



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

# **Brand identity guidelines**

## **April 2022**

### **v2.2**





# Contents

<b>INTRODUCTION</b>	<b>03</b>	<b>TYPOGRAPHY</b>	<b>15</b>
		NUNITOS SANS	<b>16</b>
		BARLOW	<b>17</b>
		CANDARA	<b>18</b>
<b>LOGO</b>	<b>04</b>		
MAIN VERSIONS	<b>05</b>		
COLOUR APPLICATIONS	<b>06</b>		
CLEAR SPACE	<b>07</b>		
MINIMUM SIZE	<b>08</b>		
INCORRECT USAGE	<b>09</b>		
<b>BRAND LOGOS</b>	<b>10</b>		
PARTNER LOGOS	<b>11</b>		
<b>COLOUR PALETTE</b>	<b>12</b>		
PRIMARY COLOUR	<b>13</b>		
SECONDARY COLOURS	<b>13</b>		
SUPPORTING COLOURS	<b>14</b>		
COLOUR & TYPOGRAPHY COMBINATIONS	<b>14</b>		



# Brand identity guidelines

## Welcome to our brand guidelines

The correct use of our brand guidelines helps us maintain a uniform image, allows us to protect our graphic assets, and contributes to the effective communication of our relevant messaging to our audiences across a wide array of media.

## The importance of this document

Every element of our brand including logos, typefaces, and the colour palette are part of our essence and represent our people, our work and values. These graphic assets play an essential role in the success of our communications and that is why it is important to use them and apply them correctly according to the established guidelines.

## How to request a graphic element or support?

If you need a logo, typeface or any other component of our brand, or if you require clarification about how to properly use any of these graphic elements, please don't hesitate to contact us.

Marketing & Communications Department  
[communications@ccdi.ca](mailto:communications@ccdi.ca)



## Logo

Our logo is the main element of our brand, the reflection of our values and our work; as our signature, our logo must be used consistently across all our communications and must not be recreated.

Only official versions are allowed to be used, if you require an authorized file, please contact our communications department.



## Main versions

Besides the name and its initials, CCDI's logo is a combination 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 implies diversity.

The full colour applications must be used only on a white background.

### Horizontal

The main version to be used in most of media, made of the sphere and the initials



### Extended


Used mainly on corporate materials or as an introduction in presentations



### Vertical

This variation of the main version should be used when space represents a limitation





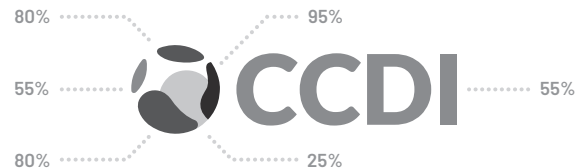
## Colour applications

Whenever we need to place the logo on a coloured background, a photograph, or a textured background, we must use a single colour version of the logo, being black or white the main choices in most of cases.



### Greyscale

Use this application when coloured printing is not available. Apply the following percentages of black for CMYK values:





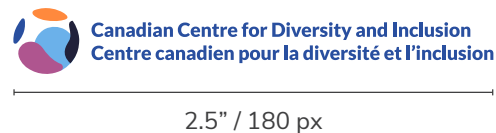
## Clear space

In order to ensure full legibility, the logo must be surrounded by a clear safe area. Define this area [X] by taking the 50% of the sphere's width and apply it to each side of the logo.



# Minimum size

By defining minimum sizes for each version of the logo, we ensure all the elements will be easy to read and identify. Please apply the following minimum sizes:







## Incorrect usage

The logo must not be edited or manipulated in anyway, please, refrain from using outdated or non-approved versions of the logo. Here are some examples of what not to do:



**DO NOT** condense, stretch, or alter the dimensions of the logo.



**DO NOT** use drop shadows, strokes or other visual effects.



**DO NOT** add outlines to the logo.



**DO NOT** modify or replace the typefaces of the logo.



**DO NOT** add a background or frame to the logo.



**DO NOT** rotate the logo.



**DO NOT** add elements to the logo.



**DO NOT** use colours other than those specified in this guide.



**DO NOT** bend or skew the logo in any way.



**DO NOT** alter the placement or scale of the elements of the logo.



**DO NOT** crop the logo.

These usage guidelines apply to all the approved versions of the logo.



