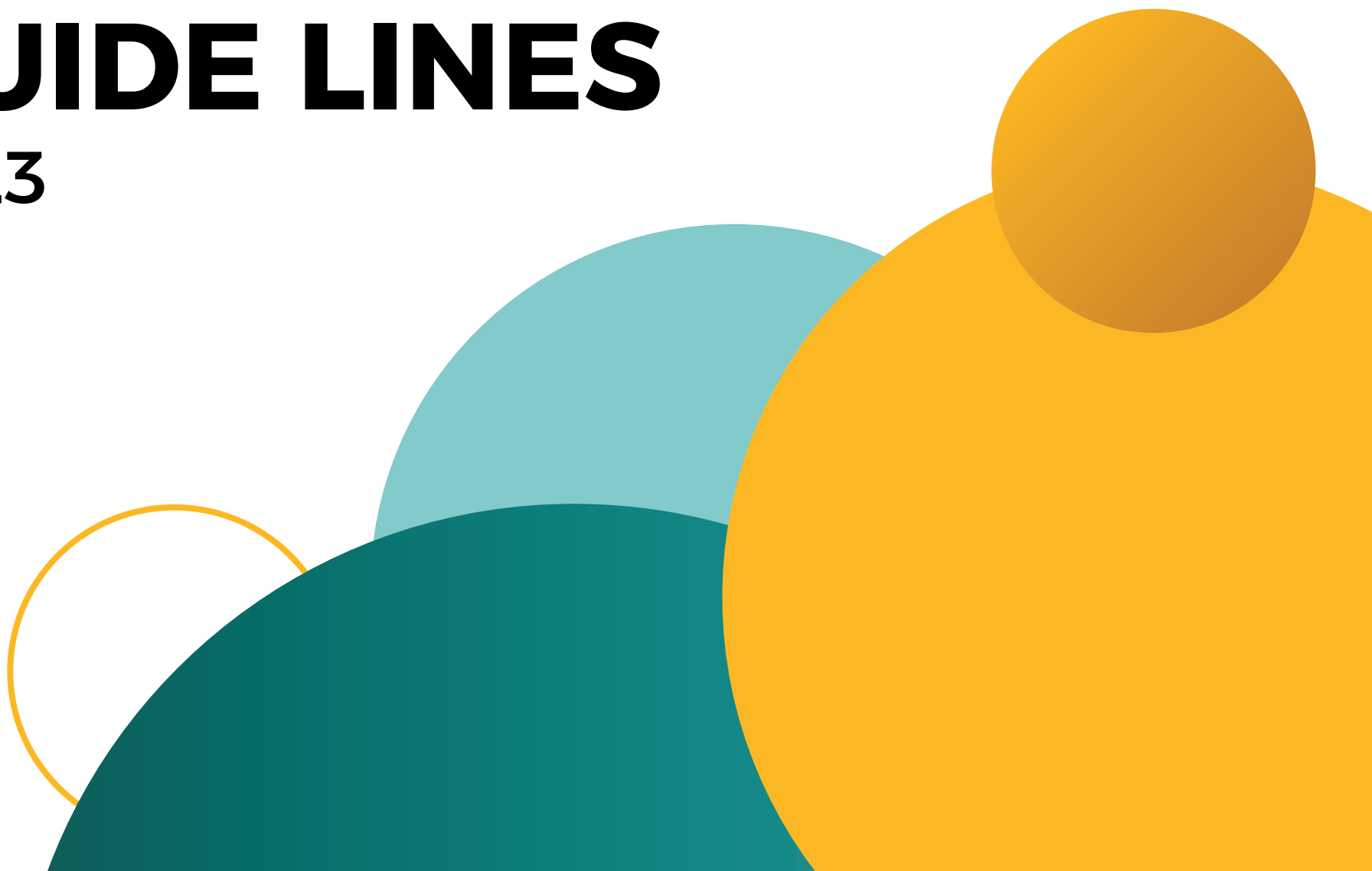




Brand Usage **GUIDE LINES** 2023



ABOUT **CAPACITY CANADA**

Founded in 2009, Capacity Canada is a registered charity that helps non-profits leverage their strengths by allowing them to exercise new ideas to fill unmet needs in their communities. It provides the resources and professional supports that enhance leadership skills, stimulate cross-sector collaboration, promote knowledge sharing, and encourage social innovation.

Over the past ten years we have worked with over 8000 non-profit organizations across the country building their capacity in areas such as Board Governance, Strategic Planning, Board Matching, Design Thinking, and much more.



