



Egale

Brand Guidelines

Created November 2019



OUR MISSION

Egale works to improve the lives of LGBTQI2S people in Canada and to enhance the global response to LGBTQI2S issues. Egale will achieve this by informing public policy, inspiring cultural change, and promoting human rights and inclusion through research, education and community engagement.

OUR VISION

Egale's vision is a Canada, and ultimately a world, without homophobia, biphobia, transphobia and all other forms of oppression so that every person can achieve their full potential, free from hatred and bias.

This guide is everything you need to know to present the Egale brand to the world consistently.



our brand

OUR BRAND IS SO MUCH MORE THAN A LOGO.

In this guide, you will find all the visual ingredients and components that make up our brand identity. Consistent use of our visual language will build an impactful brand awareness.

our voice

How we say things is as important as what we say. For more information on the tone and messages, please contact **Jennifer Boyce** at jboyce@egale.ca.



our tagline

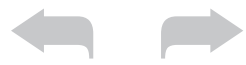
EQUAL NOT OTHER
ÉGAL, PAS AUTRE

Our tagline reflects our commitment to full equality and inclusion of every LGBTQI2S community member in all aspects of life and society. It also honours the diversity within and among our communities.

The tagline adds context to our logo by encapsulating our vision in as few words as possible.

It's fine to occasionally use the tagline on its own, but please take care to avoid overusing it in copy, as a decorative element, or as a headline.

See application samples on [pages 18](#) and [20](#).



The look of our brand shapes how the world sees and thinks of our organization.

Follow the instructions in this guide to help our brand:

Increase Awareness

Create Consistency

Strengthen Belief in Our Brand

Streamline Creative Processes

Inspire Brand Champions

CLICK ON A SQUARE
TO NAVIGATE TO THAT SECTION ►

OUR LOGOS

Our logo is at the heart of our visual brand identity. It represents who we are. Learn more about our logo and how to use it.

IN PRACTICE

To see our brand identity and visual tools come to fruition, here are some best-in-class examples of the identity utilized in various communication pieces.

OUR PHOTOGRAPHY

Celebrating the diversity and vibrancy of our foundation through photography is crucial to the success of our communications. In this section you will find tips for building your photographic assets.



Our Logo

☰ Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

Logo Format Guidelines

Get in Touch

Our Logo

EQUAL. BOLD. INSPIRING.

Our logo is an integral part of our brand and our symbol to the world.

Our wordmark integrates the equal sign to reinforce Egale's strong equal rights advocacy. When we present ourselves consistently, effectively and professionally, our voice will be heard more effectively.

Logo Elements

- Egale Equal "E"
- Wordmark

EGALE EQUAL
"E" ICON



WORDMARK



Our Logo

 Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

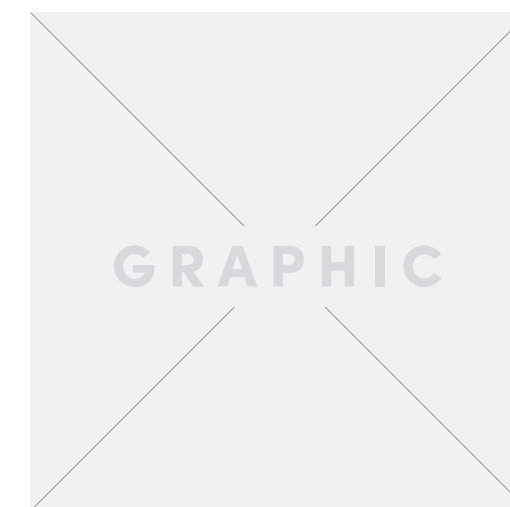
Logo Format Guidelines

Get in Touch

Clear space ensures no other elements interfere with the logo's breathing room

The height of the lowercase “e” in Egale establishes the minimum clear space around the logo. No other graphic should pass this invisible “cushion” around the logo.

For logo types and when to use it, please refer to [page 14](#).





Our Logo

Logo Clear Space

— Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

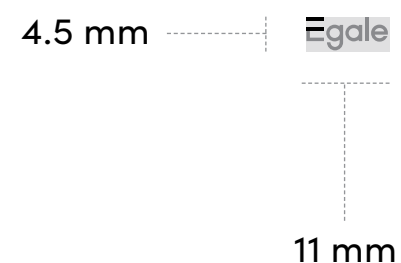
Logo Format Guidelines

Get in Touch

Minimum size is the smallest size you should ever use the logo

The minimum size of the logo exists for both print and digital applications to ensure legibility.

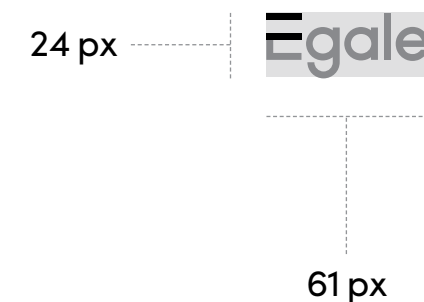
Minimum Logo Size For Print



DO NOT SCALE THE LOGO SMALLER THAN:
10% of the logo size or 11 mm x 4.5 mm
for print applications

PRINT APPLICATIONS INCLUDE:
Printed ads, brochures, print collateral,
stationery, signage

Minimum Logo Size For Digital



DO NOT SCALE THE LOGO SMALLER THAN:
10% of the logo size or 61 px x 24 px
for digital applications

DIGITAL APPLICATIONS INCLUDE*:
Web, email blasts, online advertising

*Small digital applications (like app icons) will require a customized graphic.



Our Logo

Logo Clear Space

Logo Minimum Size

 [Egale Canada Logo Clear Space](#)

[Egale Canada Logo Minimum Size](#)

[Print and Digital Logos](#)

[Dos and Don'ts](#)

[Logo Format Guidelines](#)

[Get in Touch](#)

Egale Canada Logo (International Use)

The Egale Canada Logo is intended for International use.

