

2020 BRAND GUIDELINES

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@CLToronto

COMMUNITY
LIVING
TORONTO.CA

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INTRODUCTION

Welcome to the visual brand guidelines for Community Living Toronto. To protect the integrity of the visual and verbal expression of the brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need – logos, typefaces, colors, and more – to create a consistent tone, look, and feel for Community Living Toronto’s communication materials. We invite you to absorb this information and reference it often to become an informed steward of the brand.

OUR VISION

A society where everyone belongs.
A society where everyone is valued.

OUR MISSION

Community Living Toronto fosters inclusive communities by supporting the rights and choices of people with an intellectual disability.

OUR VALUES



COMMUNITY



CHOICE



INTEGRITY

LOGO

This section covers proper logo usage, its components and the variety of configurations that are available. Maintaining the integrity of the Community Living Toronto logo is imperative in establishing a consistent brand. The logo is comprised of multiple elements – the symbol, the wordmark and, in some cases, the tagline. Their relationship to each other should never be altered.

LOGO

Primary Usage

This is the first choice for logo usage
– full colour on a white background.



Logo with Full Tagline

The tagline is an expression of our
goals and should be used...



*Supporting rights and choices for people
with an intellectual disability*

Logo with Simplified Tagline

The tagline is an expression of our
goals and should be used...



Supporting Rights & Choices

LOGO

The primary logo is also available in 100% black and knocked out in white.

Colour Knocked Out



Black & White



Black & White (Knocked Out)



LOGO

Clear Space

Care should be taken when applying the Community Living Toronto logo to any material. The logo should always be framed with an area of unobstructed space to ensure that the brand stands out clearly.

The safety space is measured by the Community Living Toronto symbol from the logo. No text or graphic should ever intrude into the safety space.

These rules apply to every version of the Community Living Toronto logo.

Minimum Size

The overall width of the Community Living Toronto logo is the standard measure used for minimum size requirements.

The logo without tagline should never appear smaller than 1.5" for print materials and 108px for web.

The logo with the simplified tagline should never appear smaller than 2" for print materials and 144px for web.

The logo with the full tagline should never appear smaller than 2.5" for print materials and 180px for web.



