Brand Guidelines

Last updated: February 2022

Canucks Autism Network (CAN) Brand Guidelines

The purpose of the brand guidelines is to create a unified voice, look, and feel while strengthening our message through every piece of communication that extends from the organization.

When writing about Canucks Autism Network, the following description is required.

This description can be used in documentation such as emails, letters, media releases, proposals, grants and promotional materials for third party events:

About Canucks Autism Network (CAN)
Canucks Autism Network (CAN) provides programs for individuals on the autism spectrum and their families, while promoting acceptance and inclusion through community engagement and training initiatives across BC and beyond.

Our Vision

For every individual on the autism spectrum to be understood, accepted, and supported in all community spaces

Our Mission

To provide programs for individuals on the autism spectrum and their families, while promoting acceptance and inclusion through community engagement and training initiatives across BC and beyond

Our Values

In fulfilling its mission and pursuing its vision, Canucks Autism Network is guided by the following values:

- We believe that every child on the autism spectrum has the right to play sports.

- We believe that every individual on the autism spectrum and their family has the right to meaningful social connections.

- We believe that every autistic youth should be supported during important transitions into adulthood.

- We believe that every autistic individual has the right to equitable access to meaningful employment.

- We believe that every community should take action to include and support individuals on the spectrum.

- We believe that people on the spectrum have the right to an active voice: to be heard, valued and seen.

LOGO COLOUR APPLICATIONS

The primary mark of the Canucks Autism Network logo should always be used in web and print collateral.

PRIMARY MARK | Starting October 2019

OUTDATED LOGO | Please do not use.

Any use of the Canucks Autism Network (CAN) logo must be approved by CAN's Marketing and Communications Department. Please send your artwork or document(s) for approval with "CAN Logo Approval Request" in the email subject: sabrina.wong@canucksautism.ca

WHITE AND BLACK APPLICATIONS

The black CAN logo will only be approved in *some* printing instances when the primary mark cannot be produced. The application of the white CAN logo can only be used on a darker background.

LOGO VIOLATIONS | Some examples of improper usage:

Standalone

Colour Variation

Distorted

Shadow Effect

Rearrangement

Small size

Logo Elements and Proportion

The Canucks Autism Network logo is composed of several elements that must appear in their specified proportions (2:1). They must never be altered or manually reproduced. Always reproduce them from the digital artwork provided by the Marketing and Communications department.

Clear Space

To ensure optimal visual impact, a minimum amount of clear space must be maintained on all sides of the brand mark to optimize its visual impact. The Canucks Autism Network logo must always be framed within a clear zone equal to the height and width of the capital letter "C" in the logo. No text, pattern, texture or graphic element should appear within this

Required White space
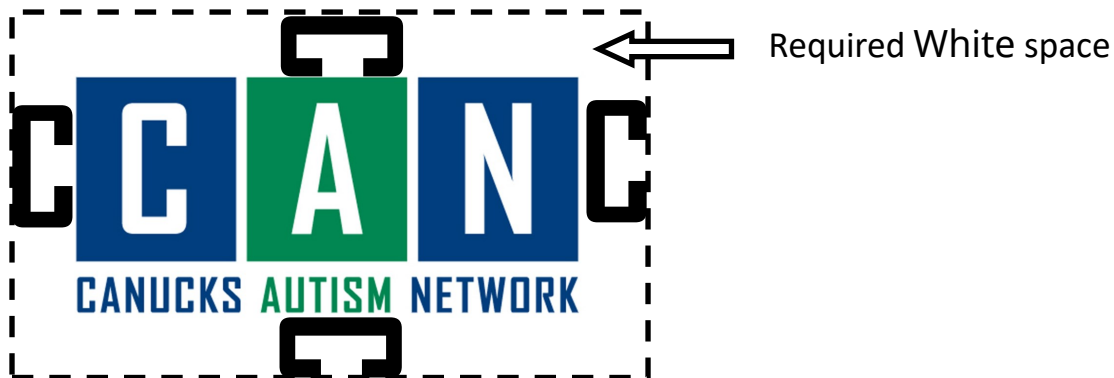
Minimum Size : 1.15'
The logo must never be reproduced smaller than 1.15 inches wide as a means to maintain legibility.

Logo Colours

PMS 281C	PMS 348C	WHITE
CMYK 100/72/0/32	CMYK 100/0/85/24	CMYK 0/0/0/0
RGB 0/61/125	RGB 0/126/58	RGB 255/255/255
HEX #003D7D	HEX #008752	HEX #FFFFFF

Brand Colours

HEX #1e6ab3	HEX #30a67a	HEX #595959
RGB 30/106/179	RGB 48/166/122	RGB 89/89/89

Fonts

1. Noto Sans | [Download](#)

2. Open Sans | [Download](#)

3. Calibri

URL Use

canucksautism.ca

The Canucks Autism Network web address should only ever be represented in all lower case letters.

Fonts

Canucks Autism Network's typography consists of three typeface families, as seen in the table below. The following fonts should be used in all communications to ensure a consistent image across all materials.

Noto Sans ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 **Noto Sans** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **123456789**	Noto Sans (headline/body/informational font) Min. Font size for print: 12; Min. Font size for web: 11 Body font for informational purposes such as, but not limited to, website content, manuals, marketing materials, letters, media releases etc… Used for any length of content
Open Sans ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 **Open Sans** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **123456789**	Open Sans (headline/body/informational font) Min. Font size for print: 12; Min. Font size for web: 11 Body font for informational purposes such as, but not limited to, website content, manuals, marketing materials, letters, media releases etc… Used for any length of content
Calibri ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 *Calibri* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *123456789*	Calibri (body/informational font) Font size for print: 12; Font size for web: 11 Body font for informational purposes such as, but not limited to, website content, manuals, marketing materials, letters, media releases etc… Used for any length of content Use when Noto Sans is not compatible