



BRAND GUIDE + PLAYBOOK

Brand Identity, Assets and
Template System



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CONTEXT

This brand guide has been built to support and amplify the communication and community engagement efforts of Family Centres in London by ensuring a consistent and compelling visual presentation of materials.

The brand has been built using the existing Family Centre logotype and the guide provides insight on the use of both brand assets and templates.

ABOUT

About Family Centres

Family Centres provide a single door to many opportunities available throughout the city that support all children, youth, and families in achieving their full potential.

Through Family Centres and their on-site Community Connectors, families can access information, a range of free or low-cost activities, events, and programs, and also get connected to local resources and services that can help make their lives easier.

Families can get connected with information, programs, and services related to:

- parenting and early learning
- education, early childhood education and child care
- public health and wellness
- recreation, sports, and leisure

If specific programs or services are not offered on-site, Community Connectors and the team within Family Centres will make referrals and connections to meet a family's interests or needs.

OUR AUDIENCE

Families + Caregivers

Summary

- Constantly subject to pace, busyness and “noise” of life
- Rely on social networks to amplify understanding and connection [real-time, currency, trends are expected (not nice-to-haves)]
- Can be dealing with exceptional circumstances
- As diverse of an audience as we can imagine

Parent & Caregiver Personas Include:

- Traditional Families
- Newcomer Families
- Under Pressure Families
- Single Parent Families

OUR AUDIENCE

Families + Caregivers

How they interact with Family Centre materials

- At Family Centres to collect information about upcoming programs, visiting for programs, etc.
- In the community (through events, local school, etc.)
- Online - through social media or email

What they need from Family Centre materials

- Clean and consistent visual presentation that is easily identifiable as the Family Centre brand
- Timely, relevant, clear and correct information
- Easy-to-understand language
- Provided in a format that aligns with their habits/needs (ie. social media, email vs. print)

DESIGN ELEMENTS

The Family Centres' core brand elements are the foundation for this new visual direction

The design elements presented here have a playful, lighthearted approach driven by simple shapes, lively imagery and vibrant colours. The art direction and key elements build on the Family Centres' logotype, utilizing circular shapes and joyful illustrations that convey the positive and supportive experience of visiting a Family Centre. Headlines speak to the target audiences in a friendly and conversational tone.

These elements have been designed for flexibility, fluidity and ease of implementation - allowing them to be refined based on the intended tactical execution. However, it is important to note that while there is flexibility, all assets should be developed based on the guidelines set out below. ***This will ensure consistency in the Family Centres' brand presence.***

COLOUR PALETTE

The Family Centres colour palette reinforces the ideas of fun, exploration, trust and joy.



CMYK C 0 M 87 Y 100 K 0
RGB R 241 G 73 B 35
HEX #F04923



CMYK C 0 M 36 Y 100 K 0
RGB R 251 G 173 B 24
HEX #FBAD18



CMYK C 34 M 0 Y 100 K 0
RGB R 181 G 211 B 52
HEX #B5D334



CMYK C 57 M 0 Y 6 K 0
RGB R 88 G 201 B 232
HEX #58C9E8

Primary Palette



Family Centres Logo



CMYK C 67 M 71 Y 48 K 38
RGB R 76 G 63 B 78
HEX #4C3F4E



CMYK C 91 M 58 Y 1 K 0
RGB R 0 G 106 B 179
HEX #006AB3



CMYK C 48 M 2 Y 100 K 2
RGB R 143 G 191 B 60
HEX #8FBF3C



CMYK C 0 M 0 Y 0 K 10
RGB R 230 G 231 B 232
HEX #E6E7E8

Secondary Palette

TYPE FACES

The typefaces selected for the Family Centres brand are bold, modern and friendly. Both typefaces are available in multiple formats for ease of use across different platforms, as well as a high level of readability.

HEADINGS

Nunito Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
z
#!&*@() 1234567890

BODY COPY

Open Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
z
#!&*@() 1234567890

**Both typefaces are available for download on
fonts.google.com.*

PLAY. LEARN.
HAVE FUN
TOGETHER.

Nunito Sans
ExtraBold

Family Centres provide a single door to many opportunities available
throughout the city that support children, youth, and families just like yours.

Open Sans
Regular

GRAPHIC DEVICES

The circle and dot elements are easily threaded through different materials, making the brand playful and flexible, while also giving it a sense of consistency.

Dot Element

YOUR NEIGHBOURHOOD CONNECTION

PLAY. LEARN. HAVE FUN TOGETHER.

Family Centres provide a single door to many opportunities available throughout the city that support children, youth, and families just like yours.

