



ACCHO

African and Caribbean
Council on HIV/AIDS
in Ontario

CACVO

Conseil des Africains et
Caraïbéens sur le VIH/sida
en Ontario

BRAND STANDARDS MANUAL

CORPORATE DESIGN GUIDELINES FOR ACCHO

MANUEL DES NORMES DE LA MARQUE

LIGNES DIRECTRICES DE CORPORATE DESIGN POUR CACVO

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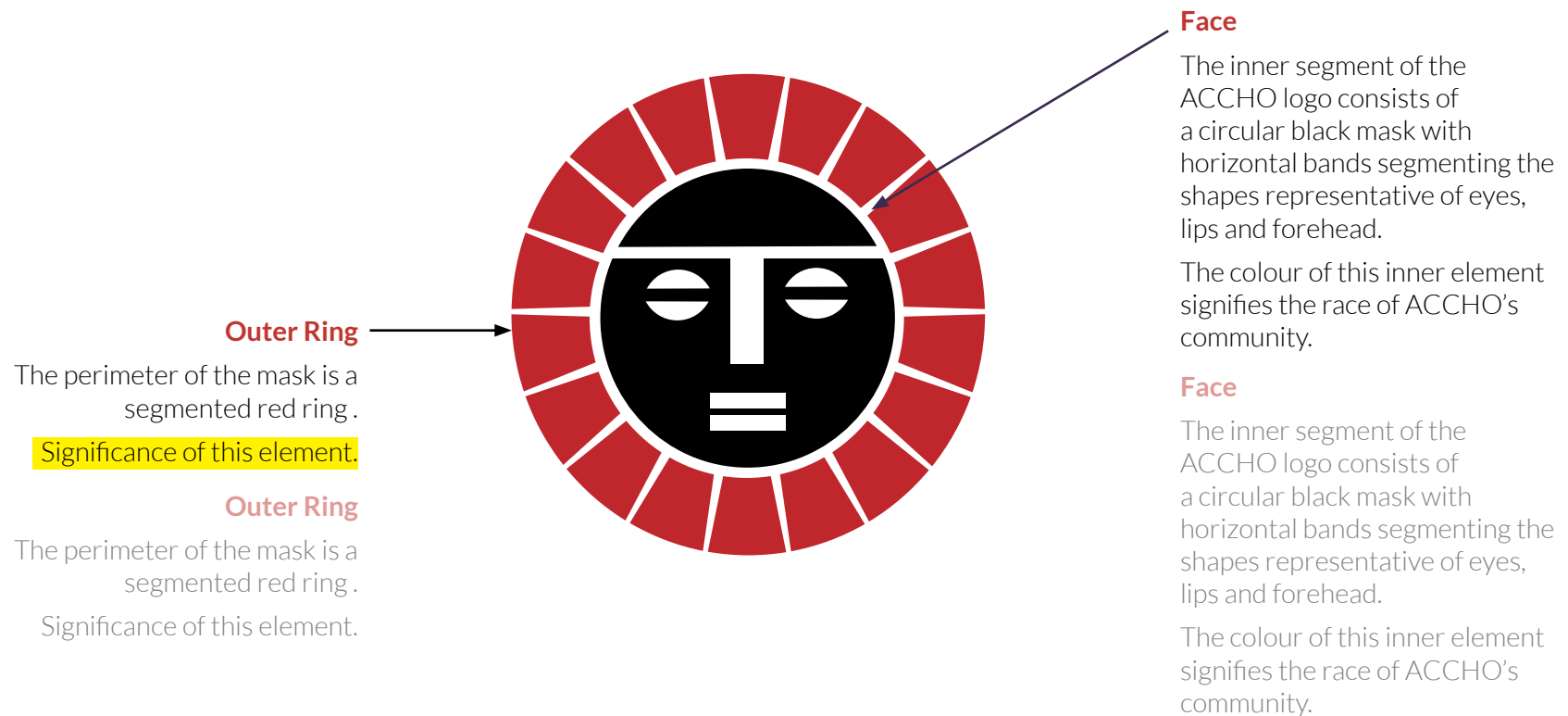
African and Caribbean Council
on HIV/AIDS in Ontario

20 Victoria St., 4th Floor
Toronto, ON M5C 2N8
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Conseil des Africains et Caraibéens
sur le VIH/sida en Ontario

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1.0 IDENTITY • IDENTITÉ



This Brand Standards Manual has been developed to ensure that ACCHO/CACVO maintains a consistent visual identity and that materials produced with our name and logos comply with the brand image.

