

LAC LA BICHE
CANADIAN NATIVE FRIENDSHIP CENTRE



Brand Guidelines

Use and Implementation of the Logo
March 2020

CONTENTS

Introduction.....	2
Logo Specifications.....	4
Incorrect Usage.....	8
Application.....	9
Licensing.....	12

INTRODUCTION

ABOUT US

The Friendship Centre Movement began in order to offer support and services to Indigenous peoples who were migrating from reserves into urban areas. It has since grown to include all people. We not only support and uplift our whole community, but we educate those who do not understand the ways of knowing, the culture and the experiences of Indigenous peoples in Canada.

The Lac La Biche Canadian Native Friendship Centre seeks to bring Indigenous culture, stories and teachings to all people and offers a chance to learn about Cree, Métis and other Indigenous cultures in a safe and supportive environment. We are a dynamic and supportive team of many different backgrounds with one goal in mind: supporting one another and our greater community. In the spirit of wahkohtowin (kinship), we work to make the most of Creators' gifts.

MISSION

Bettering the community through an array of culturally sensitive programs, services and businesses for all walks of life.

Sacred teachings are our foundation, and we believe in the healing power of education and the arts, in the resilience of individuals and families, that cultural diversity strengthens our community and that profession integrity promotes honour.

VISION

Over 30 years of service, acknowledging our past to prepare for our future.

The Lac La Biche Canadian Native Friendship Centre has been delivering services to the residents of Lac La Biche and surrounding areas since 1986. When we first opened our doors, we were run exclusively by volunteers. Now, we are a growing organization operating more than seven different programs and offering countless services, from printing and faxing to access to employment support.

As we continue to learn and grow, our main focus remains to offer unconditional support for every single person in our community.



LOGO SPECIFICATIONS

OUR LOGO

Our logo is a direct representation of our organization and our brand. The consistent and proper use of the logo is essential in upholding our standards and embodying the values of our organization.

The Lac La Biche Canadian Native Friendship Centre logo is comprised of two crucial elements: the wordmark and the underlining graphic element. Both elements of the Lac La Biche Canadian Native Friendship Centre logo are crucial in establishing our image. The wordmark proudly states our name and the underlining graphic element symbolizes how we uplift the community and provide a safe and supportive environment.

The logo is the primary element of our visual identity system and must appear on all official Lac La Biche Canadian Native Friendship Centre communications. It may not be modified in any way. While other colour options are available, the logo in full colour is the preferred visual representation.



PROPORTIONS

Maintaining consistency of graphic proportion when using the Lac La Biche Canadian Native Friendship Centre logo is important to maintaining the logo's visual integrity. A standard proportional balance ensures that no matter what the overall size or application of the logo, it always appears correct and consistent.

The logo is designed to ensure that the width of the underlining graphic element is always 36 per cent of the entire width of the wordmark. The highest point of the underlining graphic element always rests below the baseline by a factor of 4.5 per cent of the entire logo width. The underlining graphic element is centered in relation to the Lac La Biche Canadian Native Friendship Centre wordmark.



SIZE RESTRICTIONS

For printed materials, the Lac La Biche Canadian Native Friendship Centre logo mark must never be smaller than 1" wide. For digital use, the Lac La Biche Canadian Native Friendship Centre logo must never be smaller than 100 pixels wide.

Reproduction of the logo in sizes smaller than this reduce the logo's impact and make it unclear for general use.



PROTECTED SPACE

A minimum protected space is required in order to preserve the integrity of the Lac La Biche Canadian Native Friendship Centre visual identity. No other type or graphic element may appear within the established protected space.



In addition to the space created through the width and height of the logo, the protected space includes a distance of "x" extending from all tangents of the logo as indicated below (where "x" represents the width of the right arm of the underlining graphic element). The area indicated by the dotted line — the protected space — must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen (i.e. margins).



COLOUR PALETTE

Our colours are based on the artwork of A. Desjarlais. The palette consists of an organic colour combination of grape and marigold.

The following are the official colours to be used for reproduction of the Lac La Biche Canadian Native Friendship logo in Pantone, process or web-based applications. Use of these official colours are necessary when producing the logo in full colour.