Have a question? Not sure where to turn? Our Community Connectors are always ready to help. Visit your local Family Centre today, or visit Familyinfo.ca.

family centres
LONDON

ARGYLE 1990 Royal Cres.	CARLING-THAMES 335 Belfield St.	FANSHAWE 1800 Cedarhollow Blvd.
FOX HOLLOW 2455 Buraak Dr.	WESTMINSTER 690 Osgoode Dr.	WESTMOUNT 1019 Viscount Rd.
	WHITE OAKS 565 Braslley Ave.	

Circle Element

Graphic Devices

The circle and dot elements are graphic devices utilized throughout the Family Centres assets. These elements are subtly applied to backgrounds to add texture and depth.

Please note that these graphic devices have already been applied to the Family Centre templates and assets. Do not add additional graphic devices to these pieces.

LINE ELEMENTS

The white line elements are a playful addition to the Family Centres brand. Much like the circle and dot elements, these line elements are easily threaded through different materials..



Line Element

The white line drawings add a playful and energetic quality to Family Centre assets. These elements can be overlaid on top of an image or applied directly to a coloured background.

There are a variety of line elements available to choose from (**pages 17-21**). Generally, these line elements should be applied to negative space surrounding a focal point or area of interest. The line elements serve to enhance and interact with an image or text, adding playfulness and movement.

It is important to note that the line elements are intended to be decorative and should be used carefully. Adding too many line elements to an asset may create clutter or confusion.

EXPRESSIONS

Line Elements



SINGLE HEART
SCRIBBLE



SINGLE HEART
LINE



SINGLE HEART
DOT



KISSES



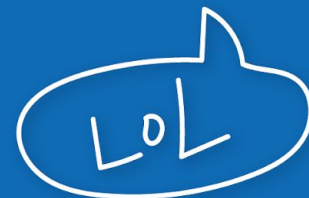
LIGHTENING
BOLTS



SQUIGGLY
LINES



3 EXCLAMATIONS



LOL



HAPPY FACE



BEAMS



STRAIGHT
DIRECTIONAL
LINES 1



STRAIGHT
DIRECTIONAL
LINES 2



STAR



DIAMOND STAR



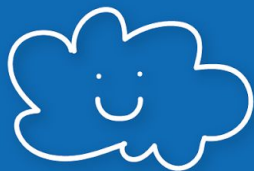
DIAMOND STAR X2



3 STARS + DOTS



RAIN DROPS



HAPPY CLOUD



CLOUD X2



SUN

NATURE + ELEMENTS

Line Elements

BIRD



BIRD X2



TREES



TULIP



DAISY



DAISY+ GRASS



ROSE



ANTENNA 1



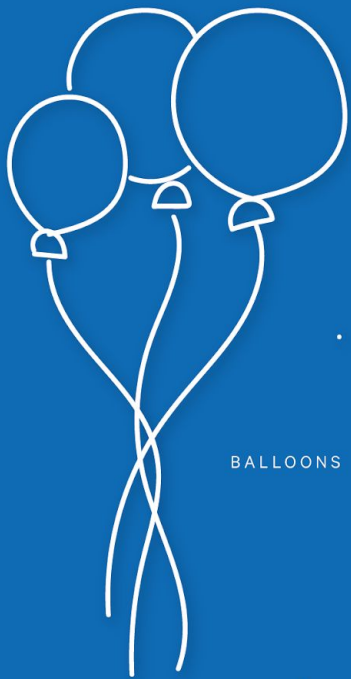
ANTENNA 2



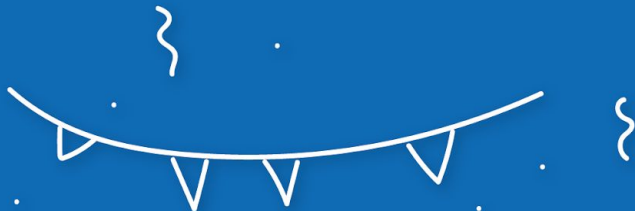
LEAVES



ACTION + FUN



BALLOONS



PARTY
BANNER



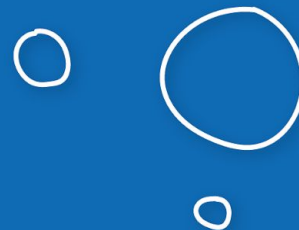
SMOKE
PUFF



MUSIC
NOTES



WOW



BUBBLES



SPLASH
WITH DOTS



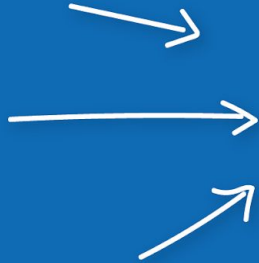
SINGLE
SPLASH



DOTS

ARROWS + DIRECTION

Line Elements



ARROW X3



ARROW 1



ARROW 2



TIRE TREAD



CURVED
DIRECTIONAL
LINES



SWOOSH

PHOTOGRAPHIC STYLE

The photographic style focuses on the positive relationships and joyful moments that Family Centres foster. Vibrant colours and happy scenes create a playful and energetic aesthetic.



