

Brand Guidelines



**Age-friendly
Communities**

This guide aims to assist and inspire you. It outlines the core elements and guiding principles designed to work together to create a consistent look and feel for the Age-friendly Communities brand.

- 1.0 **Logo**
- 2.0 **Colour**
- 3.0 **Typography**
- 4.0 **Photography**
- 5.0 **Graphic Device**

1.0 Logo

Our logo is the most visible graphic element of our program. It unifies us and signals to the public who we are and what we stand for. We identify us through our logo. It is therefore important for us to be consistent in how we present ourselves.

Each product we create, whether written or visual, printed or electronic, must follow some basic rules for proper usage.

While the use of the full colour logo is preferred, several approved alternates are available for when black and white or one-colour application is required.

PRIMARY LOGO



ONE-COLOUR



REVERSE



SUBMARK/LOCK-UPS

SUBMARK / WORDMARK SANS ICON

When the logo appears in internal or lock-up applications a submark version has been created to allow for a compact visual.

To use the logo alongside other logo marks a “logo lock-up” using a thin grey vertical line separating the marks is shown as the preferred method.

**Age-friendly
Communities**

LOCK-UPS



LOGO USAGE

CLEAR SPACE

Maintaining the proper distance between our logo and other items allows us to clearly convey our brand’s authority over, or endorsement of, neighbouring information. The protected area around the logo should equal to the height of the uppercase “C” and/or “A”. This space should be protected around the entire perimeter of the logo.



MINIMUM SIZE

To ensure legibility and brand recognition, the logo should never be reduced to a size smaller than a width of 1.5”.



LOGO MINIMUM SIZE (HORIZONTAL WIDTH) 1.5”

2.0 Colour

The primary palette consists of the dominant colour derived from our logo. While more than one colour may appear within the same application, use other colours with restraint.

Adhere to the colour specifications outlined here and use qualified vendors and reliable reproduction methods to ensure colour consistency.

Aqua Green

PMS 2243 CP
C 84 M 3 Y 56 K 9
R 0 G 149 B 122
HEX 00957A

Purple

PMS 513 CP
C 53 M 99 Y 0 K 0
R 141 G 42 B 144
HEX 8D2A90

Light Grey

No Pantone Available
C 5 M 5 Y 5 K 2
R 233 G 230 B 228
HEX E9E6E4

Sky Blue

PMS 7462 CP
C 100 M 56 Y 0 K 16
R 0 G 85 B 140
HEX 00558C

Grey

PMS Cool Grey 11
C 63 M 52 Y 44 K 33
R 83 G 86 B 90
HEX 53565A

Orange

PMS 1235 CP
C 0 M 31 Y 98 K 0
R 253 G 183 B 26
HEX FDB71A

Green

PMS 375 C
C 47 M 0 Y 100 K 0
R 149 G 201 B 61
HEX 95C93D

3.0 Typography

Maintaining typeface consistency helps create the distinctive look of our communications.

Choosing from a combination of text weights, styles and size, we can create a clear and consistent visual hierarchy, assisting in guiding the reader through our messaging, while maintaining a sense of clarity and structure.

HEADLINE TYPEFACE

Aller

AaBbCcDd

Light / Regular / **Bold** / **Display**

BODY COPY

Metropolis

AaBbCcDdEeFfGg

Light / Regular / Medium / **Bold** / **Extra Bold** / **Black**

4.0 Photography

Imagery is a key component in conveying the essence and relevance of our program. Photography helps us connect with our audience. It provides a visual platform to tell our brand story.

Photos should speak to genuine moments, they should be unscripted and staged in a natural setting. Evoking and thoughtful tightly cropped compositions to elude to the lifestyle of those senior residents living in British Columbia communities.

ENVIRONMENT



SAFETY



SERVICES



5.0 Graphic Device

Use of bold round geometric shapes as a visual element or graphic device. Offsetting the detailed icon. Shown on the next page some solutions for cropping, scale and transparency.