## Brand logos

Following our efforts to be consistent with our graphic identity, our partner logos and other products have been created applying our colour palette and other brand elements previously described.



## Partner logos

Organizations that share our work and values are proud to associate themselves with our brand by displaying the logo that identifies them as official partners in three categories.

All the guidelines applying to our logo must be followed for these brand assets too.



**EMPLOYER  
PARTNER**



**EMPLOYEUR  
AFFILIÉ**



**INDIVIDUAL  
PRACTITIONER**



**PRATICIEN.NE  
INDIVIDUEL.LE**



**FOUNDING  
PARTNER**



**PARTENAIRE  
FONDATEUR**



## Colour palette

The brand palette of CCDI is vibrant, energetic and professional. These colours establish CCDI as a leading humanitarian organization that is to be taken seriously but also be perceived as friendly and welcoming.

All the colours complement each other and are meant to be combined. White, Black, and Ash Grey work as supporting neutral colours.



## Primary colour

### NAVY BLUE

**PMS** Pantone 2146 U  
**CMYK** 092|079|003|000  
**RGB** 049|079|157  
**HEX** #314F9D

## Secondary colours

### SKY BLUE

**PMS** Pantone 284 U  
**CMYK** 056|015|001|000  
**RGB** 099|179|226  
**HEX** #63B3E4

### ADAPTIVE ORANGE

**PMS** Pantone 144 U  
**CMYK** 000|057|099|000  
**RGB** 245|135|032  
**HEX** #F58720

### ROYAL PURPLE

**PMS** Pantone 2415 U  
**CMYK** 027|091|000|000  
**RGB** 185|060|149  
**HEX** #B93C95

### DEEP BLUE

**PMS** Pantone 5393 U  
**CMYK** 086|081|048|055  
**RGB** 035|036|059  
**HEX** #23243B



## Supporting colours

### ASH GREY

**PMS** Pantone Cool Gray 1U  
**CMYK** 013|012|011|000  
**RGB** 218|217|214  
**HEX** #DAD9D6

### BLACK

**CMYK** 000|000|000|100  
**RGB** 000|000|000  
**HEX** #000000

## Colour & typography combinations

If you are working with a coloured background from the brand's palette and need to apply text, make sure to use these colour-to-text combinations:

White text on Navy Blue

Black text on Sky Blue

Black text on Adaptive Orange

White text on Royal Purple

White text on Deep Blue

Black text on Ash Grey



# Typography

The typography is a key element of our brand identity and helps to complement CCDI's voice and tone. These authorized typefaces add visual significance and contribute to convey our message in a flexible, clear and clean fashion. CCDI uses three typefaces:

- Nunito Sans
- Barlow
- Candara



# Nunito Sans

This font family is part of Google Fonts and is our main typography for digital and print collateral, as well as stationery and presentations.

## **BOLD**

---

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\***

## **REGULAR**

---

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\***

## **ITALIC**

---

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\***





# Barlow

Also from Google Fonts, Barlow offers a sense of elegance, and its narrow width makes it a great complementary font for our design requirements.

## **BOLD**

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\***

## REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\*

## ITALIC

*Aa*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\**



# Candara

From Microsoft's built-in catalogue of fonts, Candara is intended to be used in all our email communications.

## **BOLD**

---

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\*

## REGULAR

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\*

## ITALIC

---

*Aa*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!/?/()\$&%@#\*



If you need an official brand asset, please, don't hesitate to contact us:

[communications@ccdi.ca](mailto:communications@ccdi.ca)