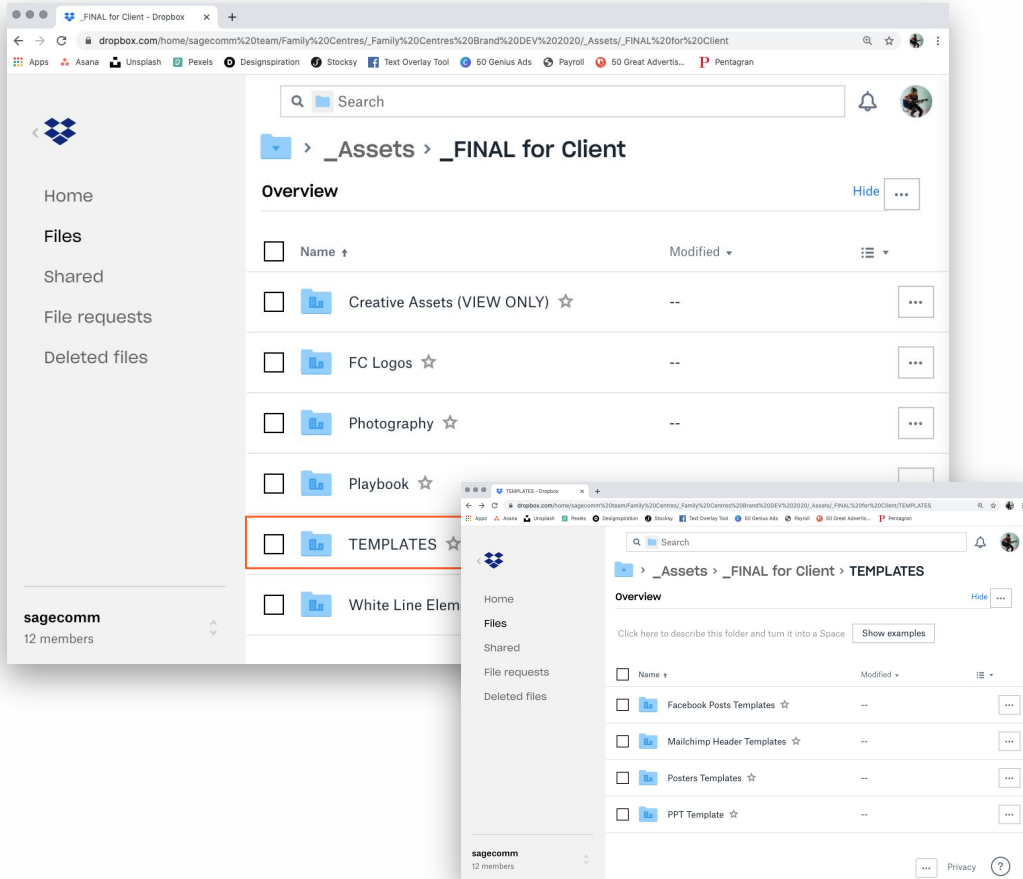
* When choosing photography, be sure to select photos that align with the same style, tone and vibrancy as the photos shown above.

CUSTOM TEMPLATES

Various templates developed for consistent usage of the Family Centres brand

WHAT IS AVAILABLE

All templates and supporting files are available for download through [dropbox.com](https://www.dropbox.com).



