

BRAND MANUAL



DisAbled Women's Network

Réseau d'action des femmes handicapées

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Introduction

Who will be using the guidelines?

These guidelines are for the DAWN Canada team. When creating documents for print or for the web please use this document as a reference guide. This brand manual can also be sent along with the appropriate files to any designer or sign maker as reference for their use when creating materials for DAWN Canada.

What will you gain from using this manual?

Using this manual will ensure that the brand is followed throughout DAWN Canada's materials. This will establish a sense of unity and professionalism. Your identity is unique to you and with the help of this guide, will cover all materials at DAWN Canada.

Where & how it will be accessed

You will have a digital PDF version of the manual. In the event that the digital file is lost, or needs editing, please contact Design de Plume at info@deplume.ca.

What else do I get with this document?

You will also receive electronically all the logo files mentioned in this manual, several stationery and branded materials along with brand assets and graphics.

If you require any assistance or have questions:

Renée Yoxon

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Your Brand's Story



As the embodiment of the sun, the hummingbird radiates with the warmth of dawn. It's wings are rays of sunlight, cascading outwards from the core representing a new day full of hope and strength.

The hummingbird looks towards the bright future ahead.



DAWN Canada Vertical Logo

This is the main logo orientation for your brand.
Use this version as the default logo.



Full colour logo

This is the main version of your logo. It is to be used on white or very light backgrounds only.



Black logo

Use this version when your document will be printed in black and white, faxing or if the logo needs to be engraved, printed or fabricated without colour.



Grey scale logo

The grey logo version is to be used in professionally printed materials that will be in black and white like a magazine/newspaper ad for example.



White logo

Use the white logo version when placing the logo over a dark colour or dark low contrast image.

DAWN Canada Horizontal Logo

This is the secondary logo orientation for your brand.
Use the horizontal logo when the space is better suited for this alignment.



Full colour logo

This is the main version of your logo. It is to be used on white or very light backgrounds only.



Black logo

Use this version when your document will be printed in black and white, faxing or if the logo needs to be engraved, printed or fabricated without colour.



Grey scale logo

The grey logo version is to be used in professionally printed materials that will be in black and white like a magazine/newspaper ad for example.



White logo

Use the white logo version when placing the logo over a dark colour or dark low contrast image.

DAWN Canada Logo Acronym

These logo versions should be used in context where simply the acronym is needed.



Full colour logo

This is the main version of your logo. It is to be used on white or very light backgrounds only.



Black logo

Use this version when your document will be printed in black and white, faxing or if the logo needs to be engraved, printed or fabricated without colour.



Grey scale logo

The grey logo version is to be used in professionally printed materials that will be in black and white like a magazine/ newspaper ad for example.



White logo

Use the white logo version when placing the logo over a dark colour or dark low contrast image.

Logo In-Use

Use the vertical logo when the space is better suited for this alignment. The vertical logo would be better suited for branded items such as shirts and mugs. Here are a few examples of the logo in use.



Logo In-Use

In some instances the logo may be used without the type as seen below on the pin and pop-socket.



Logo Alternative Placement

The horizontal logo or an adjusted version of the logo in some instances will better the space it is placed in while still being legible.

A narrow placement such as on the lanyard or name tag is a good example of the horizontal logo in use.

In some instances, the logo might need to be split in order to fit an even more narrow space such as a pen or on narrow signage. This is best done by a designer to ensure that proper placement and legibility are met.



Logo Spacing & Size



Negative (white) space

Use a good amount of negative space around the logo and avoid anything that might be too close or touching your logo.



Measuring white space

A good way to gage if there is enough white space around the logo is to use the height of the acronym DAWN as a measuring tool.



Not enough spacing

This is an example of not enough white space around the DAWN Canada logo.



Minimum width size requirements are as follows:



Logo contrast



Logo contrast on colour

Please ensure that there is enough contrast between the background colour and logo.



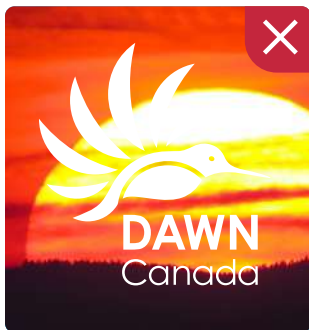
Logo on colour

Please avoid using the logo on any colour but your brand colours (or black if the print is in gray scale).



Logo on background

Please avoid using the logo on a background image that does not have enough contrast. When the logo is used this way, please place it in a non busy area of the image or with a dark or light colour overlay. Doing so will ensure the text in the logo is still legible. Consider the background colour of the image and which logo file to use (white or colour logo versions).



Logo Distortion



Logo distortion

Never stretch, squish or skew the logo. When placing the logo in a document make sure there is no distortion and that the logo is scaled proportionally.



Logo appearance

Never change the colour of your logo, or add any elements that might change your brand's look i.e. gradients, shadow, glow etc.