	PRINT Pantone Color Bridge	PRINT Four-colour process	DIGITAL Web/Video
	Pantone 249 CP	C 42 M 95 Y 10 K 31	R 120 G 30 B 101 #781E65
	Pantone 7571 CP	C 0 M 48 Y 97 K 21	R 202 G 124 B 27 #CA7C1B

SINGLE-COLOUR REPRODUCTION

In single-colour print jobs, the Lac La Biche Canadian Native Friendship Centre logo should be reproduced in either LLB-CNFC grape, LLB-CNFC marigold, LLB-CNFC basil, LLB-CNFC pale grape or black. These versions of the Lac La Biche Canadian Native Friendship Centre logo can be printed on light or dark background colours, as long as the contrast is such that the logo maintains legibility.

LAC LA BICHE
CANADIAN NATIVE FRIENDSHIP CENTRE

LLB-CNFC grape
Pantone 249 CP

LAC LA BICHE
CANADIAN NATIVE FRIENDSHIP CENTRE

LLB-CNFC marigold
Pantone 7571 CP

LAC LA BICHE
CANADIAN NATIVE FRIENDSHIP CENTRE

LLB-CNFC basil
Pantone 7741 CP

LAC LA BICHE
CANADIAN NATIVE FRIENDSHIP CENTRE

LLB-CNFC pale grape
Pantone 249 CP at 40% tint



The black logo can be used on light background colours. Contrast must be maintained.

REVERSE COLOUR REPRODUCTION

The Lac La Biche Canadian Native Friendship Centre logo can be reversed out of black or another colour as long as the contrast is such that the logo maintains legibility.



Maintain contrast between the logo and the background.

TYPEFACE

Consistency of typeface in all Lac La Biche Canadian Native Friendship Centre communications is important to the successful implementation of these visual identity standards.

The official typeface used by Lac La Biche Canadian Native Friendship Centre is GrandCentral. The supporting typeface is Goldenbook. The alternative typeface is Garamond.

GrandCentral

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The official preferred typeface for all Lac La Biche Canadian Native Friendship Centre publications. Predominantly used for headings.

Goldenbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The official preferred typeface for all Lac La Biche Canadian Native Friendship Centre publications. Predominantly used for sidebars, captions and body copy.

ALTERNATIVE TYPEFACE

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

To be used only if the official typefaces, GrandCentral and Goldenbook, are unavailable.

INCORRECT USAGE

DO NOT USE EXAMPLES

Building a consistent visual identity for Lac La Biche Canadian Native Friendship Centre necessitates consistent usage of the logo across all applications. While the logo is designed to be applied in a flexible way and accommodate most needs, it cannot be altered or redesigned to fit a given application.

Do not alter the logo in any way. Do not animate, colour, rotate, skew or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font or alter the size or proportions.

