

Brand manual

Starlight Children's Foundation[®] Canada

Our brand is our most valuable asset. This guide is to help ensure that we all stay true to the brand and work together to continue to build on the strength of our identity, ultimately presenting ourselves in one unified voice and visual expression.

Effective January 1, 2019



Brand manual

Starlight Children's Foundation[®] Canada

The goal of the material printed in this resource guide is to serve as a single, reliable resource to our brand's visual and verbal expression. It will help you understand our brand identity, which is made up of Starlight Canada's logo art, typeface requirements, colour usage, basic layout recommendations and language. The combination of these components builds a complete picture of our brand's essence.

Effective January 1, 2019



Starlight Children's Foundation[®] Canada

- A. Brand Identity
- B. Brand Colour
- C. Typography
- D. Corporate Identity
- E. Brand Elements
- F. Policies

Starlight's Primary English Organizational Logo

Starlight Canada's primary two-colour English logo, as displayed below, includes purple type and a yellow star child. This version of the logo is to be used on material only for strictly English audiences, by using your best judgment, or by seeking approval from your supervisor.



Alternative English Logo Treatments

When it is not possible to use the two-color English logo

When it is not possible to design a printed piece or web page in the desired contrasting background color (white), several other approved logo alternatives exist.

When a white background is not possible, use an alternative logo treatment ensuring there is enough contrast between the logo and the background. The Communications Department must clear any other logo colouration or modification. Only colours that are part of Starlight Canada's colour palette will be considered.



#4c377b

White text and yellow star child (shown here on a purple background only to make white text visible)



#4c377b

Purple text and star child



#000000

Black text and star child (for use only in B&W design)



#ffffff

White text and star child (shown here on a black background only to make white text visible)

Starlight Canada's Primary Organizational Bilingual Logo

Starlight Canada's primary two-colour bilingual logo, as displayed below, includes purple type and a yellow star child. This version of the logo is to be used on all materials that apply to both English and French speaking audiences.



Alternative Bilingual Logo Treatments

When it is not possible to use the two-color bilingual logo

When it is not possible to design a printed piece or web page in the desired contrasting background color (white), several other approved logo alternatives exist.

When a white background is not possible, use an alternative logo treatment ensuring there is enough contrast between the logo and the background. The Communications Department must clear any other logo colouration or modification. Only colours that are part of Starlight Canada's colour palette will be considered.



#4c377b

White text and yellow star child (shown here on a purple background only to make white text visible)



#4c377b

Purple text and star child



#000000

Black text and star child (for use only in B&W design)



#ffffff

White text and star child (shown here on a black background only to make white text visible)

Logo Identity Sizing 5 A

English Logo Sizing

English only logo



Logo Identity Sizing 6 A

Bilingual Logo Sizing

Bilingual logo



Clear Space Requirements

In order to maintain the integrity of Starlight Canada's logo the area around the logo must be clear of other logos, photographs and general clutter.

The minimum clear space required is equal to the height of the "s" in "starlight". The entire logo should be surrounded by clear space as indicated in the diagram. Note: the box is for illustrative purposes only.





Starlight Canada's logo should never be altered, modified or corrupted in any manner.

Unacceptable logo usage includes:

- Stretching, squeezing or otherwise distorting the logo in any way
- Changing the spacing between the elements of the logo
- Altering the logotype font in any way
- Changing the logo colours
- Tinting the logo colours
- Adding additional elements to the logo
- Recreating or redrawing the logo

Our Name in Print

Our legal name – Starlight Children’s Foundation – is always written in text using uppercase and lowercase letter forms as illustrated below. Never use all caps or lowercase letter forms. The ® registered trademark symbol should follow our name on first use only. Join the “Canada” chapter name to “Starlight Children’s Foundation” after the trademark symbol.

Starlight Children’s Foundation®

Starlight Children’s Foundation® Canada

After first use our name should be abbreviated to “Starlight Canada” on all subsequent mentions. It is not necessary to include the ® registered trademark symbol after the first use in the document.

“Starlight Children’s Foundation Canada” is our official name. Using Starlight Children’s Foundation Canada is preferable in all formal uses. Starlight Children’s Foundation Canada should never be preceded by the word “the” and should never appear as “Starlight Foundation.”