File Types



Ai - Vector file (This file is created with Illustrator CC)

The Ai file is a vector file that can be opened with only certain programs such as Illustrator or CorelDraw. This is the file that a designer can edit, although we do not recommend the file be edited. Ai vector is the file type sign makers need to reproduce signs, vehicle graphics and other promotional material.



EPS - Vector file

The EPS file is also vector with the same description as the Ai file, however this version is down-saved to an older version in case the designer doesn't have the latest software. We suggest to always use the Ai vector file unless the older version is required.



PNG - Raster file

The PNG files have clear backgrounds and are great for placing over pictures or a solid colour. Preferably, use these files in your documents.



JPG - Raster file

JPGs cannot have clear backgrounds. Use these files only when placed on a white background.

Brand Colours

Main Colour



Lavender

| CMYK | RGB | HEX |
|------|-------|------------|
| C=68 | R=108 | 6c3878 |
| M=92 | G=56 | |
| Y=22 | B=120 | PMS |
| K=7 | | 526C |

Secondary Colour



Sunrise Red

| CMYK | RGB | HEX |
|------|-------|------------|
| C=16 | R=196 | c4273e |
| M=98 | G=39 | |
| Y=78 | B=62 | PMS |
| K=5 | | 193C |

Secondary Colour



Golden Ray

| CMYK | RGB | HEX |
|------|-------|------------|
| C=12 | R=224 | e0ab58 |
| M=34 | G=171 | |
| Y=76 | B=88 | PMS |
| K=0 | | 7563C |

Text Colour



Blackberry

| CMYK | RGB | HEX |
|------|------|------------|
| C=86 | R=53 | 351b4a |
| M=97 | G=27 | |
| Y=39 | B=74 | PMS |
| K=40 | | 2695C |



Sunrise Red

Lavender



Golden Ray

Sunrise Red



Blackberry

Lavender

Gradient Options

Gradients add depth and pops of colour.

Titles

Font: Century Gothic
Font Weight: Bold
Colour: Lavender
Size: 24pt
Line Height: 31pt

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Sub Titles

Font: Century Gothic
Font Weight: Bold
Colour: Sunrise Red
Size: 15pt
Line Height: 22pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Body Text

Font: Century Gothic
Font Weight: Regular
Colour: Blackberry
Size: 12pt
Line Height: 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Alternative Font *(use this if Century Gothic is unavailable)*

Font: Verdana
Font Weight: Regular
Colour: Blackberry
Size: 12pt
Line Height: 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Brand Elements

Certain elements can be used to add visual interest. The following elements can be used on branded materials. Images should have rounded corners and can be overlaid with the assets provided as seen on this page.

Photo overlay when placing text



Use rounded corners on images

Relevant DAWN Canada imagery

90% opacity solid colour: Lavender

Add text over the overlay ensuring contrast is met

Graphic elements

The repeated sun motif can be added as a watermark or section overlay to documents. It is best used enlarged, bleeding off the page and must be placed in the corner of the document.

The purple graphic can be added as a footer or header in documents.

These assets will be provided for you to use internally.




Stationery



DisAbleD Women's Network
Réseau d'action des femmes handicapées

 Sans frais / Toll free:
1-866-396-0074

 dawncanada.net

 /DawnRafhCanada

 /DAWNRAFHCANADA



DisAbleD Women's
Network

Réseau d'action des
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Bonnie Brayton

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Other Branded Materials

Pull-up banner



Power-point presentation



Images

Images should tell a story that is in line with your brand.

Use appropriate and diverse images or illustrations that display individuals that DAWN Canada represents, supports and advocate for. Images of people should be inclusive, diverse and be representative of women with disabilities, Indigenous women, LGBTQA2S individuals, women of all ages, women of colour, immigrant women and women of diverse body shapes.

When choosing images without people please use images that will resonate with Canadian women. Images of Canadian scenery and nature will better suit the demographic. Avoid images of locations, fauna and flora that are commonly recognized as being international unless relevant to the piece being shared.



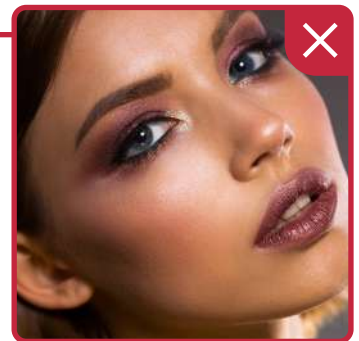
Illustrations like this image (pulled from the DAWN Canada Facebook page) are a great example of imagery that displays diversity and inclusion.



Avoid images and illustration that are cliché, and can be seen as insensitive.



Photographs like this image (pulled from the DAWN Canada Facebook page) is a great example of an image with purpose, a goal in line with DAWN Canada's branding.



Avoid images that do not tell a story in line with DAWN Canada's brand. Some images can perpetuate gender norms and display the typical non-diverse and non-inclusive images of women that are overly portrayed in the media.