

Brand Guidelines

Version 2.0

This document provides guidelines on how to use the Neil Squire brand across the organization.

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1.0

Master Narrative

1.1 Master Narrative | Our Story

A breath. A conversation. A world of possibilities.

The Neil Squire Society has been revolutionizing the lives of Canadians with disabilities since 1984 through accessible assistive technology.

Our organization was established when 21 year-old Neil Squire was left a brain-stem tetraplegic after a car crash. Unable to speak or move his arms and legs, Neil's family and a group of professionals in Vancouver created a ground-breaking device allowing him to communicate by using his breath to type Morse code. The technology was rudimentary at the time but it reconnected Neil to the world, allowing him to speak with family and friends once again. After Neil passed, the small but mighty group formed the Society in his name to keep improving the lives of people with disabilities.

Speaking to a loved one. Checking email. Maintaining or finding a new job. Since Day One, our mandate hasn't changed—we believe people of all abilities should have the opportunity to live, work and play without barriers.

Our work is focused on four distinct areas: Innovation, Digital Literacy, Employment and Assistive Technology.

We create affordable assistive technology products that give people with disabilities greater control over their lives. We offer immersive programs that teach people with disabilities how to use technology and succeed both at home and in the workplace. We provide ergonomic solutions and access to assistive technologies that remove barriers for people with disabilities.

Together, our work enables people with disabilities to achieve their goals, reach their full potential and continue living life to the fullest.

We are a partner of choice for government and industry decision makers who share our passion for making Canada more accessible for all. Through our collaborations, we can do more—explore more ways to empower people with disabilities.

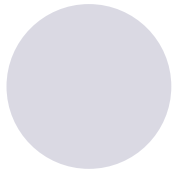
Under the leadership of Dr. Gary Birch, we have grown and thrived. What began 35 years ago as three people in a small Vancouver office has grown to more than 15 offices with a collective staff of 100 across Canada.

Dr. Birch advanced the organization by connecting business, innovation and social purpose. Our unique culture is evident in all areas of our organization and lives through our experienced and diverse team of staff and volunteers, many of whom have also personally benefitted from our services.

The impact of Neil Squire will continue to benefit all Canadians by helping ensure people of all ability have the opportunity to live, work and play without barriers.

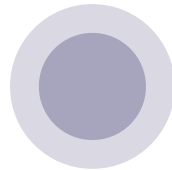
1.2 Master Narrative | The Golden Circle

People don't buy **what** you do.
People buy **why** you do it.



what we do

Neil Squire uses technology, knowledge and passion to empower Canadians with disabilities.

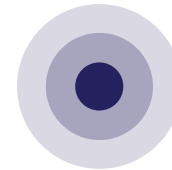


how we do it

We create new technology products and provide access to existing technology products that give people with disabilities greater control over their lives.

We lead educational programs on digital literacy and employment that put people with disabilities at the centre so they can succeed at home and in the workplace.

We work closely with our clients to fully understand their needs, while providing personal care and attention to best support them in achieving their goals and reaching their full potential.



why we do it

We believe people of all abilities should have the opportunity to live, work and play without barriers.

2.0

Logo

2.1 Logo | Neil Squire

Primary Version: 1 Line

Logos

A logo identifies a brand in its simplest form via a consistently-used visual mark. Our logo system includes a primary mark and secondary applications to communicate specific aspects of our business. The system forms a foundation for our brand and all applications work together to build recognition.

Primary Version

This version of the logo should be used whenever possible. Use the Secondary version of the logo only when needed for smaller applications.



Colour

Application

Different colour versions of the logo have been created to address various print and display requirements. The colour and black versions should be the main version used. If the logo will be displayed on a colour or patterned background, the white version should be used.



Black



White

2.2 Logo | Neil Squire

Primary Version: 1 Line

Safe Space

Ensure there is breathing room for the logo by respecting the clear space required on all sides of the logo.

Use the height of the gear icon to determine the amount of clear space required around the logo.

Sizing

To keep the logo legible in small applications, make sure the wordmark is no smaller than 1" long.



Safe Space



Minimum Size

2.3 Logo | Neil Squire

Secondary Version: 2 Lines (Stacked)

Secondary Version

This stacked version of the logo should be used when applying the logo to small or narrow spaces and where the primary logo would be too difficult to read (for example, as a social media icon).

