



THIRD PARTY FUNDRAISING

Brand Guide

RE-IMAGINE WHAT IS POSSIBLE

2020

Contents

What is a brand guide?

A brand guide is a rulebook containing specifications on everything that plays a role in the look and feel of a brand—everything from typography and colour to logos and imagery. It lets everyone know exactly how to present your brand to the world.

Why do we need one?

This brand guide is the foundation for our communications. When a community member sees our content amidst the sea of other posts on their radars, we want them to be able to recognize our brand right off the bat. A consistent look and brand personality will increase brand recognition and recall while adding an air of professionalism and credibility.

HISTORY	1
MISSION	2
PERSONALITY	3
CORE VALUES	4
COMMUNITY	5
KEY SEGMENTS	6
LANGUAGE	7
IMAGERY	8
LOGO	9
COBRANDING	14

History

RE-IMAGINING POSSIBLE

At 19, our founder, Sam Sullivan, sustained a high-level spinal cord injury rendering him tetraplegic. Sam's disability cast a dark shadow on his life, pushing him to contemplate ending it all. Instead, however, Sam decided to rebuild his life by creating communities aimed at removing the social and physical barriers he experienced as a result of his disability.

Thus, over the span of 20 years, Sam established seven non-profit organizations offering the disability community endless opportunities to pursue activities that contribute to a greater sense of independence and improved quality of life in Vancouver and across Canada.



Seven societies, one mission.

Mission

WHAT WE DO

MISSION

Through our societies, we provide opportunities for people with disabilities to enable their individual journeys.

VISION

The Foundation empowers and inspires people with physical disabilities to re-imagine what is possible.



Personality

WHO WE ARE

Like people, brands have their own unique way of being and can take on human characteristics that make them more relatable to the audience.

The Disability Foundation is always optimistic and solutions-oriented - never discriminatory or negative. We are professional and respectful, and not afraid to take a stance in advocating for disability rights.

SOLUTIONS-ORIENTED

Focusing on ways to solve problems and break down barriers for our community.

INFORMATIVE

In the know and eager to keep the community in the loop

RESPECTFUL

Aware, understanding and respectful of the vast spectrum of disability, along with the corresponding barriers that exist. Always using appropriate terminology, never offending

PROFESSIONAL

Consistently producing high-quality, error-free content.

POSITIVE

Consistently optimistic about events, life, and all possibilities.

INCLUSIVE

Representing all ages, genders, ethnicities, and disabilities.

WE ARE NEVER: Negative / Self-righteous / Corporate

Core Values

OUR BELIEFS

TRUST

Creating a safe & equitable environment where those who exchange ideas and experiences are treated with mutual respect and understanding.

ENVIRONMENTAL AWARENESS

Understanding and accommodating people's needs outside of our work environment by listening and responding to our clients and community.

ACCOUNTABILITY

Keeping our promises and commitments to each other. Clearly communicating promises we cannot keep in advance. Taking ownership of our commitments and promises, actions and mistakes.

LEARNING & GROWTH

Being the best we can be to reach our full potential.

TEAMWORK

Effectively contributing to the organization's goals by collaborating, cooperating, and communicating our skills, experiences, ideas, and energy.

Community

WHO WE SERVE

The Disability Foundation and our affiliated societies intend to reach the disability community broadly, and those experiencing social, professional, and physical barriers as a result of their disability, specifically.

While the primary goal is to re-imagine what is possible for those with physical disabilities in British Columbia and across Canada looking to get involved with their community and challenge themselves, we will never discriminate based on disability.

That is, we aim to re-imagine what is possible for people of all genders, ethnicities, ages, and disabilities - physical, developmental, or other.



Key Segments

BROADENING HORIZONS

While we have previously focused on retaining loyal community members, the Disability Foundation and our affiliated societies aim to broaden our horizons and expand our community by intentionally targeting four key segments:

- Children
- Seniors
- Health Associations
- Professional Organizations



Language

HOW WE TALK

"When it comes to our brand, how we speak can be just as important as what we say."

Our diction, although subtle, communicates our values to the careful listener. The Disability Foundation speaks in **first person** and uses personal pronouns such as "**we**" to demonstrate that we are a human collective working towards fulfilling our mission.

Most importantly, we use **person-centred language** that puts the person before their disability or disorder, respecting each individual's dignity, worth and strengths.



We envision a world where **people with physical disabilities** feel empowered to redefine what is possible.