Main Brand Colour 1 B

Primary Colours

- Exclusive to those used in Starlight Canada's primary logo (i.e. twilight and yellow)
- Used exclusively for the primary two-colour Starlight Canada logo and the "Lucky" star
- Primary colours must be used on white backgrounds

Primary

Pantone (pms) colour is the preferred, most accurate colour matching system and should always be used when working with printing companies.

pms 269 (twilight)

C 86 M 100 Y 30 K 0

Websafe: **#4c377b**

pms 108 (global gold)

C 0 M 10 Y 100 K 0

Websafe: **#ffdd00**

Secondary

Brand Colour

1

B

Secondary Colours

CMYK (four colour process) should be used when pms colours are not available.

pms 2582 (violet)	pms 185 (red)	pms 269 (orange)	pms 269 (green)	pms 269 (blue)
C 46 M 72 Y 2 K 0	C 0 M 100 Y 100 K 0	C 0 M 50 Y 100 K 0	C 75 M 0 Y 100 K 0	C 91 M 59 Y 3 K 0
Websafe: #8966a1	Websafe: #ff0000	Websafe: #ff7f00	Websafe: #339900	Websafe: #1761da

Web-safe colours are used in website and html email design.

Tertiary

Brand Colour 1 B

Tertiary Colours

RGB colours can be used in Microsoft applications -- including Word and PowerPoint.

pms 276 (midnight)	pms 3665 (lavender)	pms 7450 (light gray)	pms 324 (aqua)	pms 7453 (blue-gray)
C 80 M 100 Y 35 K 50	C 62 M 59 Y 6 K 0	C 20 M 9 Y 4 K 0	C 28 M 2 Y 12 K 0	C 50 M 26 Y 5 K 0
Websafe: #310f41	Websafe: #716fa8	Websafe: #cad4e2	Websafe: #a3c8d7	Websafe: #8aa3ca
C 100 (cyan)	m 100 (magenta)	pms 231 (rose)	pms 390 (lime)	
C 0 M 100 Y 100 K 0	C 0 M 50 Y 100 K 0	C 0 M 50 Y 0 K 0	C 28 M 5 Y 95 K 0	
Websafe: #29a7db	Websafe: #cc0099	Websafe: #fca3cb	Websafe: #cdcc00	

Typography

Base Typeface

1

C

Starlight Canada Typefaces

As part of the brand, the typography for the website, print collateral, and all external Starlight Canada correspondence should remain unified. Open Sans should be used primarily as body copy only and descriptions. Be sure to use Raleway when you are creating headings or calls to action.

Open Sans

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Open Sans

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Download to use: <https://fonts.google.com/specimen/Open+Sans>

Raleway

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Raleway

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Download to use: <https://fonts.google.com/specimen/Raleway>

Corporate Identity 1 D

English Only Business Cards

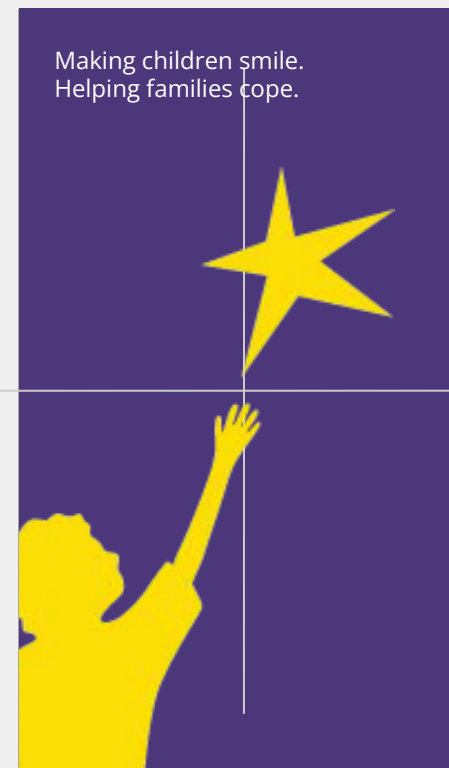
- Vertical format
- Font type Open Sans
- Name, 10 pt, Raleway Extra Bold
- Title, 9 pt, Open Sans
- Contact information, 8 pt, Open Sans
- Include Starlight Canada logo
- Business cards should include social media icons and URLs

Contact your supervisor to set up business card printing or request card templates.

Front Side



Back Side



Corporate Identity 2 D

Bilingual Business Cards

- Vertical format
- Font type Open Sans
- Name, 10 pt, Raleway Extra Bold
- Title, 9 pt, Open Sans
- Contact information, 8 pt, Open Sans
- Include Starlight Canada logo
- Business cards should include social media icons and URLs

Contact your supervisor to set up business card printing or request card templates.