Application

Different colour versions of the logo have been created to address various print and display requirements. The colour and black versions should be the main version used. If the logo will be displayed on a colour or patterned background, the white version should be used.



Colour



Black



White

2.4 Logo | Neil Squire

Secondary Version: 2 Lines (Stacked)

Safe Space

Ensure there is breathing room for the logo by respecting the clear space required on all sides of the logo.

Use the height of the gear icon to determine the amount of clear space required around the logo.

Sizing

To keep the logo legible in small applications, make sure the wordmark is no smaller than 3/4" long.



Safe Space



Minimum Size

2.5 Logo | Programs

Examples of Program Logos

Programs

In addition to the primary and secondary Neil Squire logos, individual program logos are used throughout the brand.

Here are 4 examples of current program logos. See pages 15-16 for more details on how program logos and colour work within the Neil Squire brand.

Application

In order to keep the brand clean, use these logos instead of the Neil Squire logo. Do not use both the Neil Squire logo and a program logo together on the same material piece.



Access, A Neil Squire Program



Solutions, A Neil Squire Program



Makers Making Change, A Neil Squire Program



Working Together, A Neil Squire Program

2.6 Logo | Neil Squire + Programs

Restrictions

Restrictions

In order to keep the integrity of the Neil Squire brand, the logo must be applied consistently across all platforms.

Refrain from adjusting, rotating, scaling, stretching or changing the colour of the logo. Likewise, do not mix and match colours of the Neil Squire logo and program logos or use them in different ways than otherwise shown or explained in these brand guidelines.

Shown are examples of the Neil Squire logo, however the same rules apply to the program logos.



✗ **don't** change the size or location of any part of the wordmark



✗ **don't** change the colour of the wordmark



✗ **don't** apply the black logo to a coloured background



✗ **don't** rotate



✗ **don't** apply a drop shadow



✗ **don't** apply on top of an image



✗ **don't** rotate



✗ **don't** stretch or distort



✗ **don't** rotate or change the colours of the gear icon



✗ **don't** use the gear icon without the wordmark (and vice versa)



✗ **don't** put a stroke on the logo



✗ **don't** use the program logo treatment for the primary Neil Squire logo (and vice versa).

3.0

Colour

3.1 Colours | Palette

Primary + Secondary

Primary + Secondary Colours

Brands and colour are inextricably linked because colour offers instant recognition and a method for conveying meaning and association without words.

All primary and secondary colours are used in the Neil Squire logo and may be used together throughout all applications of the brand. To see guidelines for secondary colours, see pages 15-16. The colour palette shows four different colour applications: Pantone, CMYK, RGB, and HTML.

Pantone colour values are to be used when printing with spot colours.

CMYK colour values are to be used when printing with four-colour printing process (using cyan, magenta, yellow, black) or when printing digitally.

RGB colour values (red, green, blue) should be used for web and screen use.

HTML values can also be used for web and screen use.

primary colours



Indigo (Dark Purple)

