



**CHILD-BRIGHT**

Network

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**LOGO GUIDELINES & DOWNLOADS**

# LOGO OVERVIEW

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This is the CHILD-BRIGHT Network masterbrand.

To maximize its impact, it is important to follow the rules for using the logo effectively across all communications.

On the following pages, you will find the guidelines that apply to the logo.

This mark should never be diminished by:

- Altering the logo
- Using it in any manner not outlined in these guidelines



# LOGO ELEMENTS

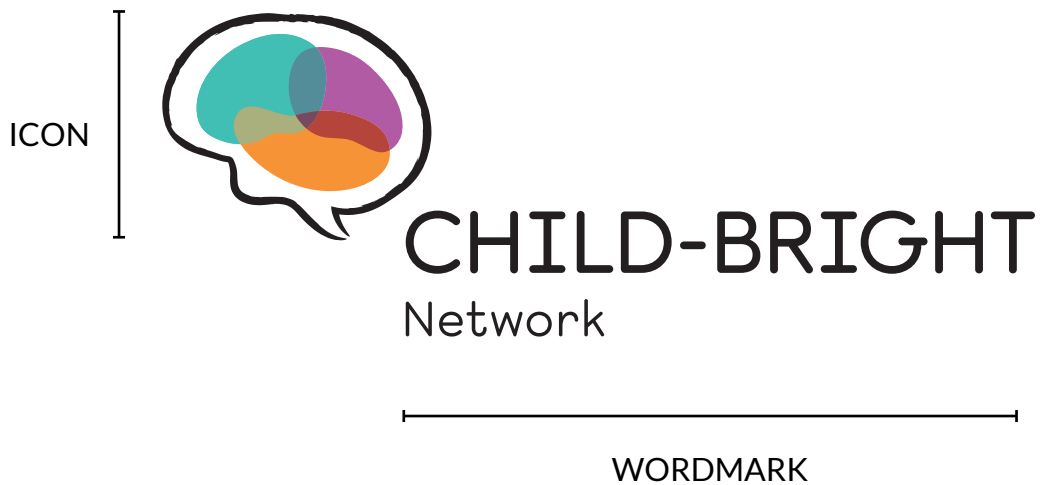
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The logo includes two elements:

- The icon
- The CHILD-BRIGHT Network wordmark

These elements exist in a fixed relationship that must never be modified. The proportions and letter spacing must not be changed. The CHILD-BRIGHT Network logo must be used for all external communications.

It is essential that its integrity is protected and applied consistently across all channels.



# COLOUR VARIATIONS

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## 1 - MASTER LOGO (COLOURED)

Use this version in most situations. It is comprised of 7 colours, which should be displayed accurately on screen or in print.

## 2 - MONO LOGO (BLACK)

The logo should appear in colour whenever possible. However, for a number of applications (eg. newspaper advertising), this monochrome version of the logo may be required.

## 3 - REVERSE LOGO (WHITE)

The reverse logo is available for use on dark backgrounds.

1



2



3



# LANGUAGE VARIATIONS

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The logo exists in three language variations, each available in three colour variations:

- English only: to be used on English-only materials
- French only: to be used on French-only materials
- Bilingual: to be used on bilingual materials. Can also be used on English-only materials & French-only materials.

## ENGLISH

## FRENCH

## BILINGUAL

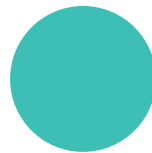
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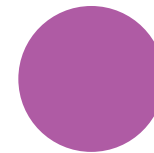
# ICON COLOUR VALUES

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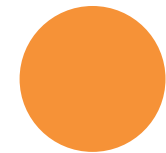
The logo is comprised of seven colours, which should be displayed accurately on screen or in print. The colour values are presented here.