Front Side



Back Side



Corporate

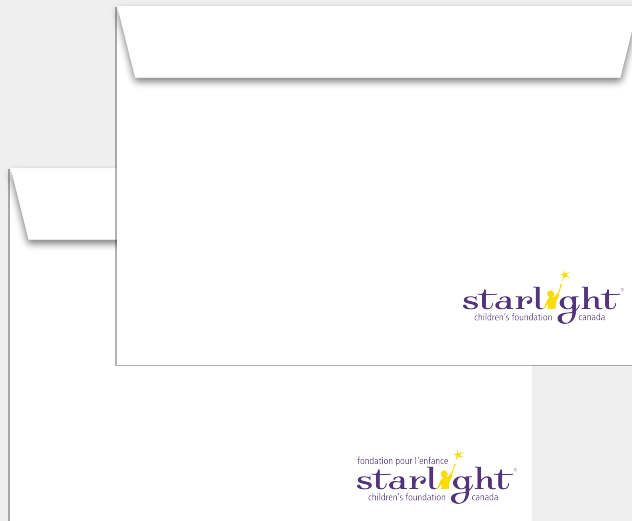
Identity

3

D

Letterhead and Envelopes

Starlight Canada uses 10pt Open Sans for body copy in all correspondence. Body copy should be black. Templates for letterhead and envelopes are available in the Communications > Marketing resources and material shared drive.



Header

Lorem ipsum dolor sit amet, ei his utinam vidisse inimicus. Ne qui nisl dicant graeco, sit iriure dolorum ex. Eam at simul dicunt suscipiantur. Munere salutandi id quo, eu vix putent mollis patrioque. Ne duo dolore mucus, vix causae expetendis cotidieque eu. Suas suscipit argumentum an usu, vel ne illum suscipiantur, vix in habeo dolor virtute.

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Starlight Children's Foundation Canada
200 Consumers Road, Suite 809, Toronto, ON M2J 4R4

T: 416.642.5675 or 1.800.880.1004 | F: 416.642.5667 | www.starlightcanada.org
Making children smile. Helping families cope.



Header

Lorem ipsum dolor sit amet, ei his utinam vidisse inimicus. Ne qui nisl dicant graeco, sit iriure dolorum ex. Eam at simul dicunt suscipiantur. Munere salutandi id quo, eu vix putent mollis patrioque. Ne duo dolore mucus, vix causae expetendis cotidieque eu. Suas suscipit argumentum an usu, vel ne illum suscipiantur, vix in habeo dolor virtute.

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La Fondation pour l'enfance Starlight Canada
Starlight Children's Foundation Canada
1805 Route Transcanadienne, Dorval, QC H9P 1J1

T: 416.642.5675 or 1.800.880.1004 | F: 416.642.5667 | www.starlightcanada.org
Faire sourire les enfants. Aider les familles à faire face à la maladie.
Helping children smile. Helping families cope.

Email Correspondence English

Follow the format shown here for your email signature. Please note the spacing between lines to make for easier reading.

- Open Sans 10 pt, black, left justified
- Name and Starlight Children's Foundation Canada in bold
- Starlight Canada English logo should be 1.66 inches wide
- Mission statement below the social media links in 10 pt Open Sans Italic
- Return emails can have only name, organization, web, direct and email
- Event specific tagline may be included underneath mission statement (i.e., Don't miss our 4th annual Stars with Sticks on August 26th) with approval from Communications Department before use
- During key organizational anniversaries, such as Starlight's 30th anniversary period (Jan. 1 – Dec. 31, 2019), replace Starlight logo with Starlight's 30th anniversary logo
- Clip art or special backgrounds on your emails are prohibited
- Any other additions to email signatures should be routed

Jane Smith | Title
Starlight Children's Foundation Canada | www.starlightcanada.org
Direct 123.456.7890 | jane.smith@starlightcanada.org



Office Street Address | Facebook | Twitter | Instagram | YouTube | LinkedIn

Making children smile. Helping families cope.

Email Correspondence Bilingual

Follow the format shown here for your email signature. Please note the spacing between lines to make for easier reading.