pantone	274 C
cmyk	100 100 29 25
rgb	38 34 94
html	#26225e

secondary colours



Black

pantone	433
cmyk	0 0 0 100
rgb	0 0 0
html	#1d252d



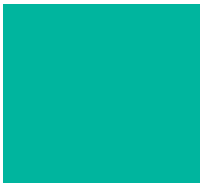
Purple

pantone	2597 C
cmyk	80 99 0 0
rgb	92 47 146
html	5c2f92



Blue

pantone	286 C
cmyk	100 75 0 0
rgb	0 84 166
html	0054a6



Teal

pantone	2400 C
cmyk	80 0 49 0
rgb	0 181 158
html	#00b59e



Yellow

pantone	130 C
cmyk	0 32 100 0
rgb	253 181 21
html	#fdb515



Red

pantone	185 C
cmyk	0 93 79 0
rgb	239 55 62
html	#ef373e

3.2 Colour | Areas of Focus

Secondary

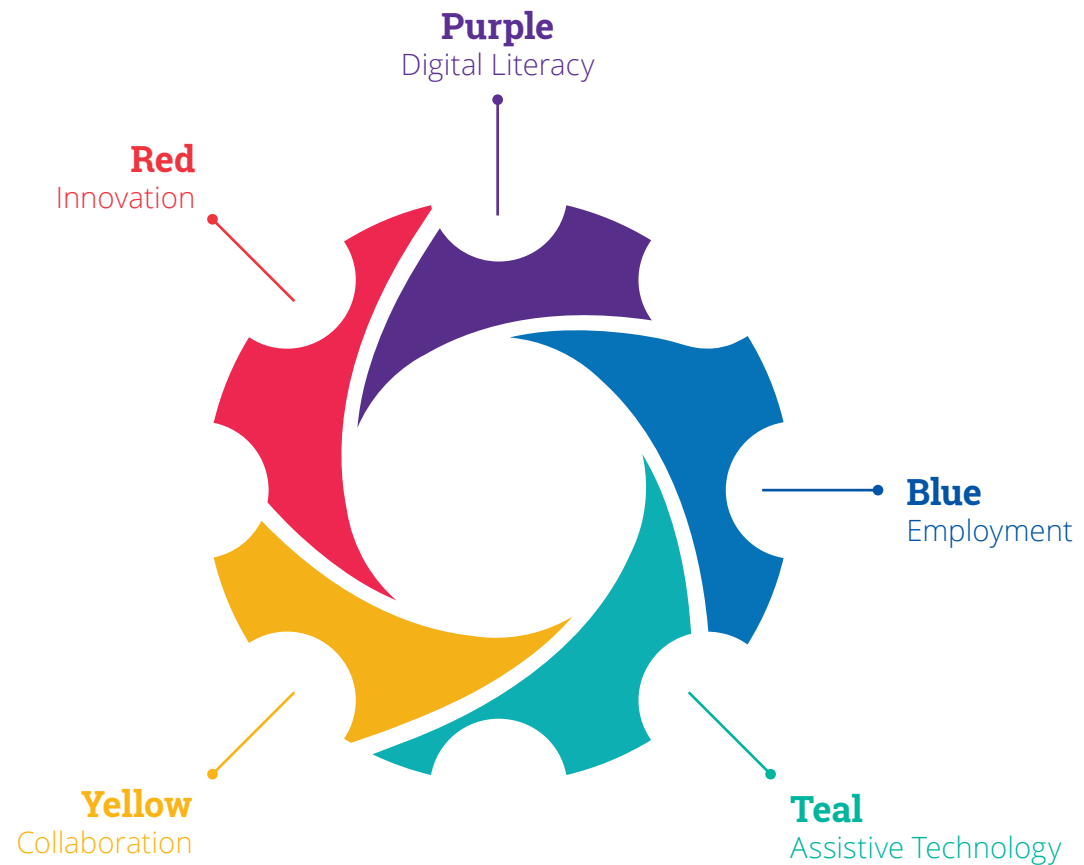
Colours + Areas of Focus

Brands and colour are inextricably linked because colour offers instant recognition and a method for conveying meaning and association without words.

For Neil Squire, each of the six secondary colours (except for Black) represent an area of focus:

- **Purple:** Digital Literacy
- **Blue:** Employment
- **Teal:** Assistive Technology
- **Yellow:** Collaboration
- **Red:** Innovation

Secondary colours and their represented Areas of Focus



3.3 Colour | Areas of Focus

Secondary

Application

All colours may be used together to represent our brand as a whole. However, when using colour specifically for a program, use only the one colour that represents the program's area of focus with the logo and collateral.

To create a new program logo:

1. Think about your program and what area of focus it falls under.
2. Use the colour of that area of focus for the logo and its brand materials.

Things to avoid when applying colour:

Don't use any colour without first thinking about the area of focus.

Don't mix colours within a program logo

Don't change the placement of the colours within the gear. (ie. red must always be in the top left of the gear).

Area of Focus	Colour	Examples of Program Logos
Digital Literacy		
Employment		
Assistive Technology		
Collaboration		
Innovation		

4.0

Typography

4.1 Typography | Print + Web Fonts

Print + Web Fonts

The logo typeface visually reinforces our brand.