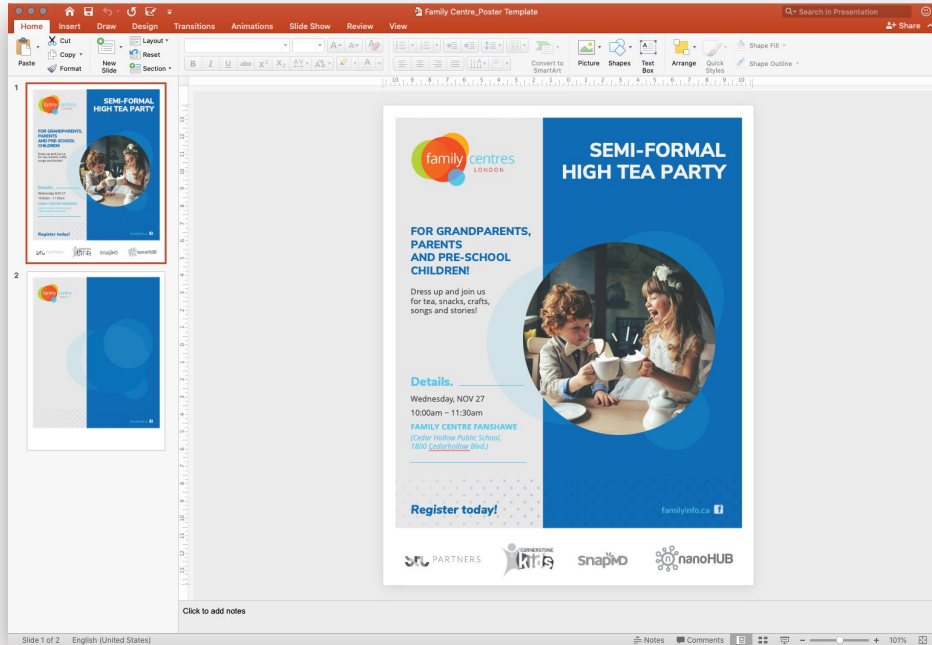
What is Available

Outlined below is a list of what is available for download from dropbox.

- PPT templates
- All Existing Family Centre Logos
- Library of Approved Photography
- White Line Elements + Reference Guide PDF
- Brand Guide + Playbook PDF

*PLEASE ENSURE that you download this content to your personal computer before working with any of the templates. The materials available on **dropbox.com** should remain in their original template form for shared access.*

TEMPLATE HOW-TO'S



Poster template created in PowerPoint

Using the Templates

The Family Centre templates have been created using Microsoft PowerPoint. These templates are designed with flexibility and variety in mind. Using these templates, you can easily create beautiful and distinct assets while consistently following the Family Centre brand guidelines.

In order to maintain a consistent look and feel across all Family Centres assets, please follow the instructions set out in this guide.

Template Do's

Reference the example slide when creating a new asset.

** the first slide in every template*

Choose a different background colour by selecting 'New Slide' from the layout options.

** Facebook Images and Powerpoint Presentation templates only*

Add in new images that align with the Family Centre's photographic style.

** Photos that appear in all templates and creative assets are provide for your use*

Add white line elements on top of an image or coloured background.

Template Don'ts

Change the preset fonts or colours.

Noticeably alter font sizes to accommodate more or less copy.

**Font size can be tweaked slightly, +/- 2 points. Take care with legibility and accessibility.*

Resize text boxes or elements within the template.

Rearrange template elements.

Add additional text boxes, images, graphics, or other design elements to the template.

Where + When

ASSET	USAGE
Posters	Print <i>Not for digital or social media use</i>
Facebook Posts	Digital / Social Media
PowerPoint Slides	Digital / Presentations
Email Banners	Digital / E-Blasts

**Print pieces should be printed at 8.5 x 11 (intended size) in full colour, where possible.*

Please **DO NOT use print templates for **digital/social media** purposes and vice versa.*

POSTERS

Add in appropriate
Family Centre Logo



SEMI-FORMAL HIGH TEA PARTY

Use the editable text boxes
to change the copy.

FOR GRANDPARENTS, PARENTS AND PRE-SCHOOL CHILDREN!

Dress up and join us
for tea, snacks, crafts,
songs and stories!

Use the editable text boxes
to change the copy.



Line drawings can be
added as an additional
layer on top of the image.


Add in a full colour image.
Template will automatically
cropped to the circle shape.

Details.

Wednesday, NOV 27
10:00am – 11:30am

FAMILY CENTRE FANSHAWE
(Cedar Hollow Public School,
1800 Cedarhollow Blvd.)

Register today!

familyinfo.ca 

Poster (8.5 x 11)
(circle image with logos template)

Add in appropriate
Family Centre Logo



SEMI-FORMAL HIGH TEA PARTY

Use the editable text boxes
to change the copy.

**FOR GRANDPARENTS,
PARENTS
AND PRE-SCHOOL
CHILDREN!**

Dress up and join us
for tea, snacks, crafts,
songs and stories!

Use the editable text boxes
to change the copy.

Details.

Wednesday, NOV 27
10:00am – 11:30am

FAMILY CENTRE FANSHAWE
(Cedar Hollow Public School,
1800 Cedarhollow Blvd.)

Register today!



Line drawings can be
added as an additional
layer on top of the image.

Add in a full colour image.
Template will automatically
cropped to the circle shape.

familyinfo.ca

PARTNERS



snapMD



Logos: Add grayscale partner
logos in this space.

Add in a full colour image.



Line drawings can be added as an additional layer on top of the image.

Use the editable text boxes to change the copy.