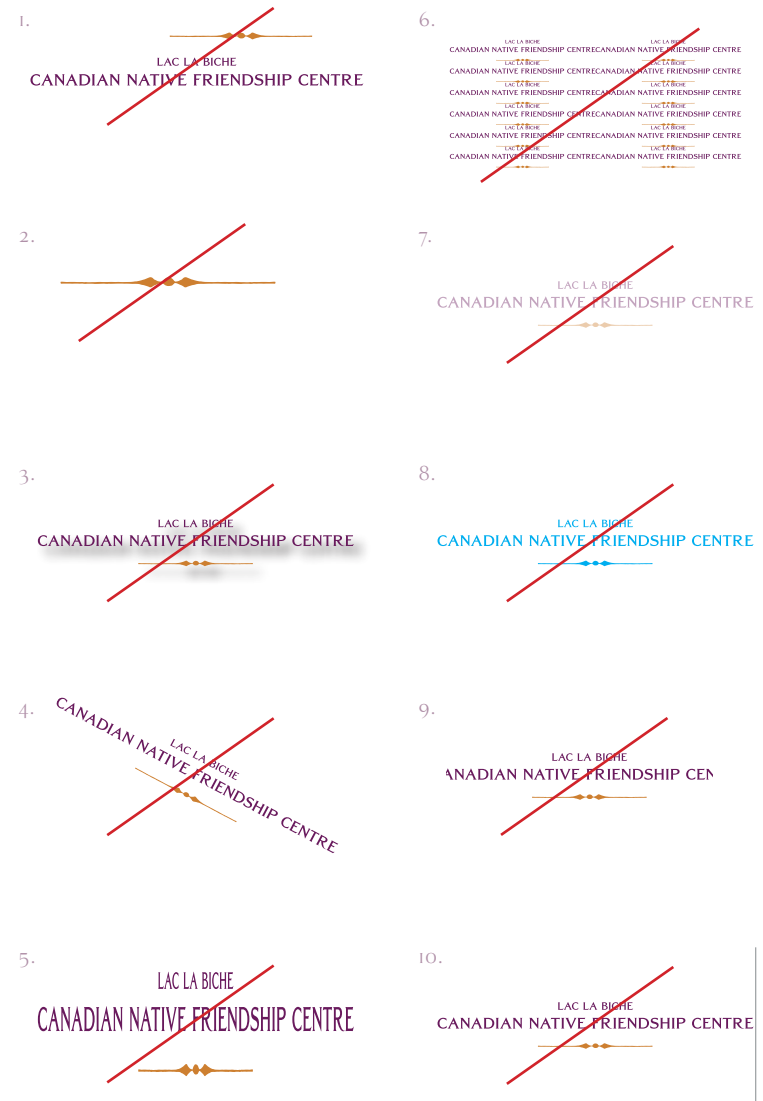
DONT'S

1. Do not move wordmark.
2. Do not remove wordmark.
3. Do not apply any effects.
4. Do not rotate the logo.
5. Do not skew or attempt to make the logo three-dimensional in any way.
6. Do not make a pattern or texture out of the logo.
7. Do not alter the transparency of the logo.
8. Do not recolour the logo.
9. Do not crop the logo.
10. Do not place the logo at the right or left edge of a piece.
Follow protected space requirements.

Not shown:

- Do not combine the logo with any other elements such as logos, words, graphics, photos, slogans or symbols that might create a hybrid mark.
- Do not display the logo in a way that suggests that the Lac La Biche Canadian Native Friendship Centre name is part of a third party's organization name.

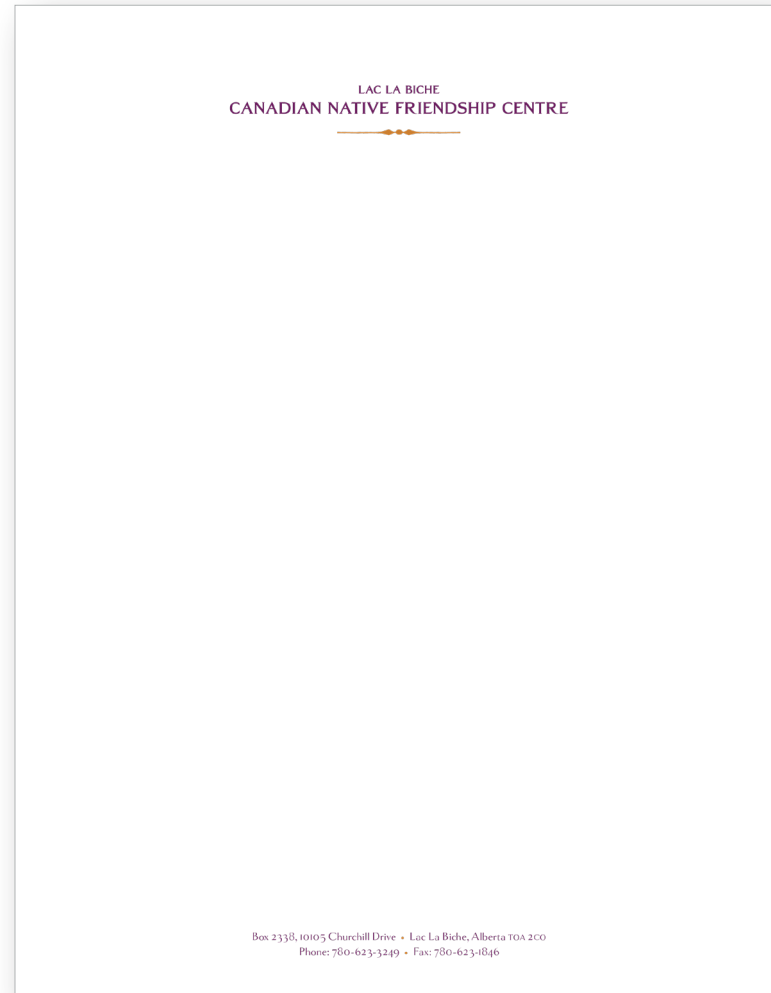
Please note: Use of the Lac La Biche Canadian Native Friendship Centre logo by a third party requires a license agreement.