Logo Elements

- Egale Equal "E"
- Wordmark

EGALE EQUAL
"E" ICON



WORDMARK & CANADA



Our Logo

Logo Clear Space

Logo Minimum Size

 Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

Logo Format Guidelines

Get in Touch

Clear space ensures no other elements interfere with the logo's breathing room

The height of the "E" in Egale establishes the minimum clear space around the logo. No other graphic should pass this invisible "cushion" around the logo.





Our Logo

Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

■ Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

Logo Format Guidelines

Get in Touch

Minimum size is the smallest size you should ever use the logo

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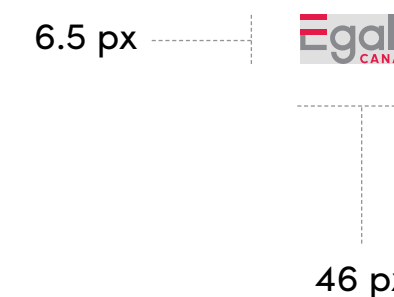
Minimum Logo Size For Print



DO NOT SCALE THE LOGO SMALLER THAN:
12% of the logo size or 13 mm x 5.5 mm
for print applications

PRINT APPLICATIONS INCLUDE:
Printed ads, brochures, print collateral,
stationery, signage

Minimum Logo Size For Digital



DO NOT SCALE THE LOGO SMALLER THAN:
15% of the logo size or 46 px x 6.5 px
for digital applications

DIGITAL APPLICATIONS INCLUDE*:
Web, email blasts, online advertising

*Small digital applications (like App icons) will require a customized graphic.



Our Logo

Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

 Print and Digital Logos

Dos and Don'ts

Logo Format Guidelines

Get in Touch

The cool gray in the logo is adjusted

The Egale Logo is available in black and white and reversed for flexible use.

The word "Egale" is displayed in a cool gray color. The letter "E" is stylized with a horizontal bar at the top and a vertical bar on the left side.



Our Logo

Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

= Dos and Don'ts

Logo Format Guidelines

Get in Touch

Keep these dos and don'ts in mind to keep the integrity of the logo in place

The golden rule is never alter our logo or reproduce in any way, shape, or form. Think of our logo as being sacred. Consistency is key!

Fonts

Don't change my fonts

Colours

Don't change my colours

Proportions

Don't skew me

Elements

Don't make me something I'm not

Position

Don't make me tipsy

Effects

No funny business

Background

Don't make me disappear in a flood of colour

Box

Don't box me in white on a coloured background. Try the reversed logo instead!

Textures

Don't try to make me textural



Our Logo

Logo Clear Space

Logo Minimum Size

Egale Canada Logo Clear Space

Egale Canada Logo Minimum Size

Print and Digital Logos

Dos and Don'ts

≡ Logo Format Guidelines

Get in Touch

Remember there is a difference between print and digital ready logo files!

Always ask your trusted print supplier for what file format they require when printing your logo. One thing to note: There is no universal rule for specialty printing, so always ensure to connect with your print supplier to ensure the highest quality work.

Logo Format Guidelines For Print

Logo files prepared for print are used for **print** products such as: posters, stationery, reports, brochures, signage, etc.

Colour Profiles: CMYK or Pantone (PMS)

What is CMYK printing?

CMYK PRINTING is the main colour type used with digital printing. Digital printing is the most common type of printing for collateral such as posters, postcards, brochures, etc. and typically have a smaller quantity.

What is PANTONE (PMS) printing?

PANTONE (PMS) PRINTING or “spot colour printing” is a printing process where Pantone colours are reproduced.

Pantone colours can only be printed if you are going on a specialty press, typically for larger size print-jobs.

CMYK Logo Types

When printing with a digital printer, please use the following logo files:

- 1) Egale-logos-Black-CMYK.eps
- 2) Egale-logos-CMYK.eps
- 3) Egale-logos-Greyscale-CMYK.eps
- 4) Egale-logos-White-CMYK.eps

PMS Logo Types

When printing with a specialty press, please use the following logo files:

- 1) Egale-logo-Pantone.eps
- 2) Egale-logo-Greyscale-Pantone.eps

Logo Format Guidelines For Digital

Logos prepared for digital are typically used for any **digital** products such as: websites, online banners, PowerPoints etc.

Colour Profile: RGB

What is a JPEG?

JPG files are flattened, screen resolution files. JPGs are small file sizes, so they're ideal for using on screen such as websites, email signatures, and also on PowerPoint presentations.

The following logo files are provided in JPEG format:

- 1) Egale-logo-Black-RGB.jpg
- 2) Egale-logo-RGB.jpg

What is a PNG?

PNG files are transparent, screen resolution files.

PNGs are similar to JPGs because they are small in size, however they can have a transparent background, making it ideal for placing on top of a pattern, photograph, or solid colour.

The following logo files are provided in PNG format:

- 1) Egale-logo-Black-RGB.png
- 2) Egale-logo-Greyscale-RGB.png
- 3) Egale-logo-RGB.png
- 4) Egale-logo-White-RGB.png



In Practice

☰ Print/Web Font

Native System Font

Colour Palette

Applications

Get in Touch

Fonts are the clothes that words wear. Here is our brand font

Our brand font is flexible. It can be utilized for both print and web applications. Headings and body copy sometimes make up a huge component of a design, so following these guides is important.

HEADINGS

HELLO, I'M

SOFIA PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

HIERARCHY

AND I'M YOUR PRIMARY FONT. I COME IN

various **weights & styles**

BODY COPY

Consequi corrovi tiatisc ipsuntionest quis eum liqui dolendis seque ni que ped quo bersperitate veraerci beatur soluptatur, verspedit, non por architam ut quiduntiur, in pe sectem quiFugit, con et ut quidi dit qui quiasped quam facia nuscilibus, consed quistesedi ut perio tem in et hictotaspis diae pa dollorio.