1.5" or 108px



2" or 144px



2.5" or 180px

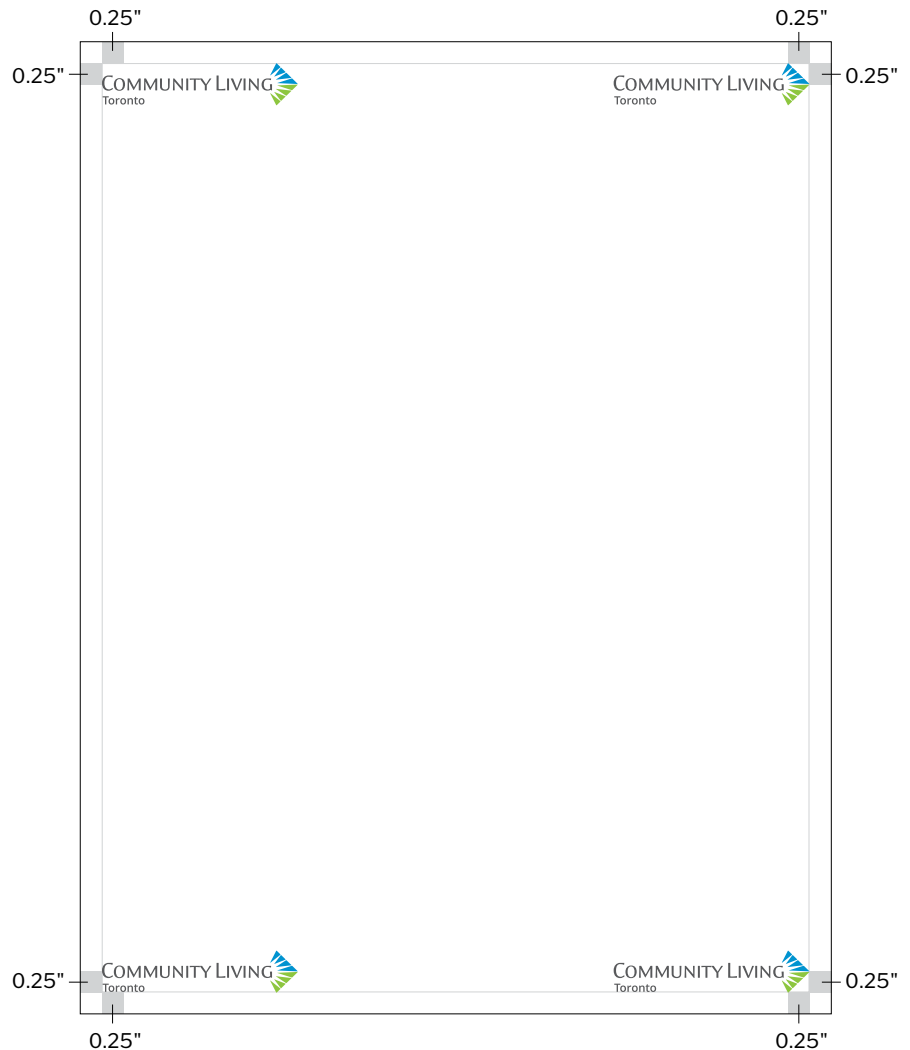
LOGO

Logo Placement & Safety

When determining the best position for the Community Living Toronto logo, please allow the design of the piece to dictate the placement of the logo, and not vice versa.

Depending on the nature of a given piece, the Community Living Toronto logo may look best in the top left, top right, bottom left or bottom right corner. It is important for the Community Living Toronto logo to have prominence, but not so much that it conflicts or detracts from the overall design or messaging.

The Community Living Toronto logo should never be placed any closer than 0.25" from the edge of a printed or digital piece.



With Other Logos

When the Community Living Toronto logo appears with other logos (in cases of partnership or sponsorship), the two logos should be divided by a 0.5pt line that is 50% black and 125% of the height of the Community Living Toronto logo. The Community Living Toronto logo should always sit on the left side of this line. Ideally, the accompanying logo should be the same height or smaller than the Community Living Toronto logo.



LOGO

What Not to Do

The following are unacceptable uses or adaptations of the Community Living Toronto logo.

The logo should never be stretched, warped, recoloured, altered or used in any way that differs from what has been provided in the official logo package.

Community Living
Toronto



✗ **DO NOT** recreate with another font

COMMUNITY LIVING
Toronto



✗ **DO NOT** change the colour

COMMUNITY LIVING
Toronto



✗ **DO NOT** warp, stretch or distort or italicize

COMMUNITY LIVING
Toronto



✗ **DO NOT** reconfigure

COMMUNITY LIVING
Toronto



✗ **DO NOT** position on an angle



✗ **DO NOT** place on distracting backgrounds

COMMUNITY
LIVING
Toronto



✗ **DO NOT** stack the logo

COMMUNITY LIVING
Toronto



✗ **DO NOT** change size of starburst

LOGO APPLICATION

Please consult this guide if you are uncertain of which logo version to use for a given application. The Pantone version of the logo should always be given preference for colour printing, where budget allows.

LOGO VERSION	COLOUR	IMAGE TYPE	FILE FORMAT(S)	APPROPRIATE APPLICATIONS
	CMYK	Vector	 	Print: full colour
	PMS (C or U)	Vector	 	Print: special colour
	100% Black	Vector	 	Print: black and white
 	White (CMYK)	Vector	 	Print: colour or black and white print where white knockout is necessary
	RGB	Raster	 	Digital: websites, e-mails, presentations, word documents, social media
 	White (RGB)	Raster		Digital: where a white knockout is necessary

COLOUR

Colour is used strategically in the Community Living Toronto brand to evoke a vibrant brand personality full of optimism and energy. It is important to maintain the proper balance of primary and secondary colours to remain on brand at all times.

COLOUR

Primary Colours

Community Living Toronto's primary colours – Pantone 2728 C (Dark Blue) and Pantone 279 C (Blue) – should be featured most prominently, and can be used generously in backgrounds and large solid areas of colour.