The visual identity for ACCHO is made up of a logo and wordmark. The logo is comprised of **logo description here, symbolism etc.**

The logo and wordmarks detailed herein serve as recognizable symbols (ie. the visual identity) of our organization, its history and its ideology. Adhering to these symbols assures the integrity of this unique brand is maintained.

The African and Caribbean Council on HIV/AIDS in Ontario, it's staff, partners and suppliers are expected to follow all standards outlined in this manual so that the organizations' visual identities are presented correctly and consistently in all cases. Departure from standards, or the creation of new logo treatments must be pre-approved by ACCHO.

This Brand Standards Manual **French translation here...** Simaximenis amenimet et et vite vendest, quis sunt.

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2.0 STANDARD LOGO FORMS • FORMES DE LOGO STANDARD

Primary Usage

The primary and primary reversal forms of ACCHO's logo, are to be applied to the majority of all print and online communications.

Secondary Usage

These are the secondary and secondary reversal forms of ACCHO's logo.

Symbol Usage

ACCHO reserves the right to use the symbol portion of it's logo on its own without the organization name (wordmark) in certain unofficial or creative applications (eg. in promotional or novelty items). The symbol should never be used on its own by partners or suppliers, nor should it be used in official or legal documents in which there must be explicit recognition of the organization name.



Primary Usage

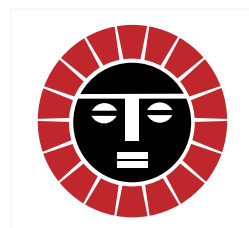
This is the primary form of ACCHO's logo, to be applied to the majority of all print and online communications.

Secondary Usage

These are the secondary and secondary reversal forms of ACCHO's logo.

Symbol Usage

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2.1 MONOCHROME LOGO FORMS • RENVERSEMENT DES FORMES DE LOGO

Primary Monochrome Usage

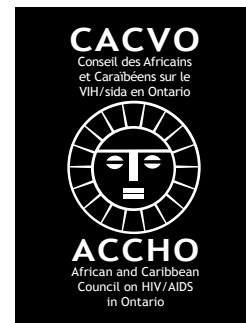
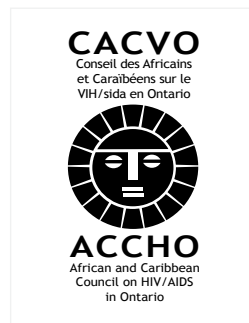
This is the primary logo for use in one-colour ACCHO print applications only.

Secondary Monochrome Usage

This is the secondary logo form for use in one-colour ACCHO print applications only.

Monochrome Symbol Usage

The symbol portion of ACCHO's monochrome logo, may be used on its own without the organization name (wordmark), in unofficial or creative one-colour ACCHO print applications. The symbol should never be used on its own by partners or suppliers, nor should it be used in official or legal documents in which there must be explicit recognition of the organization name.



Primary Monochrome Usage

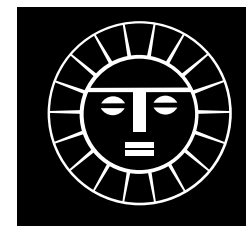
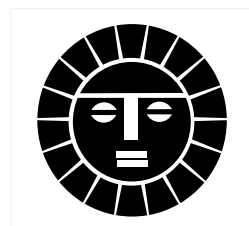
This is the primary logo for use in one-colour ACCHO print applications only.

Secondary Monochrome Usage

This is the secondary logo form, for use in one-colour ACCHO print applications only.

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3.0 LOGO USAGE (BEST PRACTICES) • LOGO USAGE (BEST PRACTICES)

ACCHO, it's staff, partners and suppliers are expected to adhere to iterations of the standard logo form. The organization's brand must be presented correctly and consistently in all cases, with wordmark and logo proportions remaining relative, never independently re-scaled.

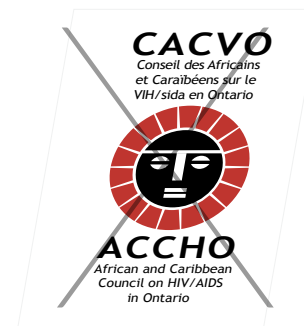
A number of unacceptable alterations are demonstrated herein.