FOR INFANTS AGED 0-12 MONTHS

INFANT PLAYGROUP

Join us for an hour of fun & interactive songs and music for you and your baby.

- Childminding available for families with children older than 12 months.
- In partnership with La Rimbambelle, every 3rd Monday of the month enjoy playgroup in French!

Details.

Wednesday, NOV 27
10:00am – 11:30am

FAMILY CENTRE FANSHAWE
(Cedar Hollow Public School,
1800 Cedarhollow Blvd.)

Use the editable text boxes to change the copy.

Add in appropriate Family Centre Logo



Add in appropriate Family Centre Logo

Add line drawings for visual interest

family centres
LONDON

YOUR CONNECTION TO

Parenting + Early Learning

Early Childhood Education

Public Health + Wellness

Recreation, Sport + Leisure

Referrals, Resources, Information + Awareness

Sub Heading Here

Dress up and join us for tea, snacks, crafts, songs and stories!

Details.

Wednesday, NOV 27
10:00am – 11:30am

FAMILY CENTRE FANSHAWE
(Cedar Hollow Public School,
1800 Cedarhollow Blvd.)

Register today!

Use the editable text boxes to change the copy.

Use the editable text boxes to change the copy.

familyinfo.ca

Add in appropriate
Family Centre Logo



INFANT PLAYGROUP

Join us for an hour of fun &
interactive songs and music for
you and your baby.


For Infants Aged 0-12 Months

Details.

Every Monday
1:30pm – 2:30pm

FAMILY CENTRE WESTMINSTER
(St. Francis Catholic School,
690 Osgoode Drive)

- Childminding available for families with children older than 12 months.
- In partnership with **La Rimbambelle**, every 3rd Monday of the month enjoy playgroup in **French!**

 [familyinfo.ca](https://www.facebook.com/familyinfo.ca)



Add in a full colour image.

Line drawings can be
added as an additional
layer on top of the image.

Use the editable text boxes
to change the copy.

FACEBOOK POSTS

Background Colour:
Available in blue, light blue, green or orange.

Line drawings can be added as an additional layer on top of the image.

Add in a full colour image, cropped to a circle shape.



(image only - square)

There are five templates for Facebook posts. Three templates are square (1080 x 1080 pixels) and two are rectangular (1200 x 628 pixels).

Each of the five template layouts has a distinct design and a specific set of editable elements. All templates are set up with multiple coloured backgrounds to choose from.

Background Colour:
Available in orange, blue,
green and dark purple.

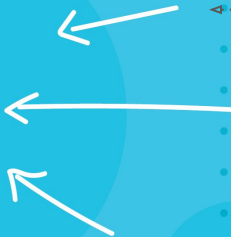
Use the editable text box
to change the headline.



Background Colour: ●----->
Available in Light blue, blue,
green and dark purple.

CHECK OUT A FAMILY CENTRE NEAR YOU.

Argyle
Carling-Thames
East London
Fanshawe
Fox Hollow
Westminster
Westmount
White Oaks



●-----< Add text, images, and/or
line drawings.

Facebook Posts (1200 x 628px)
(colour banner - rectangular)

Add in a full
colour image.

Line drawings can be
added as an
additional layer on
top of the image.

Banner Colour:
Available in blue, dark purple
and light blue.



SEMI-FORMAL HIGH TEA PARTY

Register today!

Use the editable text boxes to change the headlines.

Add in a full colour image.

Line drawings can be added as an additional layer on top of the image.

Background Colour:
Available in blue, dark purple and light blue.

INFANT PLAYGROUP

Join us for an hour of fun & interactive songs and music for you and your baby.

For Infants **Aged 0-12 Months**

Use the editable text box to change the headline and body copy.

The image shows a baby crawling on a yellow mat. The background is dark purple with a pattern of small white dots. The text is white and centered on the right side. There are three white line drawings of hearts on the left side of the image. A dashed line indicates the text is editable.

POWERPOINT SLIDES



Add in a full colour image.

Line drawings can be added as an additional layer on top of the image.

your NEIGHBOURHOOD connection



Add in appropriate Family Centre Logo

CLICK TO ADD TITLE
Click to add subtitle

Use the editable text boxes to change the copy.

Line drawings can be added as an additional layer on top of the image.

Add in a full colour image.




**CLICK TO ADD
TITLE**

Click to add subtitle



Use the editable text boxes to change the title and subtitle.