Pantone 2728 C
CMYK 100 90 10 0
RGB 37 64 143
HEX# 25408f



Pantone 306 C
CMYK 100 0 0 0
RGB 0 174 239
HEX# 00aeef

Secondary Colours

Community Living Toronto's secondary colours add to the vibrant character of the brand. They are best suited for smaller graphics or where a dose of bright colour is appropriate.



Pantone 361 C
CMYK 75 5 100 0
RGB 65 173 73
HEX# 41ad49



Pantone 375 C
CMYK 50 0 100 0
RGB 141 198 63
HEX# 8dc63f



Pantone 2925 C
CMYK 100 10 0 10
RGB 0 147 208
HEX# 0093d0



Pantone 144 C
CMYK 0 50 100 0
RGB 247 148 29
HEX# f7941d



Pantone 425 C
CMYK 0 0 0 80
RGB 88 89 91
HEX# 58595b

COLOUR BALANCE

Achieving the correct balance of colours is just as important as using the proper colours themselves. Please consult this grid for a sense of the appropriate ratio from colour to colour.



TYPOGRAPHY

Consistent and careful use of typography is an important part of Community Living Toronto's brand. The font has been carefully chosen for its accessible qualities. The modern sans serif typeface Libre Franklin, has a number of weights allowing not only for flexible use but also for maximum legibility and readability.

TYPOGRAPHY

To remain accessible, fonts should never be used smaller than 8pt.

This font family is available for free online through Google Fonts and available for download on the *SharePoint* under the *Stuff You Should Know* section.



DOWNLOAD FONT HERE

Libre Franklin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

TYPOGRAPHY

Style, Colour and Hierarchy

The following are examples of appropriate use of colour and hierarchy with regards to typography. Please follow these recommendations to maximize the impact of your type.

Headlines should always be set in a larger point size than the subheads and body copy that follow. Subheads may be set at the same size as body copy, or larger – but should still be smaller than main headers.

As always, accessibility is an important consideration. Ample contrast between type and background will ensure AODA* compliancy. Please visit the colour checker to make sure all your fonts have enough contrast.

* Accessibility for Ontarians with Disabilities Act

✓ APPROPRIATE USE

Good contrast, harmonious colour combinations, clear legibility

TITLE TI

* Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

* Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

* These subhead styles must only be used with point sizes larger than 14pt.

✗ INAPPROPRIATE USE

Poor contrast, clashing colour combinations, poor legibility

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru

TITLE TI

Subhead Goes Here. S

Dunt ex exernatur sum fac
consequet et endel ma nus
Bor re aut erovid ut aut res
eosae officimin rerciaspe
acciae et aut quae nis aut e
exerchi lignietur, arcis aru



VISIT COLOUR CHECKER

TYPOGRAPHY

Alternative Font

When absolutely necessary, we recommended Arial as a suitable substitution for applications where Google Fonts are not available – such as older versions of the Windows operating system. This font is very common and should be available in any Microsoft application.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$\$%

PLAIN LANGUAGE

It should be standard practice for all employees to write in plain language.

This includes newsletter articles, emails, memos, etc. For accessibility purposes, plain language should always be used. Please use the same standards as the Government of Canada. More details can be found [here](#).

REFERRING TO CL TORONTO

When referring to Community Living Toronto either use the full name “Community Living Toronto” or CL Toronto. Do not refer to it as CLT.

PHOTOGRAPHY

Photography is a critical component of the Community Living Toronto brand. It provides a face and personality for the organization. It also reflects and conveys its authenticity and integrity. The individuals that Community Living Toronto serves should always see themselves and identify with the photos in a positive light.

PHOTOGRAPHY

Feature photography should be full colour, vibrant, positive in nature and appear as candid as possible. For photo groupings, please consider diversity in age, ethnicity and mobility. Whenever possible, please try to choose photos that are not too busy and with good visibility of the subject/(s).