CACVO, it's staff, partners and suppliers are expected to adhere to iterations of the standard logo form. The organization's brand must be presented correctly and consistently in all cases, with wordmark and logo proportions remaining relative, never independently re-scaled.

A number of unacceptable alterations are demonstrated herein.



stretched



warped



tilted



recoloured



screened



drop shadowed

3.1 SIZE AND CLEARANCE • SIZE AND CLEARANCE

In order to preserve legibility and brand recognition, the primary logo should never appear smaller than 1.25 inches in height.

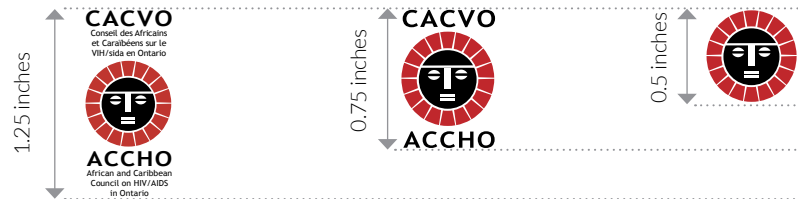
The secondary logo and symbol should ideally be rendered no less than 0.75 inches and 0.5 inches respectively.

To ensure optimal visual impact in all applications, the logo should be surrounded by a zone of clearance – a space that must be kept free of other graphic elements – equivalent to the length of the vertical line of the nose of the inner mask (represented here by the line measure).

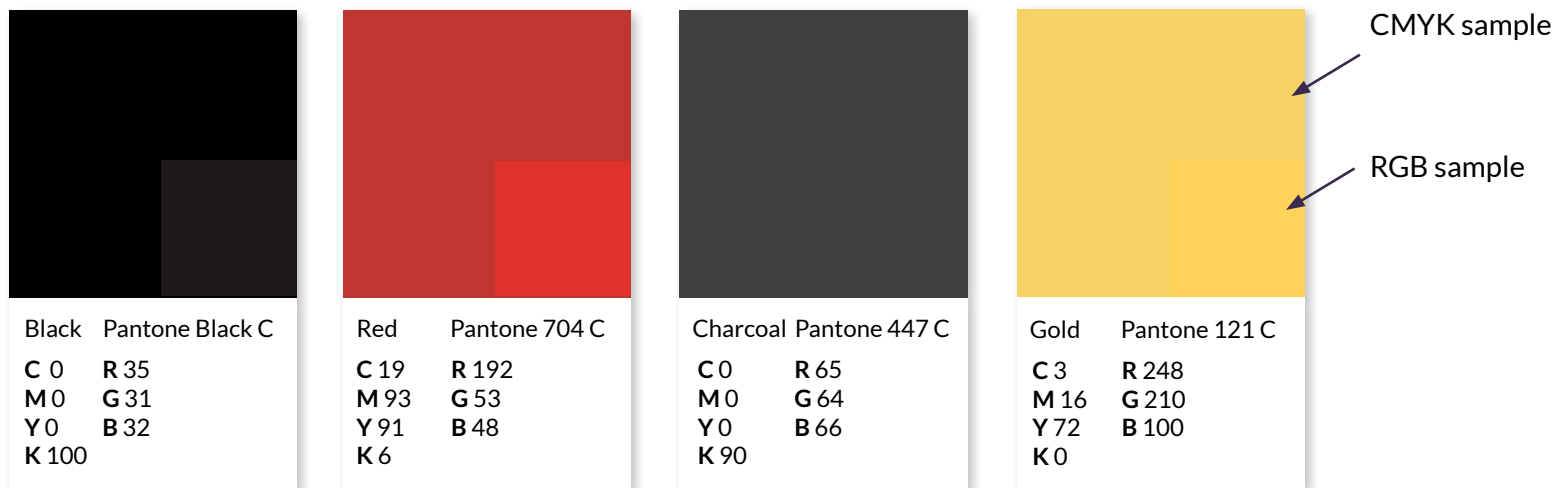
In order to preserve legibility and brand recognition, the primary logo should never appear smaller than 1.25 inches in height.

The secondary logo and symbol should ideally be rendered no less than 0.75 inches and 0.5 inches respectively.