Sofia Pro is an Adobe Typekit font. If you have Adobe Creative Cloud installed on your computer, you can download the font straight from [Typekit](#). If not, you can purchase the font at [Myfonts.com](#).



In Practice

Print/Web Font

 Native System Font

Colour Palette

Applications

Get in Touch

When in doubt, turn to system fonts!

In instances where you need to use a font that is consistent across all platforms, ie. powerpoint presentations, please utilize Century Gothic. Century Gothic is a native, system font that is available on Mac OS and Windows systems.

HEADINGS

HELLO, I'M

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 abcdefghijklmnopqrstuvwxyz

HIERARCHY

AND I'M YOUR PRIMARY FONT. *I COME IN*

Various weights.

BODY COPY

Consequi corrovi fiatisc ipsuntionest quis eum liqui dolendis seque ni que ped quo bersperitate veraerci beatur soluptatur, verspedit, non por architam ut quiduntiur, in pe sectem quiFugit, con et ut quidi dit qui quiasped quam facia nuscilibus, consed quistesedi ut perio tem in et hictotaspis diae pa dollorio.



In Practice

Print/Web Font

Native System Font

 Colour Palette

Applications

Get in Touch

Need a solid colour?

We've got you covered.

Solid colours are sometimes needed (e.g., accent colours for typography).

Pick a formula based on your needs, and remember:

CMYK = PRINT

RGB = DIGITAL

HEX = WEB

lemon

PMS 604 C
C 5 / M 0 / Y 94 / K 0
R 234 / G 218 / B 38
HEX #EADA26

purple rain

PMS 2597 C
C 80 / M 99 / Y 0 / K 0
R 92 / G 6 / B 140
HEX #5C068C

tangy orange

PMS 2011 C
C 0 / M 48 / Y 99 / K 0
R 237 / G 155 / B 51
HEX #ED9B33

brilliant blue

PMS 293 C
C 100 / M 69 / Y 0 / K 4
R 0 / G 61 / B 165
HEX #003DA5

bright crimson

PMS 192 C
C 0 / M 94 / Y 64 / K 0
R 228 / G 0 / B 70
HEX #E40046

green coral

PMS 2249 C
C 73 / M 0 / Y 62 / K 0
R 92 / G 170 / B 127
HEX #5CAA7F



In Practice

Print/Web Font

Native System Font

Colour Palette

☰ Applications

Print

Digital

Get in Touch

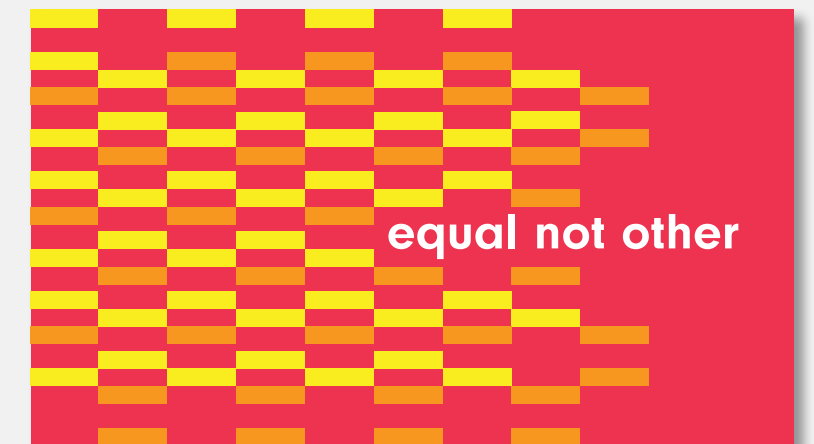
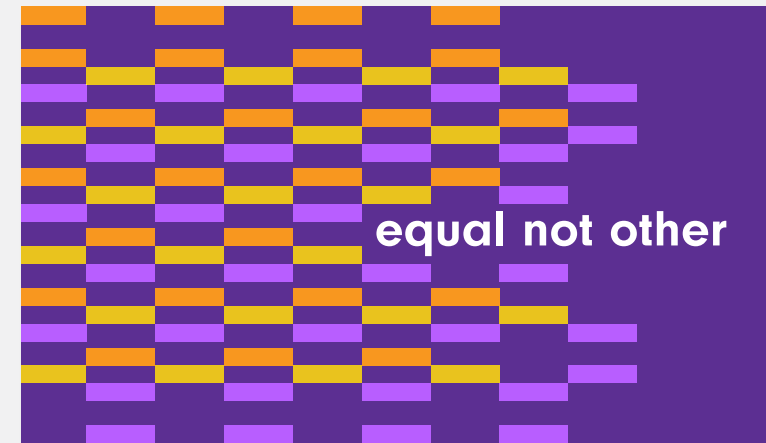
Egale

John William Doe
He | They
Marketing Manager

Tel: 1 (416) 946-7887 ext. xxx
Mobile: 1 (416) xxx-xxxx
johndoe@egalecanada

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Toronto, ON M5A 4K2 Canada
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FRONT OF BUSINESS CARD



