, the product should remain the clear focal point and feel elevated, approachable and ready to enjoy.

Props & Styling: Choose props, surfaces and ingredients that complement the product and help tell a clear story. Styling should feel considered but never overly arranged. Use tactile materials such as stone, wood, glass or refined textiles, and include subtle seasonal cues where appropriate. Avoid unnecessary elements that compete with the product.

















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