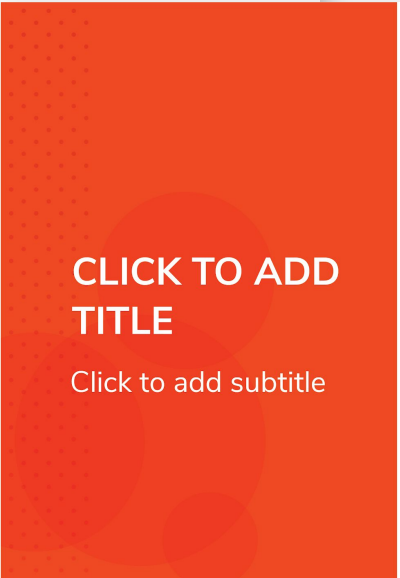
Add in appropriate Family Centre Logo



CLICK TO ADD
TITLE

Click to add subtitle

- Parenting + Early Learning
- Early Childhood Education
- Public Health +
- Recreation, Sp
- Referrals, Resc
Information +



CLICK TO ADD
TITLE

Click to add subtitle

Join us for an hour of fun & interactive songs and music for you and your baby.

- Childminding available for families with children older than 12 months.
- In partnership with **La Rimbambelle**, every 3rd Monday of the month enjoy playgroup in **French!**

Use the editable text boxes to change the copy.

Add in three full
colour images.

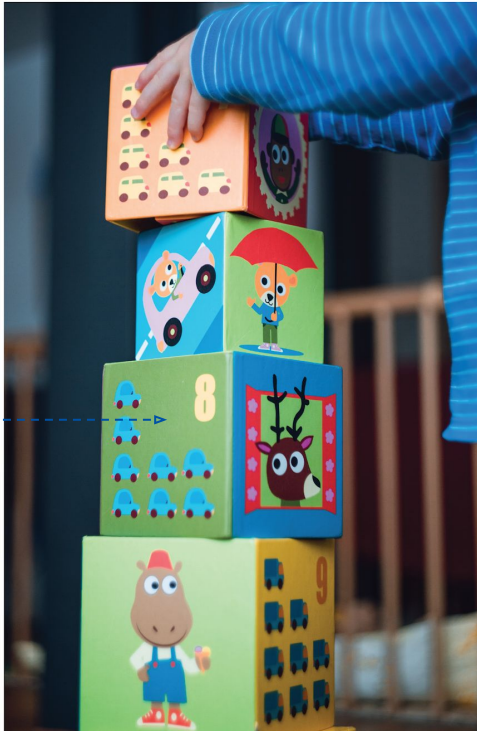


PICTURES UP TOP

Childminding available for families with children older than 12 months.

In partnership with **La Rimbambelle**, every 3rd Monday of the month
enjoy playgroup in **French!**

Use the editable
text boxes to
change the copy.



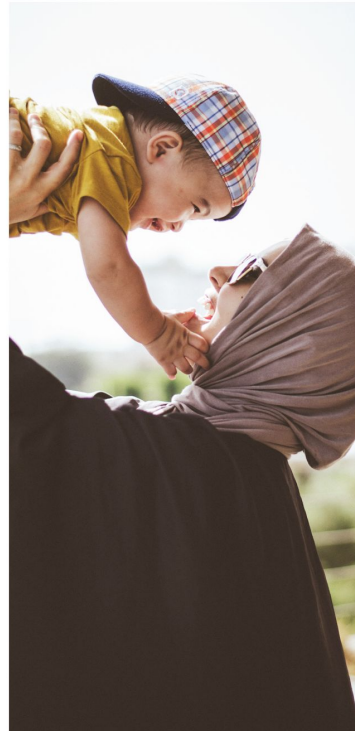
Add in a full
colour image.

TITLE HERE

Join us for an hour of fun & interactive
songs and music for you and your baby.

- Childminding available for families with children older than 12 months.
- In partnership with La Rimbambelle, every 3rd Monday of the month enjoy playgroup in French!
- Childminding available for families with children older than 12 months.
- In partnership with La Rimbambelle, every 3rd Monday of the month enjoy playgroup in French!

Use the editable
text boxes to
change the copy.



Add in three full
colour images.

PICTURES ON SIDE

-
-
-
-
-
-

Use the editable
text box to change
the title and body
copy.

CLICK TO ADD TITLE

- Parenting + Early Learning
- Early Childhood Education
- Public Health + Wellness
- Recreation, Sport + Leisure
- Referrals, Resources, Information + Awareness

CLICK TO ADD TITLE

- Parenting + Early Learning
- Early Childhood Education
- Public Health + Wellness
- Recreation, Sport + Leisure
- Referrals, Resources, Information + Awareness

Use the editable text boxes
to change the copy.

EMAIL BANNERS

Add in a full
colour image.



Line drawings
can be
added as an
additional
layer on top
of the image.

Add in
appropriate
Family
Centre Logo

Email Banners (600px)
(dark purple template)

Add in a full
colour image.