BACK OF BUSINESS CARDS IS AVAILABLE IN FOUR VARIATIONS OF COLOURS AND PATTERNS



In Practice

Print/Web Font

Native System Font

Colour Palette

≡ Applications

Print

Digital

Get in Touch

Egale

Report Cover Title

SUB TITLE OREPRO IPSUMENDEL INCIPSAPID MODIT

Date 2019

SAMPLE REPORT COVERS

Egale

Report Cover Title

SUB TITLE OREPRO IPSUMENDEL INCIPSAPID MODIT

Date 2019

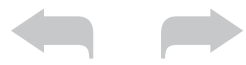
Egale

Back in the Closet

THE AGING EXPERIENCE OF LGBTQI2S PEOPLE IN CANADA

DATE 2019

Authored By: John Smith, Jane Smith, John Smith



In Practice

Print/Web Font

Native System Font

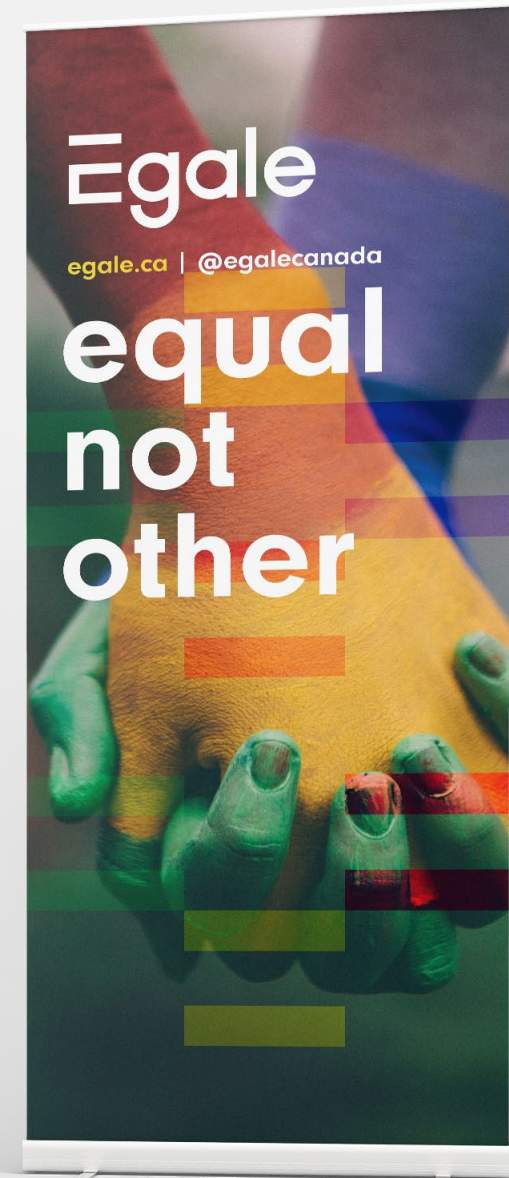
Colour Palette

☰ Applications

Print

Digital

Get in Touch



SAMPLE PULL-UP BANNERS



In Practice

Print/Web Font

Native System Font

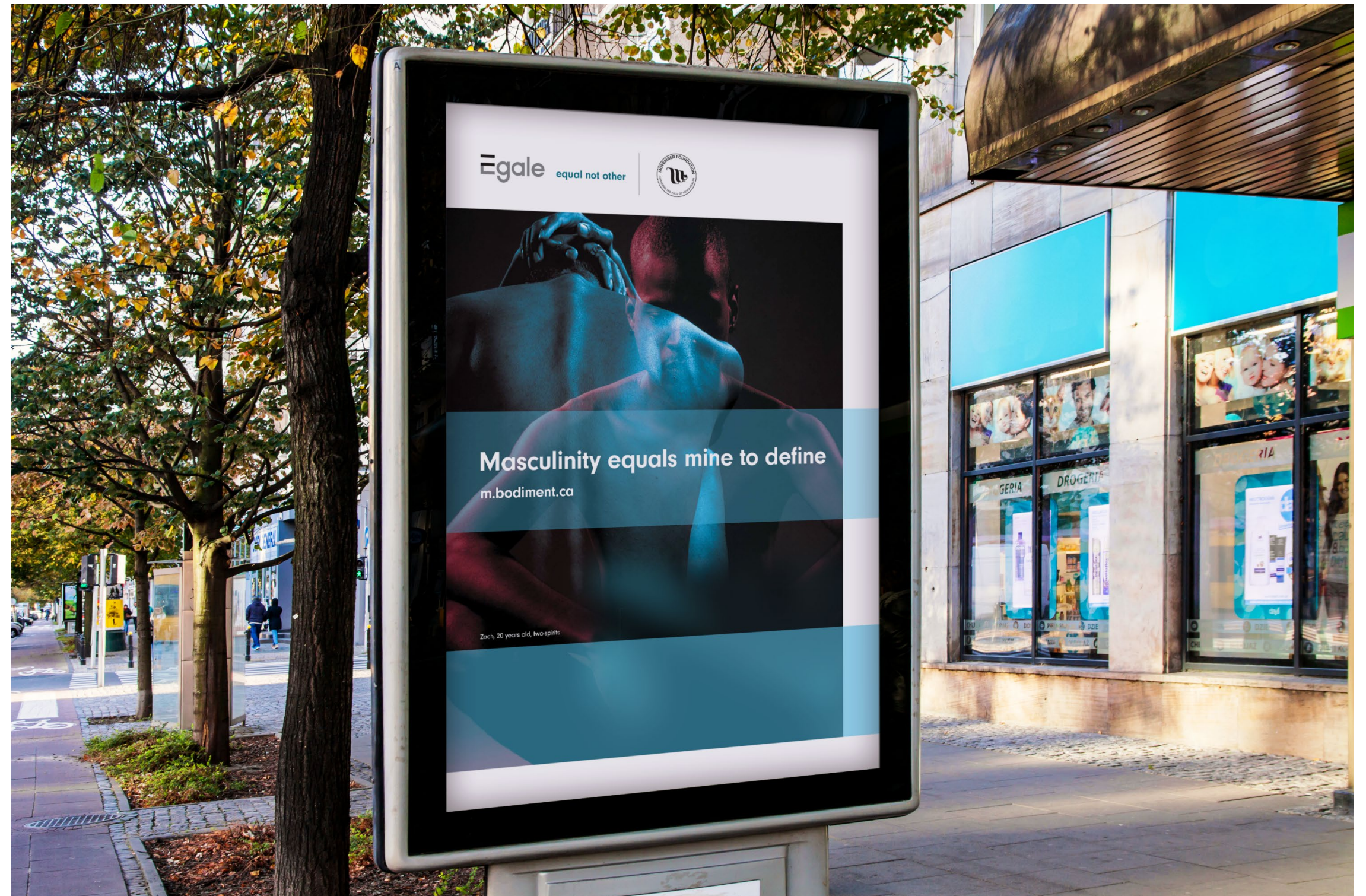
Colour Palette

☰ Applications

Print

Digital

Get in Touch



SAMPLE OUTDOOR AD



In Practice

Print/Web Font

Native System Font

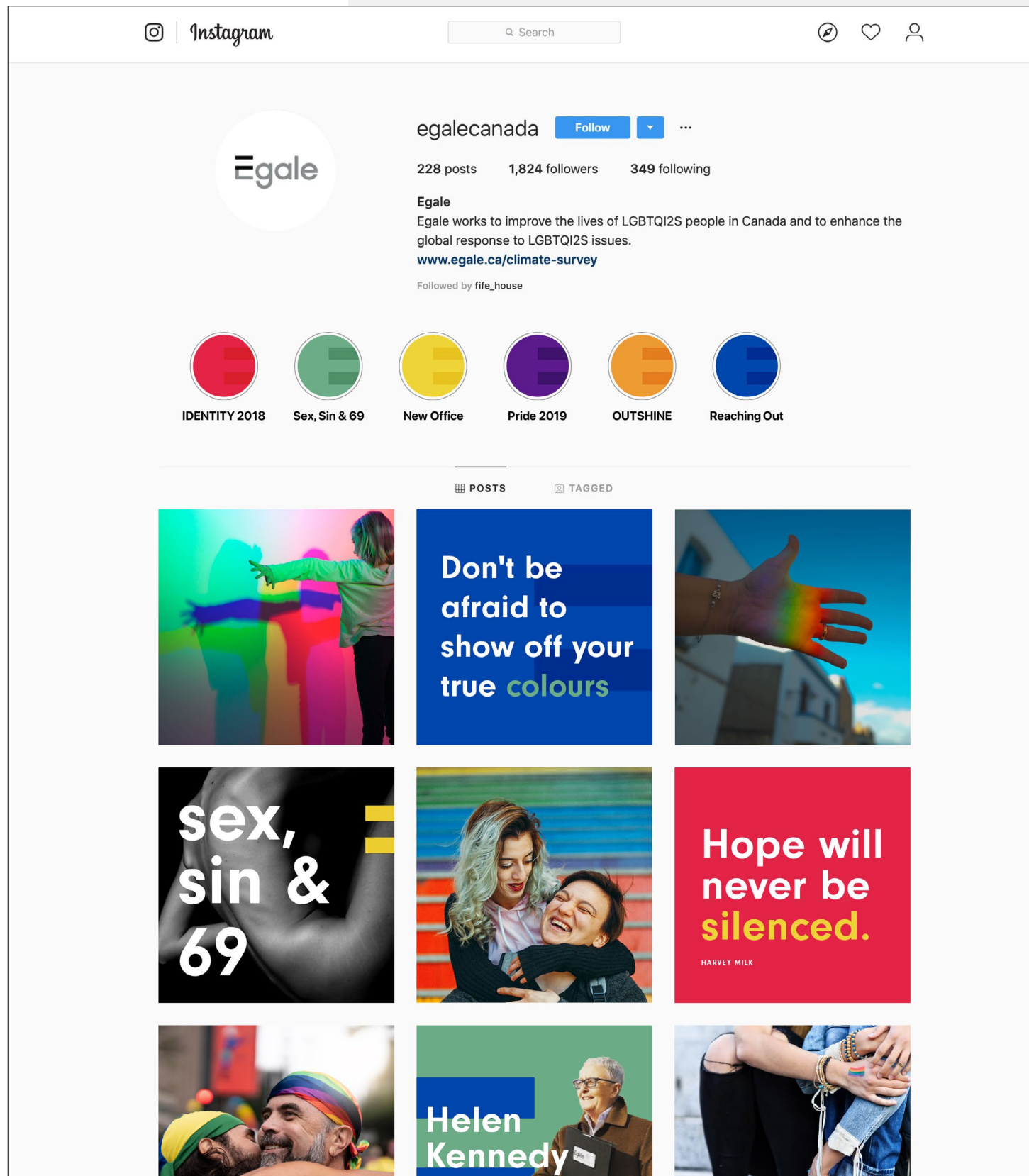