APPLICATION

STATIONERY

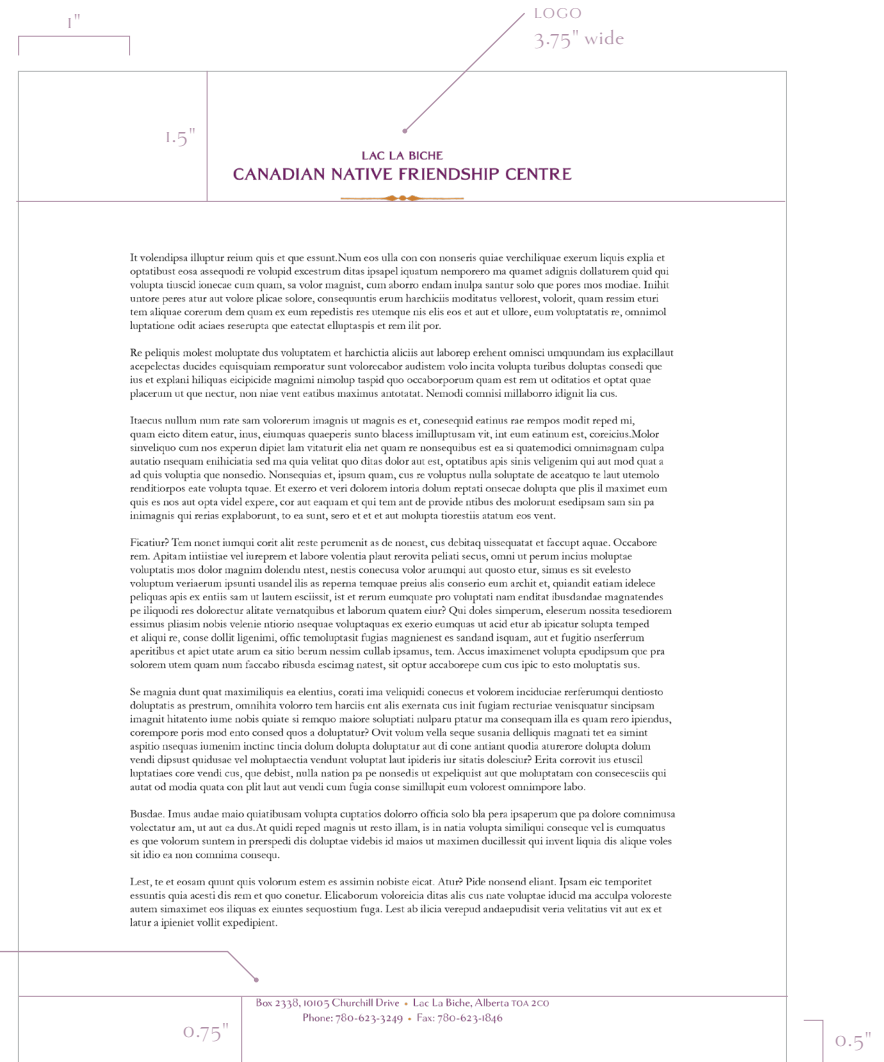
In many instances, Lac La Biche Canadian Native Friendship Centre stationery is a primary point of communication with various audiences. It is important that official stationery take on a consistent visual image in line with the Lac La Biche Canadian Native Friendship Centre logo and official typeface. Lac La Biche Canadian Native Friendship Centre stationery bears consistent treatment of telephone/fax number and email address for ease of identification by external audiences. Specific stationery information is placed outside of the logo's protected space.



OFFICIAL LETTERHEAD

Specifications applied in designing Lac La Biche Canadian Native Friendship Centre's official letterhead are provided in the following example and must be strictly adhered to in their development.

A full-colour version and a one-colour version (black only) are available depending upon individual need. While it is strongly encouraged that all users of official Lac La Biche Canadian Native Friendship Centre stationery use the full-colour version to maintain the strongest visual impact at each point of communication, it is acknowledged that some will opt to use the more economical one-colour version.