Line drawings
can be
added as an
additional
layer on top
of the image.

YOUR NEIGHBOURHOOD CONNECTION

Add in
appropriate
Family
Centre Logo



familyinfo.ca

Email Banners (600px)
(light blue template)

Add in a full colour image.



Line drawings can be added as an additional layer on top of the image.

YOUR NEIGHBOURHOOD CONNECTION

Add in appropriate Family Centre Logo



familyinfo.ca

Add in a full
colour image.



Line drawings
can be
added as an
additional
layer on top
of the image.

YOUR NEIGHBOURHOOD CONNECTION

Add in
appropriate
Family
Centre Logo



familyinfo.ca

CREATIVE ASSETS

Standard, Non-Editable Creative Assets developed for Family Centre communication



Creative Assets

A number of non-editable assets have been developed for standard use for ALL Family Centres of London, including: both Family and Partner Brochures, an individual Poster and Postcard, as well as Facebook Cover Photos.

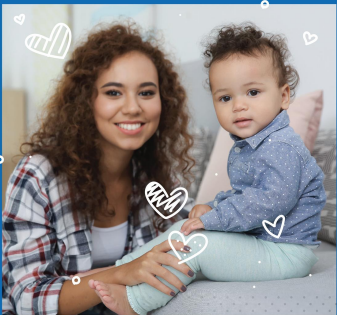
These are available to **view** in dropbox.com however, if you would like printed versions of the creative assets (apart from the Facebook Cover Photos), please contact **Jennifer Smith** at jessmith@London.ca with your request and she will coordinate printing.

*ALL creative asset files are provided with crop marks in place for professional printing capabilities. Please **DO NOT** print these assets at your individual Family Centre.*

Following these guidelines will help ensure a consistent look and feel across all Family Centres assets, and help us reach more London families.


Please **DO NOT** print these asset files at your individual Family Centre.

BROCHURES



**YOUR
NEIGHBOURHOOD
CONNECTION.**

Play. Learn. Have Fun Together.



FamilyInfo.ca

Have a question? Not sure where to turn?
Our friendly Community Connectors are always ready to help.
Visit your local Family Centre today.

FAMILY CENTRE LOCATIONS

ARGYLE 1990 Royal Cres.	CARLING-THAMES 335 Bejfield St.	FANSHAWE 1800 Cedarhollow Blvd.	
FOX HOLLOW 2435 Buroak Dr.	WESTMINSTER 690 Osgoode Dr.	WESTMOUNT 1019 Viscount Rd.	WHITE OAKS 565 Bradley Ave.



Family Centres provide a single door to many opportunities available throughout the city that support children, youth, and families just like yours.

Through Family Centres your family can access information, a range of free or low-cost activities, events and programs, and be connected with local resources and services that help make life a little easier.

Families can get connected with information, programs, and services related to:

- parenting and early learning
- education, early childhood education and child care
- public health and wellness
- recreation, sports, and leisure

Plus, visiting your local Family Centre is a great way to meet and connect with other parents and families.





YOUR NEIGHBOURHOOD CONNECTION.

Information for Partners




Familyinfo.ca

You can support London's children, youth, and families by joining the Family-Centred Service System. Connect with a Family Centre or the Child and Youth Network (londoncyn.ca) to learn more.

FAMILY CENTRE LOCATIONS

ARGYLE 1990 Royal Cres.	CARLING-THAMES 335 Belfield St.	FANSHAWE 1800 Cedarhollow Blvd.	
FOX HOLLOW 2435 Burook Dr.	WESTMINSTER 690 Osgoode Dr.	WESTMOUNT 1019 Viscount Rd.	WHITE OAKS 565 Bradley Ave.



Familyinfo.ca

Family Centres provide a single door to many opportunities available throughout the city that support all children, youth, and families in achieving their full potential.

ABOUT FAMILY CENTRES

Through Family Centres and their on-site Community Connectors, families can access information, a range of free or low-cost activities, events, and programs, and also get connected to local resources and services that can help make their lives easier.

Families can get connected with information, programs, and services related to:

- parenting and early learning
- education, early childhood education and child care
- public health and wellness
- recreation, sports, and leisure

If specific programs or services are not offered on-site, Community Connectors and the team within Family Centres will make referrals and connections to meet a family's interests or needs.


A FAMILY-CENTRED APPROACH

Family Centres were developed by the Family-Centred Service System (*a priority of the Child and Youth Network*) to make it easier for London's children, youth, and families to participate fully in their community, and to find and receive the services they want and need.

Family-Centred Service System partners join over 170 organizations and benefit from information and resource sharing as well as opportunities for collaboration around this shared vision.

MAKING A REFERRAL

Simply visit or call any Family Centre. For more information, visit Familyinfo.ca.