Colour Palette

≡ Applications

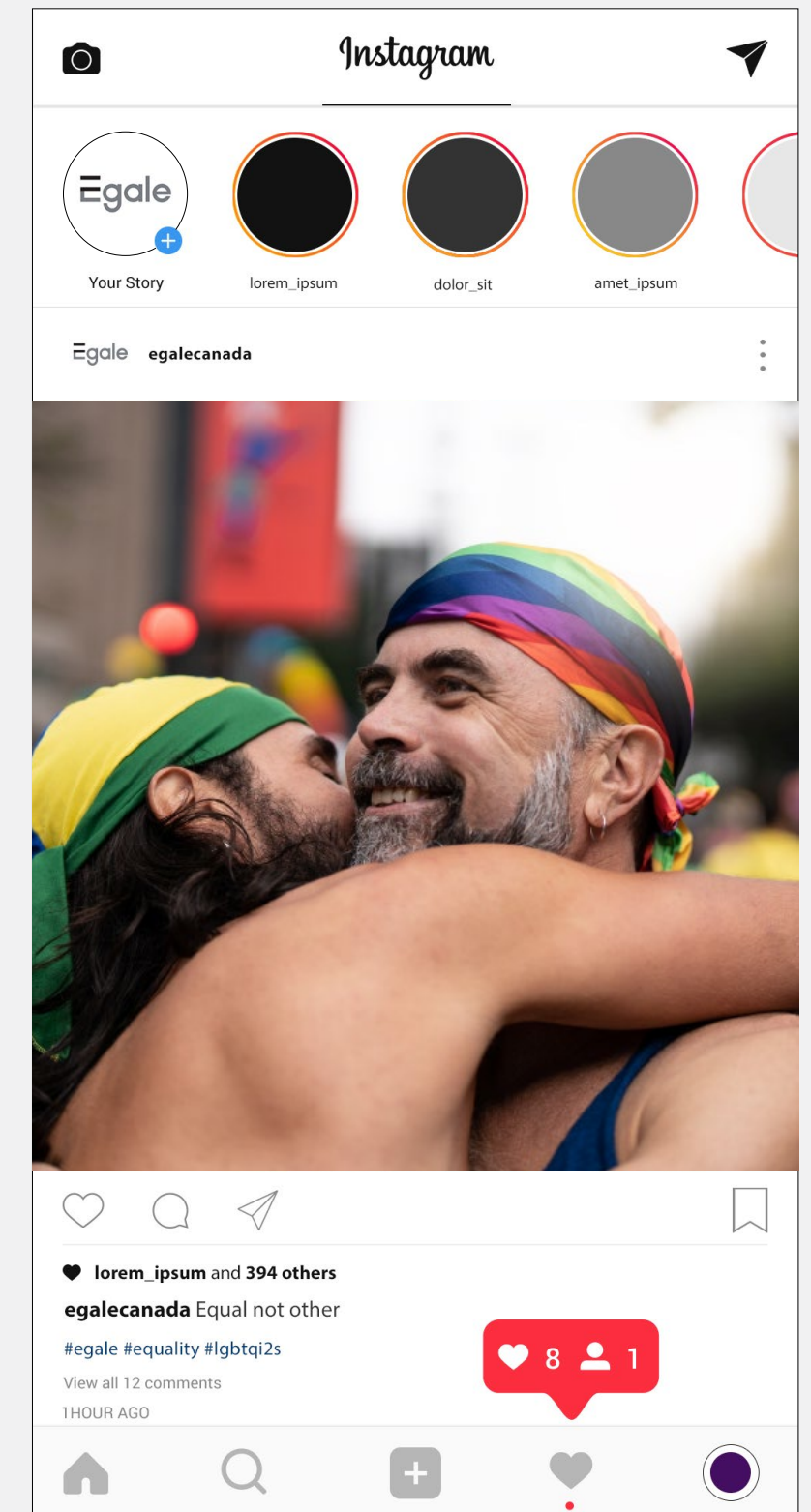
Print

Digital

Get in Touch



SAMPLE INSTAGRAM FEED





In Practice

Print/Web Font

Native System Font

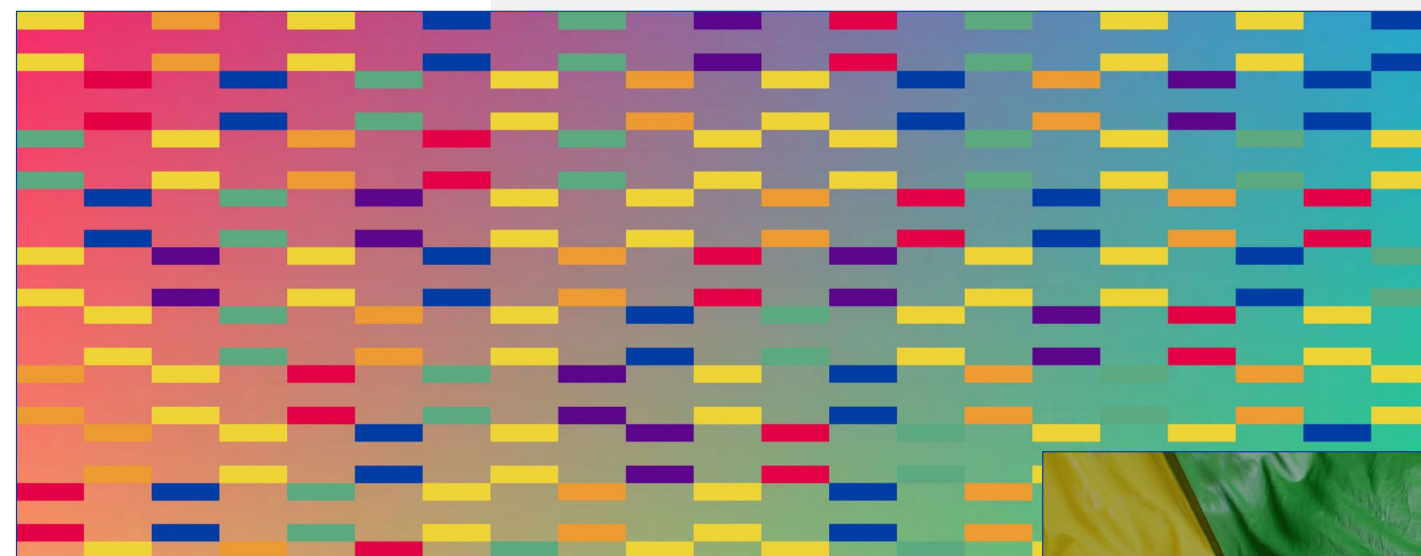
Colour Palette

☰ Applications

Print

Digital

Get in Touch



ADD PRESENTATION TITLE HERE

Add subtitle here

2019-10-22

SAMPLE POWERPOINT TITLE SLIDE



We Lead With Integrity
We Embrace Diversity
We Foster Growth
We Are Always Learning
We Are Stronger Together
We Act With Purpose