OUR LOGO

It's been 10 years since Capacity Canada designed its previous logo. We decided it was time for a change. Keeping our circle that everyone has known and loved, symbolizing where the community meets the client, was a main priority. Our goal was to modernize, capture the values, and make our signature easily accessible.



CAPACITYCANADA



CAPACITYCANADA



CAPACITYCANADA

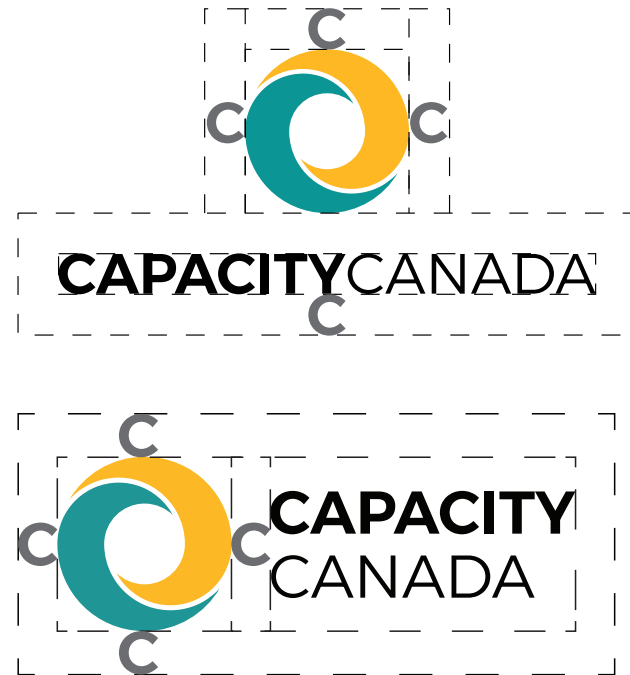


CAPACITY
CANADA



LOGO SPACING

Our Capacity Canada logo should maintain clear space around itself to protect it from page elements such as graphics or typography. A good rule of thumb is to measure clear space by the height and width of the bold C in our name. The Capacity Canada logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.



min. 3/4"



Minimum size of 3/4 inches wide from icon to Y

LOGO MISUSAGE

We worked hard at Capacity Canada to get our logo to look nice. We don't want that thrown out the window due to visual eyesores. Here are things to avoid when using our logo:

1. Changing the logo's orientation
2. Do not add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, and drop shadows.
3. Scaling the logo disproportionately.
4. Do not change the colours of the logo
5. Do not layer the logo on backgrounds that are cluttered or detract from legibility.
6. Attempt to recreate the logo
7. Changing/altering the logo's text
8. Attempt to use logo inside of text (with the exception of official clubs, i.e. Gen Z on boards, Mentors, etc.)

1.



2.



3.



4.



5.



6.



7.



8.

USING **LoGo** IN TEXT

INTERNAL LOGOS

These are our internal logos. Similar to our Capacity Canada logo, follow the same usage guidelines upon application to keep the integrity of the original design and maintain proper structure.

1. Board Governance Bootcamp
2. Modern Board
3. Match Board
4. Makeover Project
5. Capacity by Design
6. Capacity Gov
7. Mentors
8. Gen Z on Boards
9. Mentors

1.



2. ModernBoard

3. MatchBoard

4. Makeover
PROJECT

5. Capacity
byDesign

6. CAPACITYGOV
Powered by Axonify

7. MENTORS ≥

8. Gen Z
ON BOARDS

9.





CAPACITYCANADA

BRAND COLOURS

We kept our colours the same, just cut out the shading. We want our logo to stand out and be easily recognizable, no matter the size.

#089494

RGB	CYMK	Pantone
R = 0	C = 100	C = 7716
G = 147	Y = 15	U = 3272
B = 146	M = 47	
	K = 3	

#fdb824

RGB	CYMK	Pantone
R = 239	C = 0	C = 7409
G = 176	Y = 29	U = 116
B = 34	M = 95	
	K = 5	

#000000

RGB	CYMK
R = 0	C = 100
G = 0	Y = 100
B = 0	M = 100
	K = 100

GRADIENTS

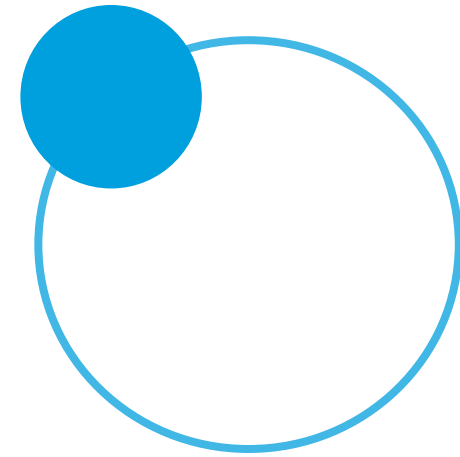
Gradients are a great way to add dimension to your designs. Whether it's in a PowerPoint or social media post, use our gradients as a design element to get your work to the next level.