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4.0 BRAND COLOUR PALETTE • BRAND COLOUR PALETTE



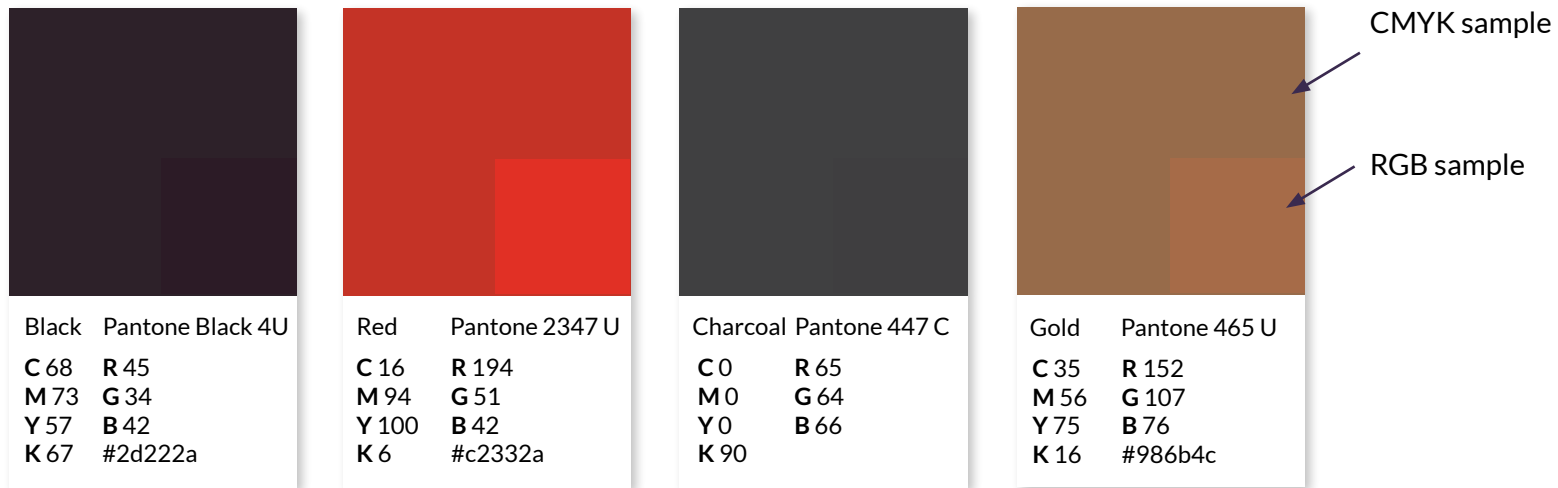
Utilizing an approved brand palette will go a long way towards reproducing brand colours accurately, creating a consistent look and feel wherever brand messages are featured.

The ACCHO logo is comprised of Black and Red, it's brand persona is supported by Charcoal Grey, Purple and Gold. Pantone and CMYK colour values listed herein apply to printed collateral while the RGB is provided for digital applications.

Utilizing an approved brand palette will go a long way towards reproducing brand colours accurately, creating a consistent look and feel wherever brand messages are featured.

The ACCHO logo is comprised of Black and Red, it's brand persona is supported by Charcoal Grey, Purple and Gold. Pantone and CMYK colour values listed herein apply to printed collateral while the RGB is provided for digital applications.

4.1 CAMPAIGN COLOUR PALETTE • CAMPAIGN COLOUR PALETTE



A subsidiary colour palette may be utilized in campaign applications.

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5.0 TYPOGRAPHY • TYPOGRAPHY

Lato and *Josefin Sans* are the preferred fonts for ACCHO materials. The two predominant body copy weights are Light and Regular, while subheads and call outs look best in Regular or Semi-Bold and headlines may be created from Bold or Black members of either typeface family.

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JOSEFIN SANS, Bold (Headings)

ABCDEFGHIJKLMN
abcd1234567890

JOSEFIN SANS, Regular (Subheadings, Call outs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

JOSEFIN SANS, Light (Body Copy)

1234567890!@#\$%^&*()

LATO, Black (Headings)

ABCDEFGHIJKLMN
abcd1234567890

LATO, Regular (Subheadings, Call Outs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO, Light (Body Copy)

1234567890!@#\$%^&*()

Expand the creativity of headlines using *Jaapokki*. Other fonts may certainly be used provided they are in line with the tasteful aesthetic outlined herein.

Expand the creativity of headlines using *Jaapokki*. Other fonts may certainly be used provided they are in line with the tasteful aesthetic outlined herein.