Our visual identity uses a slab serif font, **Roboto Slab**, for print and web. Because of its character width, this typeface is best used for headlines, subheads, callouts and sidebars. Headlines should, as much as possible, be colour, not black, while the body copy should remain black.

Open Sans is used for all body copy, as it provides a contrast with the slab serif headings.

Office Fonts

Calibri is the standard typeface to be used in all Microsoft documents, such as Word, PowerPoint and Outlook. This font is automatically available in all Microsoft applications on PC and Mac systems.

Calibri should be used for both headings, subheadings and body copy. Use Bold, regular, or Light for headings and Regular or Light for body copy.

Arial may be used as an alternate office font where necessary.

Print + Web Fonts

Heading

**Roboto Slab Bold,
Regular, or Light**

Sub-heading

Roboto Slab Bold

Body

Open Sans Regular **or** Light

Sample

Heading

Sub-heading

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat. Consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat.

Office Fonts

Heading

**Calibri Bold, Regular,
or Light**

Sub-heading

Calibri Bold

Body

Calibri Regular **or** Light

Sample

Heading

Sub-heading

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat. Consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat.

5.0

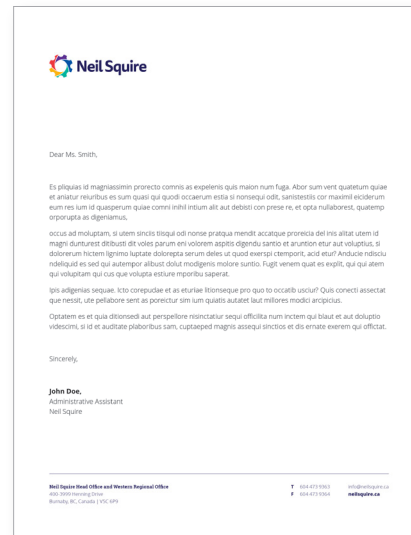
Application

5.1 Application | Collateral

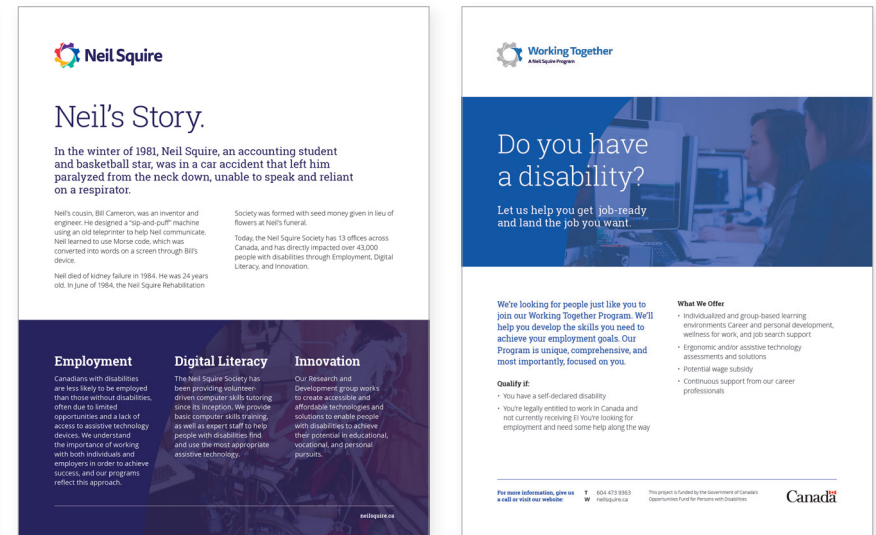
Examples of the Brand in Action

Our brand comes to life through our channels and materials. Here are some examples of how the Neil Squire brand and the programs can be used across materials.