We envision a world where **disabled people** feel empowered to redefine what is possible.

Imagery

MOOD AND TONE

In images, mood and tonality are determined by how we want our community to experience our brand; professional, positive, and human.

Still life, product, landscape, and architecture images should be high quality with sharp backgrounds, hard shadows, and popping reds. People shown in images should look natural, comfortable, casual, happy, and energized to communicate the Disability Foundation experience.

Images featuring people tend to be more engaging and align better with our mission to empower others. Images with people should be used as often as possible.



Logo

VARIATIONS

Our logo is inspired by the initials of our founder, Sam Sullivan.

This is an exhaustive list of logos. Do not recreate or alter these logos. The minimum size of the block portion of any of our logos is 0.75" for print and 80 pixels for digital applications.

To request any of the Supporting Logo's contact:

Shawna Dash
Development Manager. Disability Foundation
sdash@disabilityfoundation.org
604.688.6464 ext. 118

Horizontal:



Vertical (stacked):



Logo

VARIATIONS

Logo variations exist to promote legibility and visibility in different contexts and overtop of different backgrounds in design.



R & B ON WHITE

Used when the background colour is light to promote legibility.



R & W ON BLACK

Used when the background colour is dark to promote legibility.



B & W ON RED

Used when the background colour is red to promote legibility (not preferred).



B & B ON WHITE

Used when the background colour is white to promote legibility (least preferred).

Logo

COMMON MISTAKES

Maintaining the integrity of our logo is crucial to boosting brand recognition amongst our community.

As a result, it is imperative that our logo is presented consistently 100% of the time.

Please avoid making these mistakes when implementing our logo into your design.



BACKGROUND COLOUR

Stick to the colour combinations from the previous slide.

ROTATIONS/EFFECTS

Any rotations, warping, skewing or distortion of the logo is confusing to the viewer and reduces recognition.

TRANSPARENCY

When using the Background Remover feature on Canva, or other, make sure the S's on the logo remain white and not transparent.

BLOCK LOGO

Always make sure that your logo is transparent, with no added blocks behind the text.

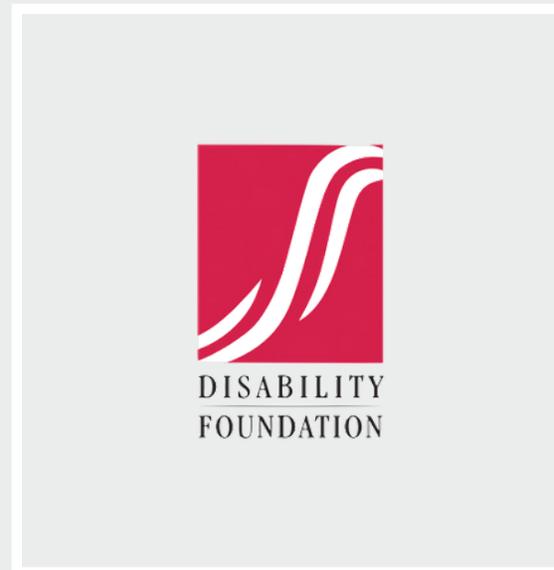
Logo

CLEAR SPACE

Standards are set to distinguish the space around the logo, which is referred to as clear space.

Ultimately, clear space increases the visibility and impression on the audience.

Here, clear space surrounding the logos should be at least equal to the height of the largest “A” in the logo. Logos should always go on either the bottom right or top left corner of designs, with few exceptions.



Whenever possible, ensure clear space is at least 1 centimetre around the perimeter.

Logo

PRIMARY VISUAL

Avoid making the logo the focus of any collateral.

The logo exists to represent ConneTra Society, but should not appear as the main subject of any communications.

Materials should always focus on the message communicated by ConneTra Society, and the logo should appear in subtle complementary ways, rather than as the primary subject.



The material focuses on the message and is complimented subtly by the logo.



The logo is the primary subject.

Cobranding

MULTIPLE LOGOS

Out of respect for new and existing relationships, our partners' logos should always go before (to the left of) our logo.

This way, we honour our partners, and our logo remains in a consistent place regardless of collaboration.

In situations where an initiative involves more than one partner, an alternative is to centre all logos in a line along the bottom of the design. If a partner's logo is in colour, use the red logo. If a partner's logo is black and white, use the black logo.

Horizontal lockup:



Vertical lockup:



Examples:

