

EarlyON Child and Family Centre Mini Style Guide

The Logo

The stacked version is the primary format of the logo.

- For any design, once the size of the Child and Family Centre sub-line goes below 12pt (39 mm in overall width), remove the sub-line
- The EarlyON logo can only be used in black or teal once it drops under 15 mm width (1.5 cm)
- The minimum width allowed for the logo is 9 mm (0.9 cm)

Alternate horizontal format of the logo.

- For any design, once the size of the Child and Family Centre sub-line goes below 12pt (or below a 21 mm overall height), remove the sub-line
- Once this horizontal version falls below 8 mm in height, use one colour (the primary teal or black).
- The minimum size allowed is 5 mm in height.

The reverse versions of the logo are used on dark backgrounds

Sub-line used when
39 mm and over



No sub-line used
when under 39 mm



No sub-line to be
used under 21mm



Colours

Primary Teal

CMYK: 87C/40M/48Y/15K
PANTONE®: 7474
RGB: 22, 112, 118
HEX: #167076

Black

CMYK: 0C/0M/0Y/100K
PANTONE®: BLACK
RGB: 35, 31, 32
HEX: #231F20

Primary Teal @ 70%

CMYK: 61C/28M/34Y/11K
PANTONE®: 7474 @70%
RGB: 99, 141, 148
HEX: #638D93

Black @ 80%

CMYK: 0C/0M/0Y/80K
PANTONE®: BLACK @80%
RGB: 88, 89, 91
HEX: #58585B



Typography

The primary font for EarlyON communication is **Helvetica Neue**. If limited to cross-platform fonts, in programs like Microsoft® PowerPoint or Microsoft® Word, **Arial** is to be used.

Headings and subheadings - Helvetica Neue 75 Roman

Body copy and callouts -
Helvetica Neue 55 Roman

Headings and subheadings - Arial Bold

Body copy and callouts -
Arial Regular



As EarlyON programs are provincially funded, the Ontario logo should be included along with the EarlyON logo. Please ensure the visual identity guidelines are followed. The Ontario logo includes the wordmark and the trillium symbol. These two elements are in a fixed relationship to one another and must not be altered.

The Ontario logo is protected under the Trade Marks Act and is restricted for official government use or by permission only.

Partner logo lock ups – Organizations that contribute 20% or more of their program's child and family funding have the option to include their brand logo with the EarlyON logo on all signage. Organizations that contribute space to operate child and family programs equal to 20% or more of the program funding may also include their logo on EarlyON signs for those sites.

The Ontario logo is always featured on the right side when used with a partner logo.

Single partner logo



Multiple partner logos



Minimum Clear Space

It's important to maintain a minimum amount of clear space around the **EarlyON logo**. This space isolates the logo from competing graphic elements that may divert attention.

The space required on all sides is equivalent to the height of the 'a' for English and French applications, and the height of the 'E' for bilingual.



To ensure the greatest visual impact, the **Ontario logo** must always appear within a zone of clear space equal to half the height of the symbol. No other elements should appear in this space.



Below are the minimum widths for the Ontario logo to ensure legibility for both print and digital formats.

Print



Digital



180 px

For high-resolution (retina) displays



90 px

For lower-resolution digital displays

Things to Avoid

Do not rotate



Do not alter the height and width relationship



Do not use shadows



Do not alter the proportions



Do not use different colours



Do not change the position of the elements



Do not add additional type to the wordmark or sub-line



Do not outline



Do not replace the wordmark or sub-line with a different typeface

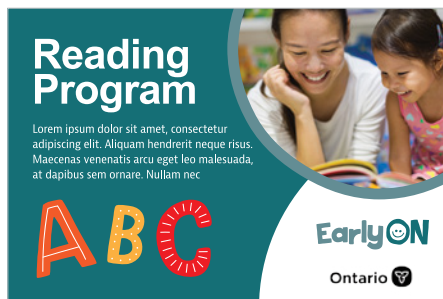
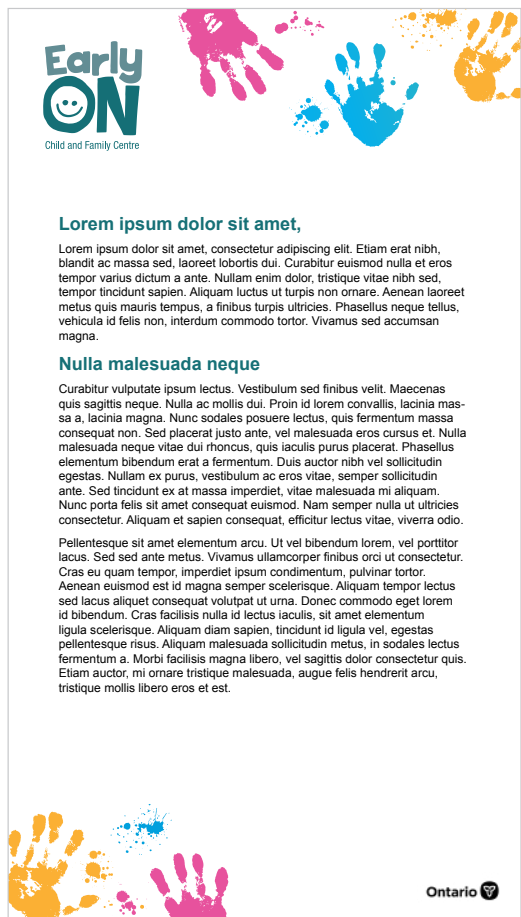


Do not use the wordmark as part of a headline, body copy, etc.

Here at **EarlyON** we're committed to...

Samples

The samples below are for inspiration only.



Promo item layouts to consider

Banners



Smaller print areas



Helpful Design Tips

- Use bright colours to attract attention while ensuring the EarlyON and Ontario logos remain legible
- Never place the logos over a busy background. They should be on a clear white or coloured background.
- Stay focused - avoid multiple or repetitive messages/information.
- Put the most important information at the top and less important information below.
- Have a clear call-to-action
- Use images and graphics to create interest