POSTCARD



**PLAY.
LEARN.
HAVE
FUN
TOGETHER.**



**YOUR
NEIGHBOURHOOD
CONNECTION.**

Family Centres provide a single door to many opportunities available throughout the city that support children, youth, and families just like **yours**.

For hours, contact and program information, visit Familyinfo.ca.

- ARGYLE**
1990 Royal Cres.
- CARLING-THAMES**
335 Belfield St.
- FANSHAWE**
1800 Cedarhollow Blvd.
- FOX HOLLOW**
2435 Buroak Dr.
- WESTMINSTER**
690 Osgoode Dr.
- WESTMOUNT**
1019 Viscount Rd.
- WHITE OAKS**
565 Bradley Ave.

POSTER

YOUR NEIGHBOURHOOD CONNECTION

PLAY. LEARN. HAVE FUN TOGETHER.

Family Centres provide a single door to many opportunities available throughout the city that support children, youth, and families just like yours.



Have a question? Not sure where to turn? Our Community Connectors are always ready to help.
Visit your local Family Centre today, or visit FamilyInfo.ca.



ARCYLE 1990 Royal Cres.	CARLING-THAMES 335 Belfield St.	FANSHAWE 1800 Cedarhollow Blvd.
FOX HOLLOW 2455 Bur Oak Dr.	WESTMINSTER 690 Osgoode Dr.	WESTMOUNT 1019 Viscount Rd.
		WHITE OAKS 565 Brantley Ave.

FACEBOOK COVER PHOTOS

Facebook Cover Photo
(option 1)



Facebook Cover Photo
(option 2)







**YOUR
NEIGHBOURHOOD
CONNECTION**

facebook.com/FamilyCentreWestmount/

Apps Asana Unsplash Pexels Designspiration Stocks Text Overlay Tool 50 genius print ads Payroll Employee P... 50 Great Advertise... Pentagram

Family Centre Westmount

Amanda Home Create



Family Centre Westmount
@FamilyCentreWestmount

Home

About
Posts
Services
Sign up for E-Blast
Events
Reviews
Photos
Videos
Community

Create a Page



Like Follow Share ... Call Now Send Message

Posts

5.0 5 out of 5 - Based on the opinion of 2 people

Community See All

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Michelle Hyatt Stanton and 4 other friends like this or have checked in

37 check-ins

About See All

1019 Viscount Road (3.43 mi)
London, Ontario N6K 1H5
Get Directions

(519) 473-2825
Send Message
www.familyinfo.ca/familyCentres.asp
Community Organization - Community
Suggest Edits

Family Centre Westmount
1 hr · 🌐

The Canadian Down Syndrome Society has developed a WDSO Celebration Kit, and they have some great tools for your classroom, community, or event! Follow the link for more info



World Down Syndrome Day

CDSS.CA
March 21 World Down Syndrome Awareness Day - Events - CDSS

Like Comment Share ...

Family Centre Westmount
20 hrs · 🌐

Example

FAMILYINFO.CA





CMYK C 0 M 87 Y 100 K 0
RGB R 241 G 73 B 35
HEX #F04923



CMYK C 0 M 36 Y 100 K 0
RGB R 251 G 173 B 24
HEX #FBAD18



CMYK C 34 M 0 Y 100 K 0
RGB R 181 G 211 B 52
HEX #B5D334



CMYK C 57 M 0 Y 6 K 0
RGB R 88 G 201 B 232
HEX #58C9E8

Primary Palette



FamilyInfo.ca Logo



CMYK C 67 M 71 Y 48 K 38
RGB R 76 G 63 B 78
HEX #4C3F4E



CMYK C 91 M 58 Y 1 K 0
RGB R 0 G 106 B 179
HEX #006AB3



CMYK C 48 M 2 Y 100 K 2
RGB R 143 G 191 B 60
HEX #8FBF3C



CMYK C 0 M 0 Y 0 K 10
RGB R 230 G 231 B 232
HEX #E6E7E8

Secondary Palette



Icons play an important supporting role on the **FamilyInfo.ca** website. Icons are a simple tool that can be used to highlight essential content while providing visual interest. They should be playful and minimalistic, utilizing simple, clean lines and a duo-tone colour palette.

Our icon style uses a bright accent colour, paired with a neutral secondary colour and complemented with a subtle offset shadow layer.

These icons make use of simplistic outlined shapes with rounded corners and a consistent line weight. In order to maintain a light and playful feel, these icons should be displayed at a small or medium size and surrounded by plenty of negative space.

It is important to refer to the icons depicted in this Brand Guide when creating additional icons. This will ensure and maintain consistency.

