

Canadian Centre for Diversity and Inclusion

**Welcome to our
new brand identity!**



Almost one decade of hard work

It has been almost 10 years since the Canadian Centre for Diversity and Inclusion (CCDI) began to help organizations effectively address the full picture of diversity, equity and inclusion within the workplace.

The road has not always been easy, but we have been firm in our mission of promoting an inclusive society, free of prejudice and discrimination, fostering dialogue and action, helping people to recognize diversity as an asset and not an obstacle.

Times change and as our goals become more challenging, we adapt to improve and offer the best service to our partners and their employees, that is why we are proud to present you our new brand identity.



Canadian Centre for Diversity and Inclusion
Centre canadien pour la diversité et l'inclusion





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Our brand represents our values

CCDI's logo is a collection of abstract shapes that represent the organic and ongoing progress made where humanitarian needs, issues and approaches change and adapt with time.

Called "The Inclusive Sphere", the logo icon depicts ideas of inclusivity and diversity by employing a sphere as a symbol of inclusion and togetherness, while the variety of colours and shapes imply diversity.



Energetic equity

The brand palette of CCDI can be described as the representation of “energetic equity” and introduces our brand as trustworthy, honest, adaptive, and creative.

Trustworthy

Honest

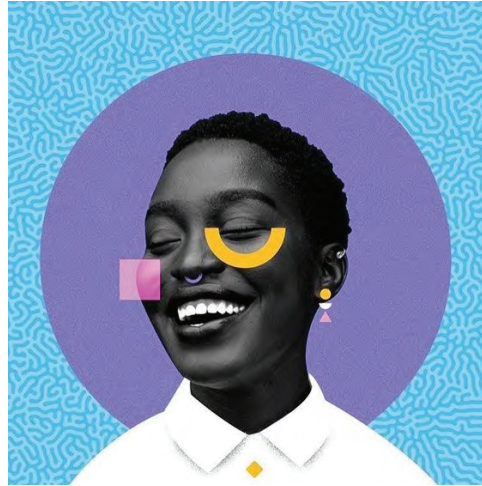
Adaptive

Creative



Energetic equity

As a leading humanitarian organization, CCDI presents a vibrant, energetic and professional image, showing its formal side but always remaining friendly and welcoming.



Logo versions

Extended: Used mainly on corporate materials or as an introduction in presentations.



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Horizontal: The main version to be used.



Vertical: To be used when space represents a limitation.



Thank you!

Thank you for joining us in the presentation of our new brand identity.

We invite you to explore our full brand guidelines document here: www.ccdi.ca/brandguidelines