COLLATERAL

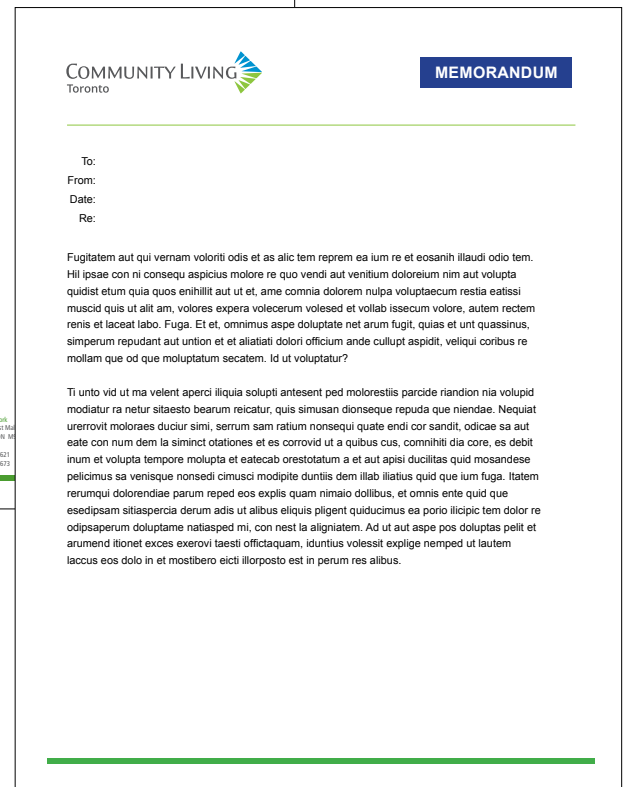
A consistently applied brand across all mediums will support Community Living Toronto's warm and vibrant personality, as well as their credibility and professionalism in the sector.



Corporate Brochure



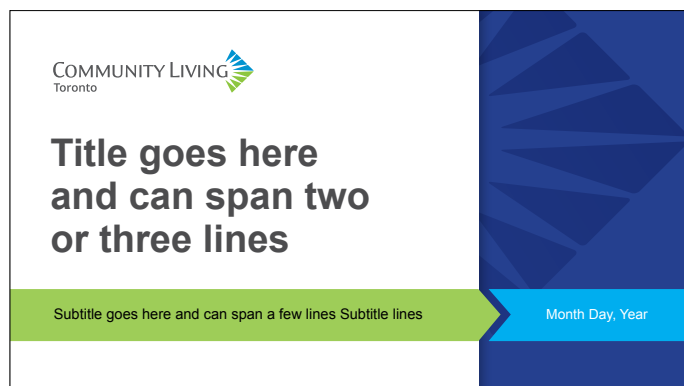
Letterhead



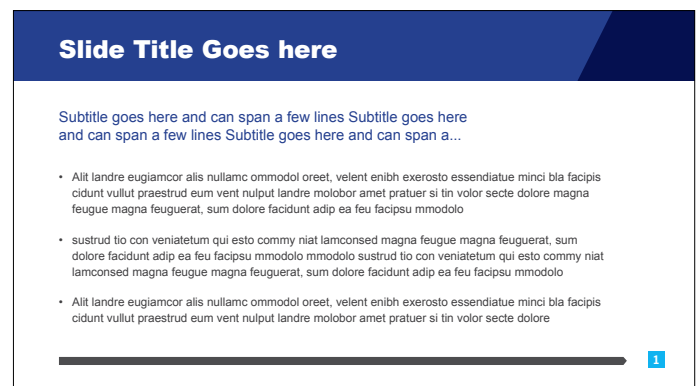
Internal Memo



Business Card



Powerpoint Template



EMPLOYEE EMAIL SIGNATURE

Since we use our email every day to communicate with each other, as well as other internal and external stakeholder, it's important that our emails and how we sign them are clear and consistent. This template is available for download on the *SharePoint* under the *Stuff You Should Know* section.

Font: Arial 10 pt

Hex: #214a7b (if possible)

Template

Name | Job Title | Region (if relevant)

Community Living Toronto | Address | City, Province, Postal Code

Phone Number | Mobile | Email

www.communitylivingtoronto.ca



Sample

Matthew Poirier | Manager, Policy & Stakeholder Relations

Community Living Toronto | 20 Spadina Road | Toronto, ON, M5R 2S7

P: 416.319.7016 | E: matthew.poirier@cltoronto.ca

www.communitylivingtoronto.ca



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