- Open Sans 10 pt, black, left justified
- Name and Starlight Children's Foundation Canada in bold
- Starlight Canada bilingual logo should be 1.66 inches wide.
- Mission statement below the social media links in 10 pt Open Sans Italic
- Return emails can have only name, organization, web, direct and email
- Event specific tagline may be included underneath mission statement (i.e., Don't miss our 4th annual Stars with Sticks on August 26th) with approval from Communications Department before use
- During key organizational anniversaries, such as Starlight's 30th anniversary period (Jan. 1 – Dec. 31, 2019), replace Starlight logo with Starlight's 30th anniversary logo
- Clip art or special backgrounds on your emails are prohibited
- Any other additions to email signatures should be routed

Jane Smith | Title

Starlight Children's Foundation Canada / La Fondation pour l'enfance Starlight Canada | www.starlightcanada.org

Direct 123.456.7890 | jane.smith@starlightcanada.org



Office Street Address | Facebook | Twitter | Instagram | YouTube

Making children smile. Helping families cope.

Faire sourire les enfants. Aider les familles à faire face à la maladie.

Brand

Elements

1

E

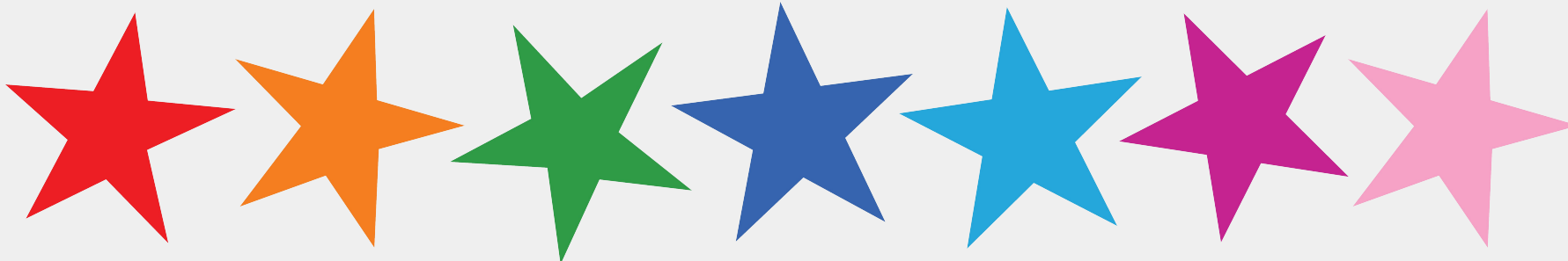
Starlight 'Star' brand color



Starlight star - prime color 2



Second and Tertiary Colored Stars



Brand

Elements

1



Starlight 'Star' 3D tilt



Starlight 'Star' brand color

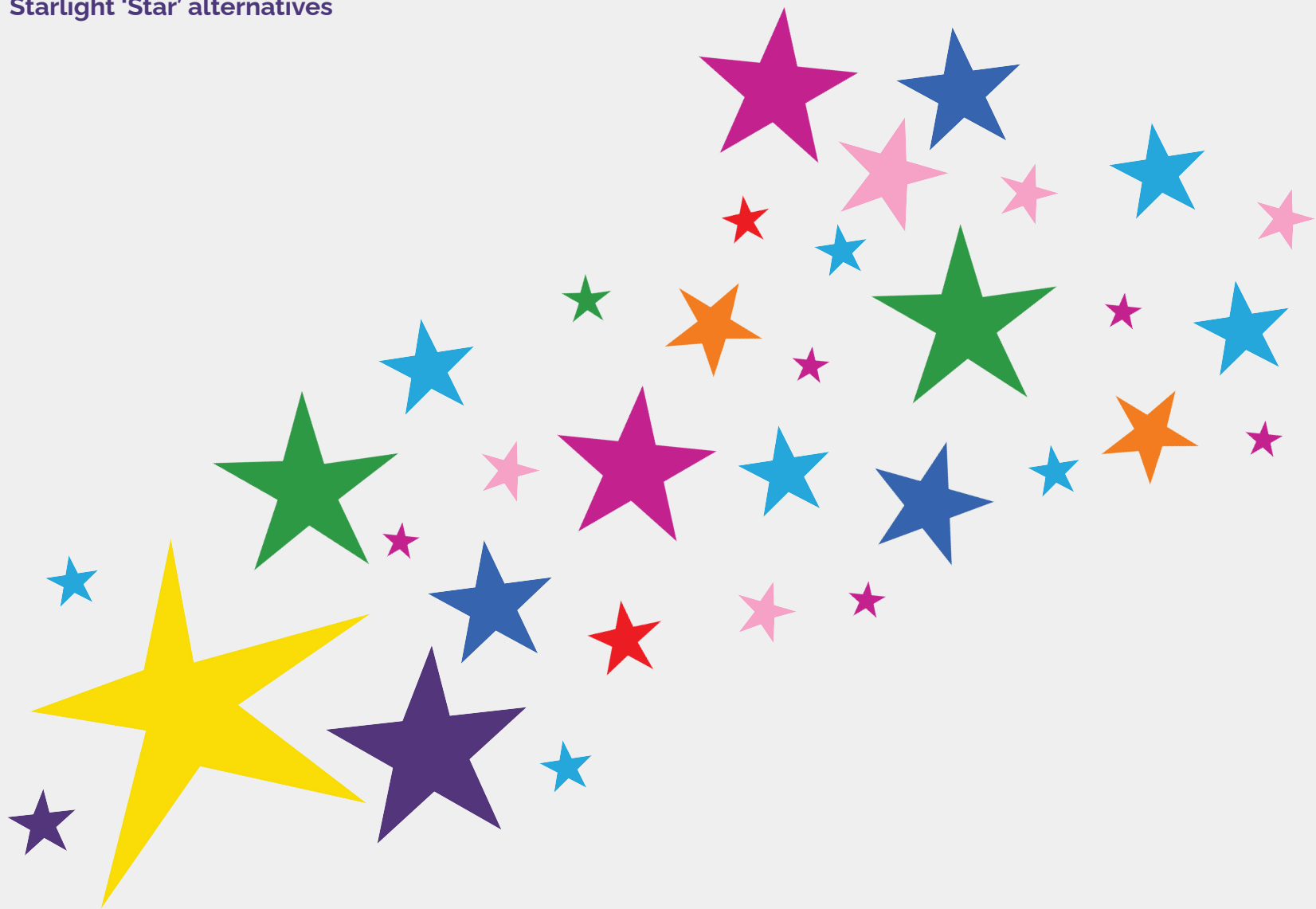
Starlight star - prime color 2



Second and Tertiary Colored Stars



Starlight 'Star' alternatives



Starlight 'Star' alternatives 3D tilt



Starlight 'Star' alternatives



Starlight 'Star' alternatives



Starlight 'Star' alternatives



Starlight 'Star' alternatives



Starlight 'Star' alternatives



Terms of Use

Use of Starlight Canada trademarks for any purpose, including but not limited to, in conjunction with other trademarks, URLs, social media, marketing/collateral pieces, etc. must receive written approval, in advance of all uses, by the Starlight Canada Communications Department.