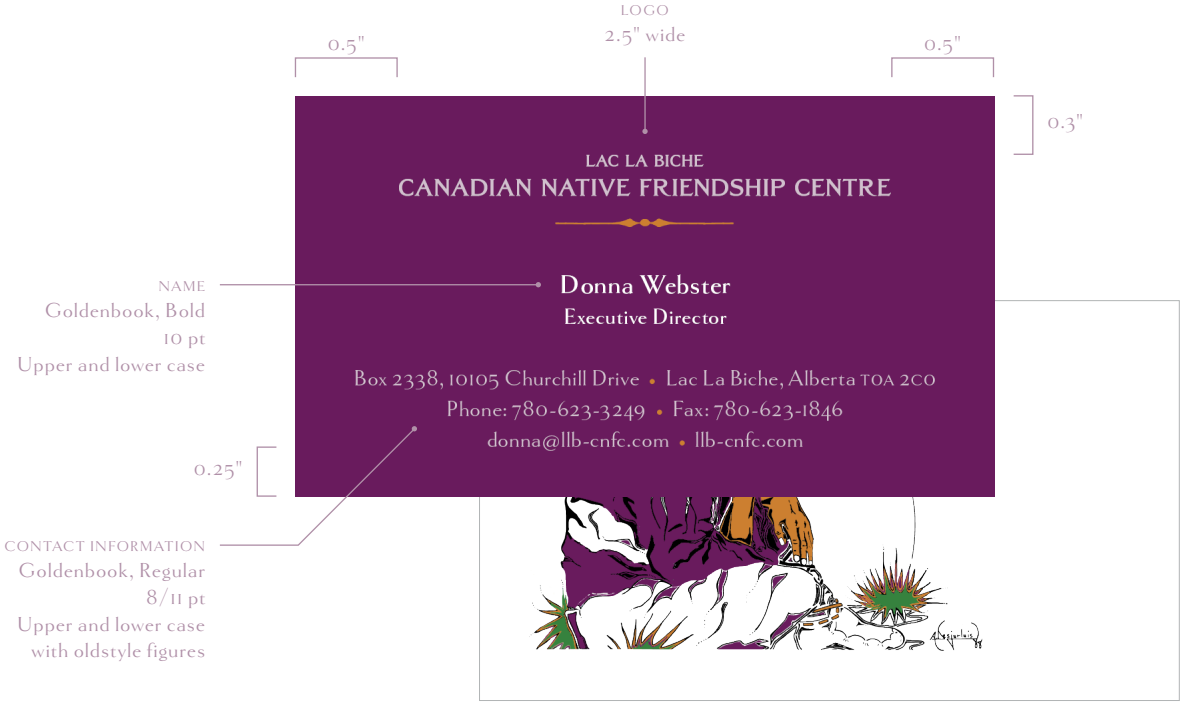


CONTACT INFORMATION
Goldenbook, Regular
9/12 pt
Upper and lower case
with oldstyle figures

OFFICIAL BUSINESS CARD

Specifications for the official Lac La Biche Canadian Native Friendship Centre business card are provided in the following example and are to be strictly adhered to.

All business cards must be printed with the full-colour reverse version of the Lac La Biche Canadian Native Friendship Centre. One-colour business card versions are not available.



LICENSING

LICENSING POLICY

Lac La Biche Canadian Native Friendship Centre's visual identity, marks, reputation and brand are important assets. Their use must be managed and controlled in order to protect the legal status, reputation and image of the organization. The name, Lac La Biche Canadian Native Friendship Centre, logos, designs, marks and other symbols associated with Lac La Biche Canadian Native Friendship Centre are the exclusive property of Lac La Biche Canadian Native Friendship Centre.

All use of Lac La Biche Canadian Native Friendship Centre marks is restricted and a license for use must be obtained. The organization is committed to ensuring that articles using Lac La Biche Canadian Native Friendship Centre marks are produced in a manner consistent with the strategic plan, values and mission of the organization. In our efforts to achieve the above, the organization requires that all products using Lac La Biche Canadian Native Friendship Centre marks must be created by an authorized licensee. This requirement applies to both internal and external promotions and/or sales. All artwork and the proposed uses of the Lac La Biche Canadian Native Friendship Centre marks must be approved before production commences.

STANDARDS OF USE

Lac La Biche Canadian Native Friendship Centre's visual identity, name and brand should be used in good taste and appear only on high-quality approved products that are produced under legal and fair labour conditions.

- The organization's name and brand should not be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, colour, creed, disability, national origin, race, religion, sex, sexual orientation or in any other way that would be a violation of the organization's values.
- The organization's name and brand should not be associated with any activity, product or image that detracts from or tarnishes the good name, image and reputation of Lac La Biche Canadian Native Friendship Centre.
- Lac La Biche Canadian Native Friendship Centre marks are not to be used with the name of a business, logo, in advertising services or on a product in a way that could indicate or imply an endorsement.
- The organization reserves the right to decline products or art designs not in keeping with the standards described above.
- If the organization's marks are used in conjunction with another entity's marks, approval must be granted from each entity.
- Usage of the official Lac La Biche Canadian Native Friendship Centre logo must follow the guidelines prescribed in the Lac La Biche Canadian Native Friendship Centre Brand Guidelines.

