

CENTRAL VANCOUVER COALITION BRAND GUIDE

Brand Driver: We value and recognize the specialness of our neighborhoods, schools, businesses, parks & other places that shelter us and bring us together. The actions we take in our community inform all families, regardless of where they live.

Brand Position: We grow resilient, engaged, youth. We give our kids roots to stand strong and wings to fly in the face of adversity. We honor the best parts of our history while cultivating a future in which we all thrive. We sow seeds of goodwill and spread them across our community.

CONNECT. TRANSFORM. PREVENT. WE REDUCE AND PREVENT YOUTH SUBSTANCE USE BY BUILDING AN INCLUSIVE, RESILIENT AND CONNECTED COMMUNITY THROUGH AWARENESS, EDUCATION, AND COLLABORATION.

LOGO SUITE

Your logomark represents metamorphosis—developing into, growing into, becoming, changing, emerging, maturing, transforming, nurturing, expanding, flowering, progressing, spreading joy, unfolding, augmenting, evolving, increasing, maturing and perfecting. A minimum clear space of 1/4" around the logo is required.



WORDMARK, TRADEMARK & “LOGO BUG”—When space is an issue, the wordmark and trademark may be used individually. The logo bug can be used as a branded icon for particularly small spaces. The wordmark and bug can be in any color from the rainbow palette as long as it provides contrast with the background, i.e. dark on light or light on dark.

**CENTRAL
VANCOUVER
COALITION**



TAGLINE

RESILIENCE & GROWTH THROUGH COMMUNITY

The logomark does not have to be accompanied by the tagline but it should be used in coalition social marketing or other campaign materials.

TYPOGRAPHY

Typography is an essential element of your identity system. As a visual cue, it communicates a consistent and unified message. Central Vancouver Coalition uses **TREND HM SANS** for headings, subheadings and callouts. This font is licensed for a limited number of users.

Trenda, another licensed font, and the free Google font **Open Sans** can be used for any other purpose. **Arsilon** is for callouts or special effects with no more than five words.

Open Sans can be downloaded for free at: <https://fonts.google.com/specimen/Open+Sans>.

Please contact your coalition coordinator if you or a vendor requires the use of one of the licensed fonts.

TREND HM SANS

A B C D E F G H
1 2 3 4 5 6 7 8 9 0

TRENDA

A B C D E F G H
a b c d e f g h
1 2 3 4 5 6 7 8 9 0

OPEN SANS

A B C D E F G H
a b c d e f g h
1 2 3 4 5 6 7 8 9 0

Arsilon is a script font used for special effects.

COLOR PALETTE

The Central Vancouver Coalition color palette spans the full rainbow spectrum to express equity and inclusion of all people. The colors really pop when used over the dark gray neutral. Most also hold their own on a white background. When using the colors in text, less is always more. Headings and subheadings should use only one or two colors in the same material and smaller body text should always be set in black or the dark neutral gray. It is also very important to maintain clear contrast with your color when creating documents for accessibility.

RED BLOSSOM CMYK 0/86/100/0 RGB 255/72/0 HEX #FF4800 PMS 172	PINK BLOSSOM CMYK 0/82/7/0 RGB 255/85/151 HEX #FF5597 PMS 212	FUSCIA BLOSSOM CMYK 1/100/63/0 RGB 235/0/76 HEX #EB004C PMS 192	MONARCH BUTTERFLY CMYK 0/53/100/0 RGB 255/143/0 HEX #FF8F00 PMS 151	SUNSET CMYK 0/21/100/0 RGB 255/201/0 HEX #FFC900 PMS 116	YELLOW MONARCH CMYK 6/0/86/0 RGB 254/255/61 HEX #FEFF3D PMS 101
SUMMER LEAF CMYK 85/15/100/3 RGB 0/151/57 HEX #009739 PMS 355	SPRING LEAF CMYK 67/0/100/0 RGB 79/195/43 HEX #4FC32B PMS 361	COLUMBIA RIVER CMYK 74/11/11/0 RGB 0/172/210 HEX #00ACD2 PMS 638	HYDRANGIA CMYK 60/38/0/0 RGB 91/150/255 HEX #5B96FF PMS 2718	LAVENDER FIELD CMYK 33/76/0/0 RGB 178/91/178 HEX #B25BB2 PMS 2068	VIOLETS CMYK 76/99/0/0 RGB 100/36/153 HEX #642499 PMS 267
DARK NEUTRAL CMYK 70/63/62/59 RGB 49/50/50 HEX #313232 PMS 426					