CAPACITYCANADA

SECONDARY COLOURS

Our secondary colours are meant to be a helping hand to our primary colour palette, accenting stationery such as infographics or presentations. Use these sparingly, adding a change in flow in your colour scheme. In other words, use the primary colour palette in most situations



RGB	CYMK
R = 0	C = 86
G = 121	Y = 46
B = 188	M = 2
	K = 0



RGB	CYMK
R = 230	C = 3
G = 0	Y = 13
B = 126	M = 100
	K = 0



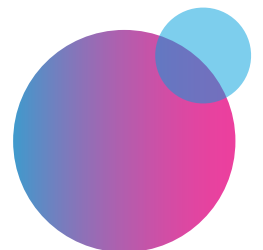
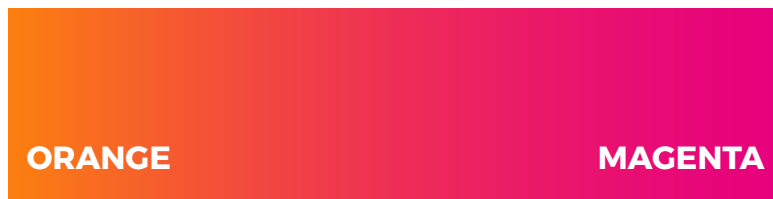
RGB	CYMK
R = 255	C = 0
G = 145	Y = 52
B = 0	M = 100
	K = 0



RGB	CYMK
R = 0	C = 75
G = 159	Y = 22
B = 221	M = 0
	K = 0

SECONDARY GRADIENTS

Similar to our secondary colours, our secondary gradients add a “second dimension” to our style (we know, we’re sorry). Use sparingly to avoid overuse. Use our primary gradients in most situations.



ALTERNATIVE LOGO USE

The preferred way to use Capacity Canada's logo is on a white backdrop. If your background doesn't allow it, the logo may be reversed onto a black, Capacity green, or Capacity yellow background.



TYPOGRAPHY

ALEXANDRIA

Our primary typeface is a flexible and friendly font called Alexandria. It's easily accessible and universally accepted across a variety of platforms. If you do not have access to this font, there are steps on how to download it on page 15. This font should not be replaced and to be used at all times.

Alexandria

Aa

Style:

Thin
Extra Light
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

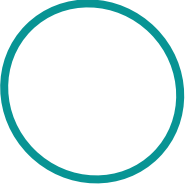


DOWNLOADING THE FONT

We get that it may be confusing to download a font off the internet. Don't worry, we have that covered! Follow these steps:

Step 1: Search up “googlefonts” on your web browser (or [click here](#)) and search up the font “Alexandria”.

Step 2: The font that appears will look arabic, this is the correct font. Click on that font. In the top right corner, click on the button that says “download family”.



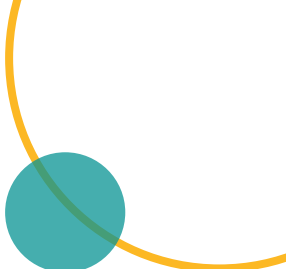

Step 3: There should be a pop-up appearing at the bottom of your screen. A new window should open if you right-click this, or click the arrow (then click show in folder). It will unpack the file and give you access to the font if you double-click the downloaded file.

Step 4: Inside the folder, find the .ttf that says “Alexandria”. Double click it to open up a pop up menu.

Step 5: Once the pop up menu appears, click the “install font” button at the bottom right hand corner. And just like that, your font has been installed for your use!

*Note: you may need to restart your applications to see the font after you've downloaded it.

Having issues following these steps?
[Try this link](#)



abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890" \$#%&;,.

Alexandria regular (perfect for body copy)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890" \$#%&;,.

Alexandria medium (perfect for subheaders)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890" \$#%&;,.

Alexandria Bold (perfect for headers)