**CMYK** 66/0/35/0  
**RGB** 70/192/182  
**HEX** #46c0b6



**CMYK** 32/77/0/0  
**RGB** 176/91/163  
**HEX** #b05ba3



**CMYK** 0/51/88/0  
**RGB** 247/147/56  
**HEX** #f79338



**CMYK** 50/77/42/21  
**RGB** 120/72/96  
**HEX** #784860



**CMYK** 69/32/34/2  
**RGB** 86/142/155  
**HEX** #568e9b



**CMYK** 35/23/58/1  
**RGB** 172/175/128  
**HEX** #acaf80



**CMYK** 21/85/80/10  
**RGB** 181/68/60  
**HEX** #b5443c

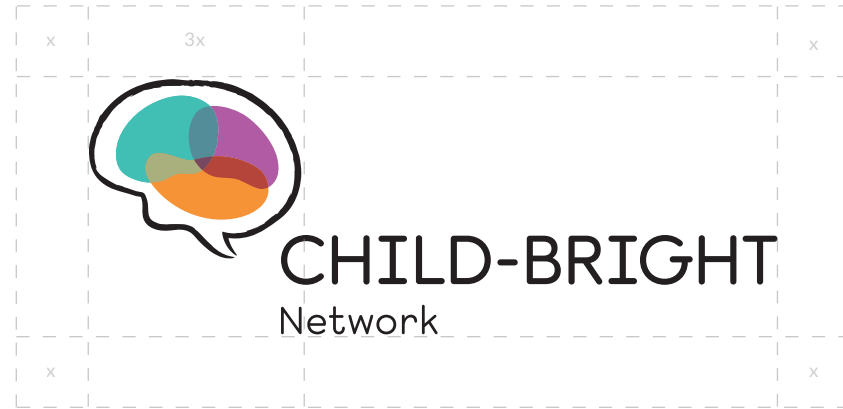
Please note that Hex Values might vary between different ICC-Profiles.

## CLEAR SPACE

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CHILD-BRIGHT Network logo must stand out clearly from its surroundings. This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the mark, including the edge of the page.

Always give the logo space to breathe. Use the width of the icon as a guideline for the minimum space required on each side.



# MINIMUM SIZE

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To ensure maximum legibility of the logo, it is essential to never reproduce the logo under the minimum height of 0.65 inches (1.25 inches for bilingual logo) for printed material. On screen, follow a minimum size of 100 px (180 px for bilingual logo).

Anything below the minimum size for web and print, will lose its details and reduce legibility.

ENGLISH

FRENCH

BILINGUAL

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Min 0.65"

PRINT



Min 0.65"

PRINT



Min 1.25"

PRINT



Min 100 px

WEB



Min 100 px

WEB



Min 180 px

WEB



# LOGO DON'TS

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Here are some common mistakes to avoid.



**DON'T** change the logo proportions.



**DON'T** combine the logo with other brands or titles without consulting Communications.



**DON'T** rotate the logo.



**DON'T** add effects or drop shadows to the logo.



**DON'T** change the positioning or scale of the logo elements, or separate the elements.



**DON'T** change the logo colour.



**DON'T** use the logo on background colours that are unpleasant or do not provide enough contrast.



**DON'T** use the logo on photos that are too busy or do not provide enough contrast.



**DON'T** create new variations of the logo by adding new elements or text.

# CO-BRANDING & PARTNERSHIPS

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A co-branded CHILD-BRIGHT Network & SPOR logo is available for use in times when emphasizing our mandate under Canada's SPOR initiative is needed. These elements exist in a fixed relationship that must never be modified. The proportions and letter spacing must not be changed.

This is the only official co-branded logo approved for use at this time.

All new co-branded or partnership logo requests must be submitted to Communications for review and approval before use. Contact us for more details.



## DOWNLOADS

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Click on the link to download the logos in the file format of your choice.

Contact us if you have any difficulty, or require the logos in a file not included herein.

**To download the logos:**

[Click here](#)

or type in this URL in your web browser:

*[www.child-bright.ca/logo-download-and-usage-guidelines](http://www.child-bright.ca/logo-download-and-usage-guidelines)*



# BRANDING CONTACT

We have established these guidelines to assist CHILD-BRIGHT and all its members in building a strong and consistent brand identity for our pan-Canadian network.

Because this document is a live document that will continue to evolve as our network and needs grow, we welcome your feedback, comments and questions at any time. For this, contact:

Christine Marcotte  
Communications Manager  
[communications@child-bright.ca](mailto:communications@child-bright.ca)

The background features a vibrant, abstract composition of overlapping organic shapes. A teal shape occupies the top left, a purple shape the top right, a light green shape the middle left, a red shape the middle right, and an orange shape the bottom. A large, semi-transparent teal circle overlaps the teal and purple areas. The text 'WWW.CHILD-BRIGHT.CA' is centered at the bottom in a dark grey, sans-serif font.

WWW.CHILD-BRIGHT.CA