TRUE NORTH AID

VISUAL IDENTITY GUIDELINES

To create and consolidate the True North Aid brand requires coordination on all fronts, so that volunteers, customers, suppliers, partners and others, are able to recognize and understand the brand.

The visual identity of the brand is the way in which it is communicated to the public.

This guide covers the basic elements of visual identity of True North Aid logo, colours, typography and offers examples of application, providing guidance to those who will be responsible for its application.

Colour Palette

Primary Colours

RGB: 30, 41, 88 HEX: #1E2958 CMYK: 100, 92, 36, 30	RGB: 63, 109, 181 HEX: #3F6DB5 CMYK: 80, 57, 0, 0	RGB: 254, 181, 56 HEX: #FEB538 CMYK: 0, 32, 88, 0	RGB: 247, 126, 45 HEX: #F77E2D CMYK: 0, 62, 92, 0	RGB: 217, 57, 40 HEX: #D93928 CMYK: 9, 92, 100, 0	RGB: 108, 100, 100 HEX: #6C6464 CMYK: 56, 53, 50, 20

Secondary Colour Combinations

RGB: 30, 41, 88 HEX: #1E2958 CMYK: 100, 92, 36, 30	RGB: 47, 75, 135 HEX: #2F4B87 CMYK: 92, 79, 18, 4	RGB: 63, 109, 181 HEX: #3F6DB5 CMYK: 80, 57, 0, 0

RGB: 254, 181, 56 HEX: #FEB538 CMYK: 0, 32, 88, 0	RGB: 247, 126, 45 HEX: #F77E2D CMYK: 0, 62, 92, 0	RGB: 217, 57, 40 HEX: #D93928 CMYK: 9, 92, 100, 0

RGB: 188, 188, 188 HEX: #BCBCBC CMYK: 26, 21, 21, 0	RGB: 148, 144, 144 HEX: #D93928 CMYK: 44, 38, 38, 2	RGB: 108, 100, 100 HEX: #6C6464 CMYK: 56, 53, 50, 20

Logo Colour Variants

Preferred

Restricted Use of Colours

Over The Palette

Minimal Dimensions

To ensure the legibility of the logo, the
minimum dimensions must be respected:
0.625 in. (5/8") in graphic materials.
This rule can be relaxed in case of use in
other media, such as websites. However it is
essential to pay attention to the perfect
visualization of all elements of the logo.

TRUE NORTH AID

5/8"

Non-Interference Area

To ensure visual impact and legibility of the logo, it is necessary to protect the area around it equivalent to at least half the height of the Logo.


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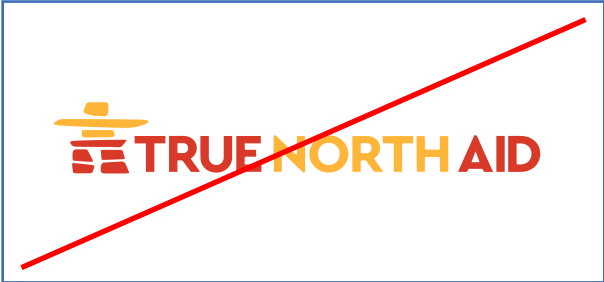
Incorrect Use

It is important to respect all the elements that make up the logo. These are some examples of uses that should be avoided.
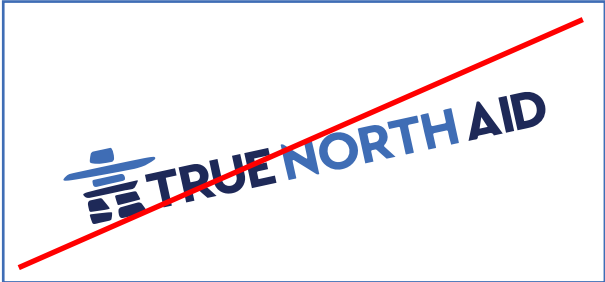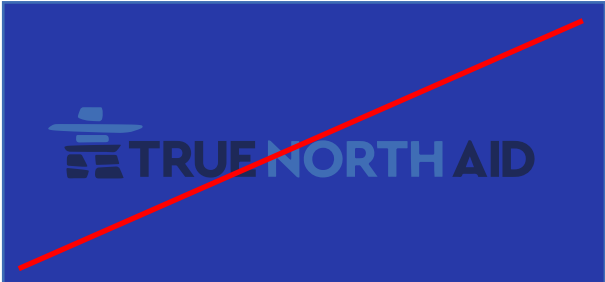
Do Not Rotate

Do Not Change Colours

Do Not Distort

Do Not Apply Over No Contrastant Background

Do Not Add Frames

Do Not Misalign The Elements

Typography

Institutional typography identifies and standardizes the texts of parts of institutional communication and company promotions.

This is the Cerco Font family, with all the their weight changes. The combined use of different weight brings personality to texts. The Black and Bold Versions are suitable for headings and highlights while the regular and Medium variations are better for long paragraphs and Thin and light to subtitles for example. Titles and highlights should be composed of contrasting weights like Black and Light.

If it is impossible to use institutional typography, it is recommended to use the Arial family in documents, such as reports, PowerPoint presentations and email messages.

CERCO Thin

CERCO Light

CERCO Regular

CERCO Medium

CERCO Bold

CERCO Black

Graphics

Graphics are one of the elements of True North Aid's visual identity, and can be used in creating various communication materials. Formed from the stylization of the True North Aid Logo stones. The graphics can be applied in different media and serve to support the brand identity and communication. Be careful to use it only as support and do not overuse it

Graphics

The Graphics should respect the secondary colour combinations and can be used with images and text. For images the best practice is to keep the tonal range of the image while combining the colour palette

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ADMINISTRATIVE ASSISTANT
THROUGH CANADA SUMMER JOBS

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Social Feed Harmonization

A professional social profile is a brand showcase. It is capable of attracting a customer or pushing them away, and the harmonization of the feed has the power to:

1) Convey credibility and professionalism.

2) Communicate quickly what you do.

3) Create identification with the desired customer.

Harmonization is an exercise in search of visual coherence and ideas, with the aim of making your client feel like they are part of your company. Making it easy to understand what you do. Using the colours and the typography in your favour is a method that opens up many possibilities.

All posts should respect the colour pallettes and font combinations defined in this manual is a way to create visual harmony and identification.

Creating a visual identity facilitates this process, as it creates a pattern of colours and shapes to make your business identifiable and memorable.

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LOREM IPSUM DOLOR SIT AMET, **CONSECTETUR** ADIPISCING ELIT.