The Communications Department must approve all uses of the trademark, in writing, at each of the following stages of artwork creation including marketing and events. Please allow 48 hours turnaround for review.

- Artwork Approval – an artwork rendering of the trademark usage must be submitted for approval. If approval is not granted, the requested changes must be made and approved in writing in advance of pre-production sampling.
- Pre-Production Approval – three pre-production samples exactly matching the approved in-writing trademark use must be submitted for approval. If written approval is not granted, the requested changes must be made and approved in writing in advance of production of the final sample.
- Final Production Approval – three final production samples matching exactly the approved pre-production sample must be submitted for approval. If written approval is not granted, the requested changes must be made and approved in writing in advance of product distribution.
- Any product that does not achieve Final Production Approval may not be distributed. Any product distributed without approval is subject to immediate and full recall at the sole expense of the party responsible for the use of the unapproved trademark.

Standards of Use

The trademark may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of Starlight Canada's anti-discrimination policies.

All uses of registered trademarks must include and have the visible ® at all times.

All other marks, whether ® or ™, must use the proper mark in headlines and the first time the trademarked words are used in a document or web page (page, not site). Additional mentions in the document or the web page can be written without the ® or ™.

The use of Starlight Canada's trademark with the following products will not be approved:

- Firearms or other products designed to be used to injure or kill
- Tobacco-related products
- Sexual oriented and/or pornographic products
- Conflicting organizations and/or companies in direct conflict with official Starlight Canada partners (unless otherwise approved by the Executive Director)
- Products that present an unacceptable risk of liability
- Products that may harm or damage the image of Starlight Canada



www.starlightcanada.org