SAMPLE POWERPOINT CONTENT SLIDE

INSERT TITLE HERE

Title Here

- Lorem ipsum dolor sit amet, nam diam vel, mollit et vestibulum vel
- A sapien mauris. Lorem aliquam sodales tristique at massa
- Eelit pede, et lorem imperdiet. Rhoncus imperdiet
- Nec eu tellus maecenas aut lorem, consectetur congue senectus a adipiscing sit

Title Here

- Lorem ipsum dolor sit amet, nam diam vel, mollit et vestibulum vel
- A sapien mauris. Lorem aliquam sodales tristique at massa
- Eelit pede, et lorem imperdiet. Rhoncus imperdiet
- Nec eu tellus maecenas aut lorem, consectetur congue senectus a adipiscing sit

SAMPLE POWERPOINT CONTENT SLIDE



Our Photography

☰ Youth

Family

Children & Education

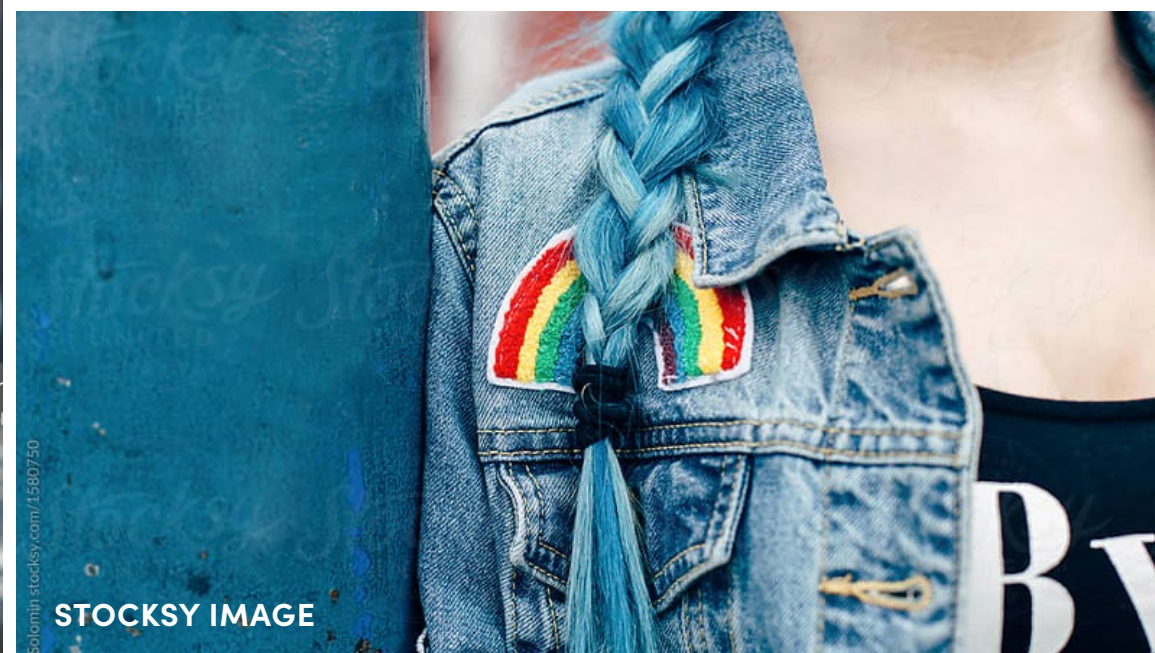
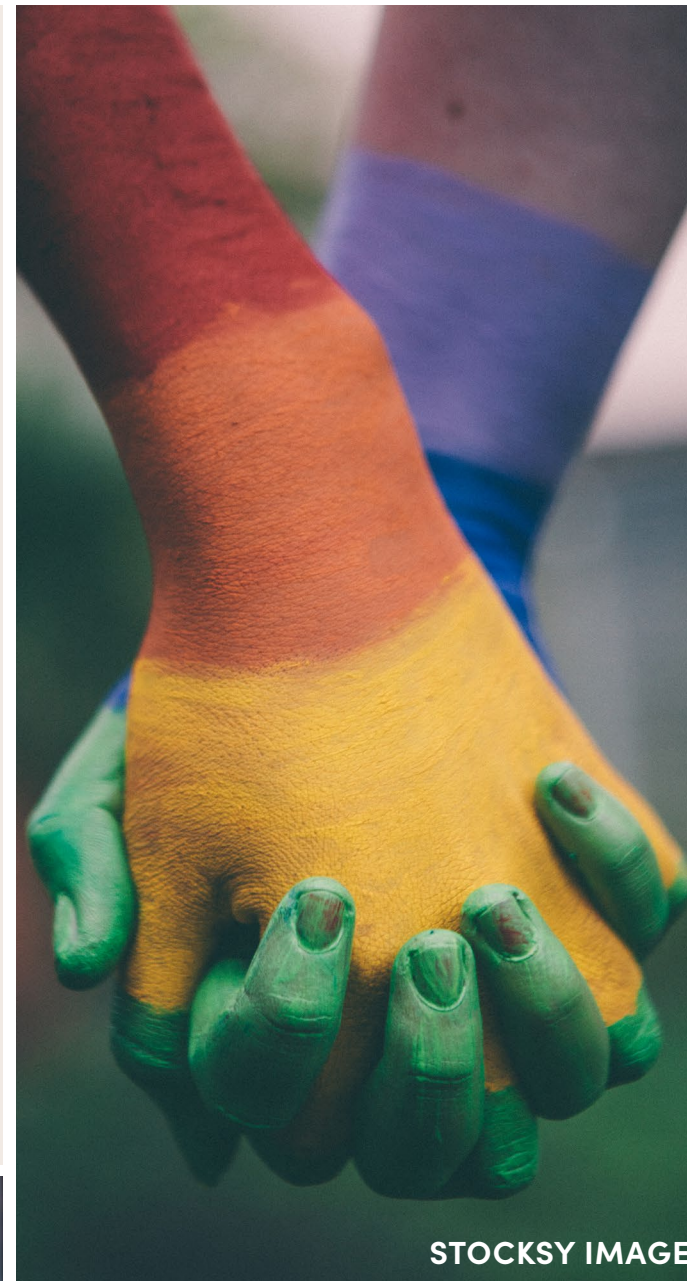
Seniors

