

Brand Guidelines

Last Updated: April 2022



Logo: National Team

Full Colour Logo



Full Colour Logo - White Font



One Colour Logo



White Logo



Black Logo



Election Logo

Each provincial election will have a slightly altered logo that includes the province/territory's name and the year of the election. See examples below.

Full Colour Logo



Full Colour Logo



Full Colour Logo



Full Colour Logo - White



Full Colour Logo - White



Full Colour Logo - White

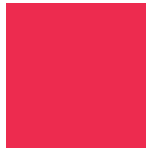


Colours



Prideful Blue

Hex: #1B263B
RGB: 27, 38, 59
CMYK: 90%, 78%, 49%, 55%



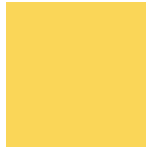
Life Red

Hex: #ED2B4F
RGB: 237, 43, 79
CMYK: 1%, 95%, 63%, 0%



Healing Orange

Hex: #F9A93F
RGB: 249, 169, 63
CMYK: 0%, 38%, 86%, 0%



Sunlight Yellow

Hex: #FAD658
RGB: 250, 214, 88
CMYK: 2%, 13%, 77%, 0%



Nature Green

Hex: #66B8A2
RGB: 102, 184, 162
CMYK: 60%, 6%, 43%, 0%



Harmony Blue

Hex: #2E98CB
RGB: 46, 152, 203
CMYK: 74%, 26%, 5%, 0%



Spirit Purple

Hex: #655BA7
RGB: 101, 91, 167
CMYK: 70%, 73%, 0%, 0%



Diversity Black

Hex: #3D3D3D
RGB: 61, 61, 61
CMYK: 68%, 61%, 60%, 49%



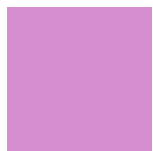
Inclusivity Brown

Hex: #A0774A
RGB: 160, 119, 74
CMYK: 33%, 51%, 78%, 12%



Masc Blue

Hex: #7ED5E0
RGB: 126, 213, 224
CMYK: 46%, 0%, 13, 0%



Femme Pink

Hex: #D68ED1
RGB: 214, 142, 209
CMYK: 17%, 51%, 0%, 0%



Transition White

Hex: #FFFFFF
RGB: 0, 0, 0
CMYK: 0%, 0%, 0%, 0%

Font

MADE Tommy Soft - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Example Graphics

Graphics are use the dark “Prideful Blue” as a backdrop for contrasting white font and abstract Progress Flag (with the Intersex) in the corner. An out line of the province or territory can be used in the background to add an additional visual element.