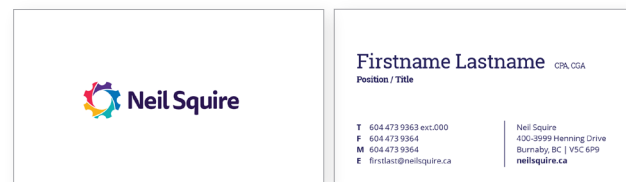
Letterhead



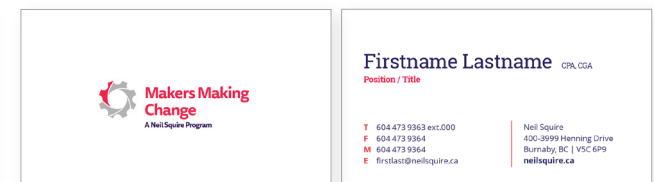
Flatsheets

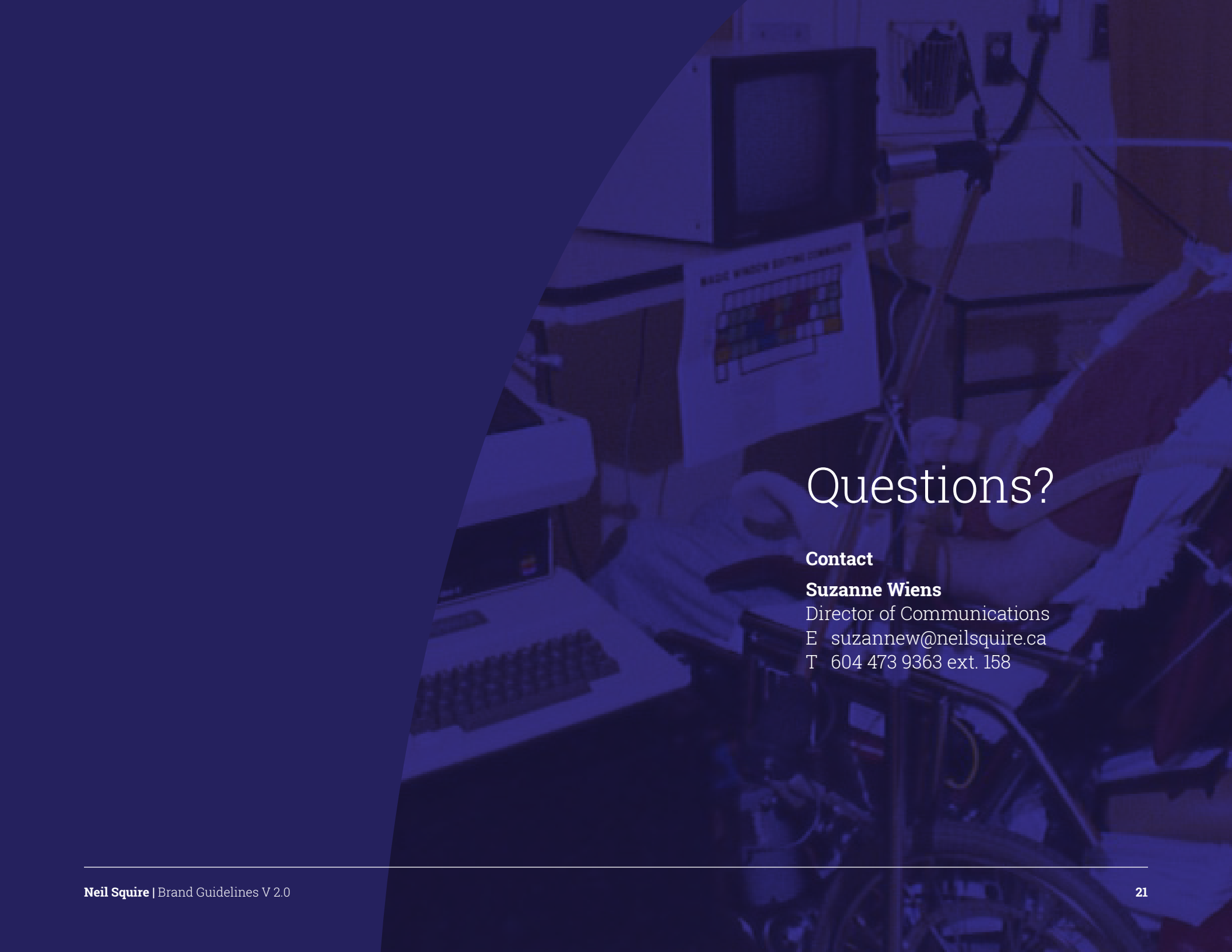


Neil Squire Business Cards



Program Business Cards





Questions?

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