



## POLICY AND PROCEDURE MANUAL

**SECTION: Administrative**

**POLICY: AD 11**

**DATE:** September 2022  
January 2020; April 2013

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### VISUAL IDENTITY

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#### PREAMBLE

A valuable asset of an organization is its corporate visual identity, including logo and branding.

In 2012, Contact Brant hired Citrus Owl Designs to refresh our logo. The logo's colours, fonts and imagery were purposely developed to compliment the traditional design and message who we are. The refreshed logo focuses on direction - one direction (Start Here) to help guide the client. Symbolism of a compass and arrow have been incorporated into the design to represent assistance with direction. The overall design symbolizes Contact Brant as the path to children's services. The design messages that Contact Brant helps navigate the many services available to children, youth and families; we are their compass.

The Contact Brant logo consists of an arrow connecting the logo to the message, "Start Here. Your Path to Children's Services". It incorporates a compass to represent one finding direction. The original text and colours, purple and gold, are used for the organization's name. The colour green adds freshness and symbolizes rebirth and growth.

#### POLICY

The Contact Brant logos should be used consistently on all communication outside the agency. No variation in the design or colour of the logo is permitted.

#### PROCEDURE

1. The Contact Brant logo is the property of Contact Brant and should be used as a visual element in representing the agency on printed materials, emails, displays, brochures, business cards, etc. Use of the logo is restricted to internal use by Contact Brant staff.
2. Contact Brant's main corporate colours are purple and gold. The Contact Brant logo will not be used in any colour other than gold, purple and green.



Following are the colours for printing:

a. Gold:

PMS 872 C  
r193 g152 b91

c8 m29 y66 k19  
hex# c1985b

b. Purple:

PMS 520 C  
r100 g47 b108

c67 m95 y4 k16  
hex# 642f6c

c. Green:

PMS 368 C  
r120 g190 b67

c54 m0 y100 k0  
hex# 78be43

d. The logo can be used in grayscale (40% gray) if being printed in black and white.



3. The logo will not be stretched, rotated, flipped or distorted. The logo should be protected with equal space around the logo to maintain its visual integrity.

Clean space  
around logo:



4. The compass may be used as a subtle graphic and/or placed away from the main logo. The same colour palette as the logo should be used, or in grayscale.



5. The compass is used in the Community Information logo and includes the [www.info-bhn.ca](http://www.info-bhn.ca) website. This provides consistency with Contact Brant's identity, yet does not put Contact Brant's name on it which is important as this is a tri-county service. The compass image complements information services which assists in finding direction.



6. Contact Brant uses the Coordinated Service Planning logo developed by the provincial Coordinated Service Planning Lead Agencies Network. Either of the two orientations are used.



7. A similar style to the Contact Brant logo is used by the FASD Service Coordination program.



8. The Urgent Response Service for the Hamilton Niagara area is using a temporary graphic until a provincial or regional logo is developed. In this interim period, the following graphic will be used.