JAAPOKKI, Regular (Headings, Subheadings, Call Outs)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()**

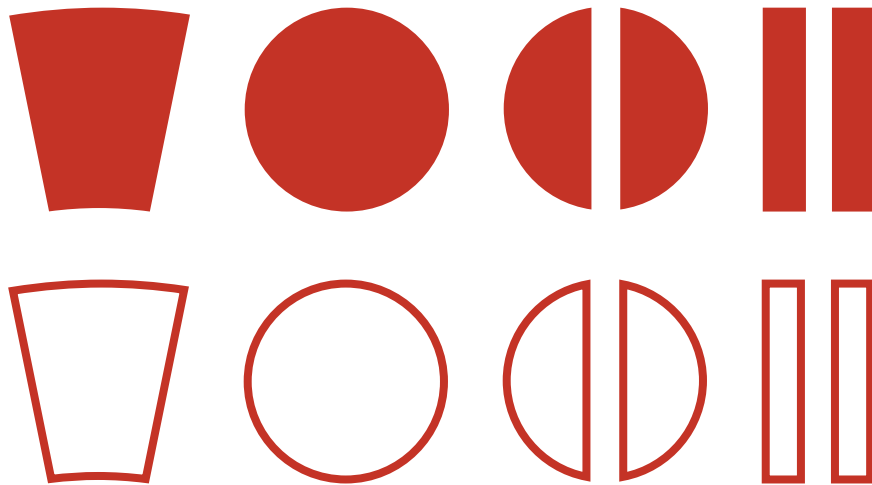
JΔΔPΘKKI, Enchance (Headings)

ΔBCDƎFGHIJKLΜNOPQRSTU∇WXYZ

JΛAPOKKI, Subtract (Headings)

ΛBCDƎFGHIJKLΜNOPQRSTU∇WXYZ

6.0 SUPPORTING GRAPHIC ELEMENTS • SUPPORTING GRAPHIC ELEMENTS



All layouts may use these eight supporting graphic elements with colours/gradients being applied at the designers' discretion.

Imagery may be placed inside the shapes, allowing the graphics to form frames. Thickness/colour of the frame strokes may vary depending on the project.

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Imagery may be placed inside the shapes, allowing the graphics to form frames. Thickness/colour of the frame strokes may vary depending on the project.

Sample use of supporting
graphic elements.

Sample use of supporting
graphic elements.

Designing a more positive
approach to being positive,
and providing training
resources to allow maximum
accessibility

SEPTEMBER 19TH

20 Victoria St., 4th Floor
Toronto. accho.ca

ALL + ALL IN

CACVO
ACCHO

BEGINNING THIS SPRING WITH THE RESOURCES,
WORKSHOPS AND SUPPORT YOU NEED

7.0 STYLESCAPE • STYLESCAPE



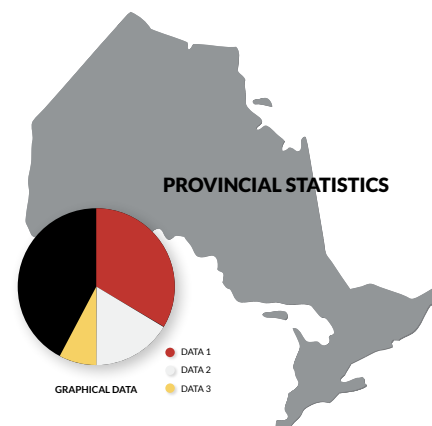
**BOLDED
CALL OUTS
AND**

**SIDE
BAR
DATA
IN
SHAPES**

CACVO
Conseil des Africains
et Caribbéens sur le
VIH/sida en Ontario

ACCHO
African and Caribbean
Council on HIV/AIDS
in Ontario

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F: 416-977-7664 W: www.accho.ca



COMMUNITIES MAKE THE DIFFERENCE

DESIGNING A MORE POSITIVE APPROACH TO BEING POSITIVE, AND PROVIDING TRAINING
RESOURCES TO ALLOW MAXIMUM ACCESSIBILITY.

SEPTEMBER 19TH



COMMUNITIES MAKING A POSITIVE DIFFERENCE

Designing a more positive approach to
being positive, and providing training
resources to allow maximum accessibility

SEPTEMBER 19TH



COMMUNITIES MAKING A POSITIVE DIFFERENCE

TRAINING · RESOURCES · SUPPORT

7.1 CAMPAIGNS • CAMPAIGNS





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ACCHO NEWS

COMMUNITY SUPPORT ISSUE 01

March 2020

Description of issue, including introductory statement
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