Government Addresses, Policy
& Change, Leadership

Events & Community Engagement

Sexual Issues & Expression

Get in Touch



*NOTE: Ensure that you have all artist release forms and all proper rights to use your photography for advertising purposes.



Our Photography

Youth

Family

Children & Education

Seniors

Government Addresses, Policy
& Change, Leadership

Events & Community Engagement

Sexual Issues & Expression

Get in Touch

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Our Photography

Youth

Family

☐ Children & Education

Seniors

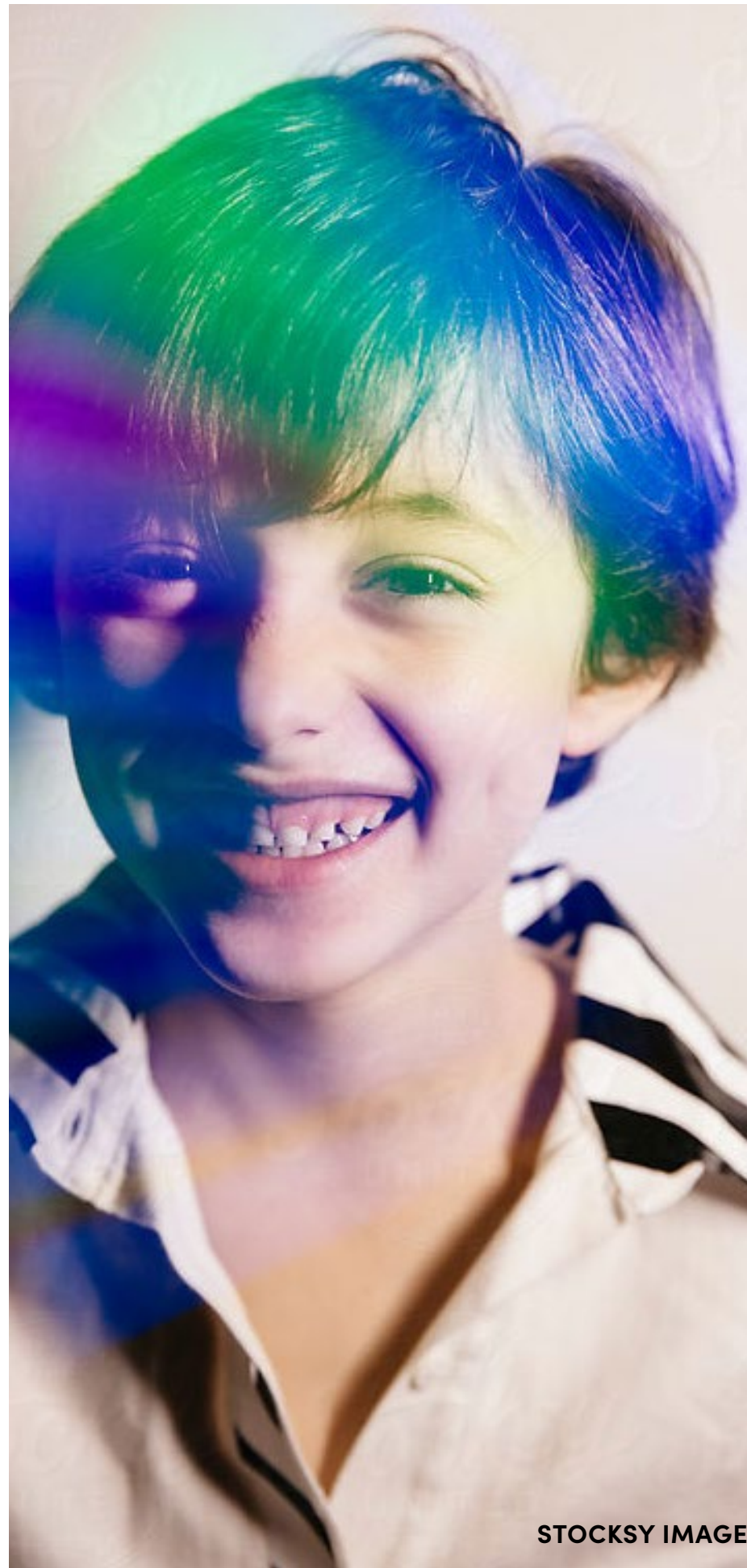
Government Addresses, Policy
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Get in Touch



GETTY IMAGE



GETTY IMAGE



GETTY IMAGE



GETTY IMAGE



GETTY IMAGE

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Our Photography

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GETTY IMAGE



GETTY IMAGE



ADOBE STOCK IMAGE



STOCKSY IMAGE

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Our Photography

Youth


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Government Addresses, Policy
& Change, Leadership

Events & Community Engagement

 Sexual Issues & Expression

Get in Touch

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For more information on our brand and brand elements,

CONNECT WITH US

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