



FAMILY SERVICES OF THE NORTH SHORE: LOGO STYLEGUIDE 2018

v.01



Family
Services

NORTH SHORE

Changing lives together



Strong and caring connections

The new logo is a strategic departure away from the previous one, where the pink heart symbolised “the heart of the community”, yet was not connected to the other members (seen as yellow dots).

This evolution represents FSNS’s new strategic vision, and its optimistic commitment to ***change lives together***, while ***making a deep and lasting impact in our community***.

The distinctive bands encircling the heart are ***facilitating the strong, caring connections between people in our community***. These bands are pulling the community together, as one unified force.

The bold and vibrant colours embrace the diversity of the individuals and families in the community, and the positive energy created when connections are made. The deliberate inclusion of pink and yellow will tie in with existing FSNS programs.

Logo usage



Alignment & Spacing

Leave at least the minimum amount of space between the logo and any other elements, including text. The minimum amount of space should be the height of the small type (NORTH SHORE) in the logo in all directions.

Prohibitive Use

- Don't** change the elements in the logo.
- Don't** place the logo atop a busy or colourful background.
- Don't** change the fonts or typographic elements.
- Don't** change the spacing or proportions.
- Don't** add effects, like dropshadows.
- Don't** make it too small: ensure the text is always legible.

A new family of fonts

The new logo uses different fonts than the previous FSNS family, Helvetica. **Museo** offers an open style that feels friendly and approachable, with a modern edge. The variety of sans-serif and slab serif weights within the Museo family will offer up flexibility when distinctive identities for FSNS programs and services are created, yet create consistency across all branded materials.

Museo 300 - Family Services North Shore

Museo Sans 100 - Family Services North Shore

Museo Sans 700 - Family Services North Shore

Museo Slab 100 - Family Services North Shore

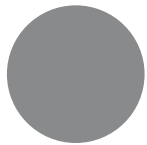
Museo Slab 500 - Family Services North Shore

Museo Sans Display Light - Family Services North Shore

Museo Sans Rounded 500 - Family Services North Shore

Colour palette

The logo uses a bold and vibrant palette that embraces the diversity of the individuals and families in the community, and the positive energy created when connections are made. The colours are typically used individually as highlight colours against a white back-drop, and only combined all together in the heart visual. There are some instances where the primary or supplementary colours can be used as backgrounds in promotional materials.



DARK GREY

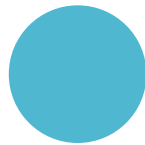
#939597

C: 0%

M: 0%

Y: 0%

K: 55%



TURQUOISE

#50B8D1

C: 62%

M: 7%

Y: 14%

K: 0%



PINK

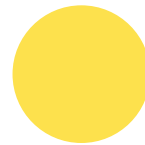
#E12B91

C: 5%

M: 94%

Y: 0%

K: 0%



YELLOW

#FEE150

C: 0%

M: 7%

Y: 80%

K: 0%



ORANGE

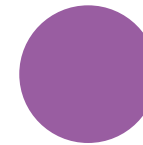
#F9A037

C: 0%

M: 43%

Y: 88%

K: 0%



PURPLE

#9A5DA3

C: 43%

M: 74%

Y: 1%

K: 0%



GREEN

#91C83E

C: 48%

M: 0%

Y: 100%

K: 0%



DARK YELLOW (TEXT)

#ECC625

C: 8%

M: 18%

Y: 96%

K: 0%

A new, refreshed brand evolution

The new logo offers a broader colour palette and extensive font family, which will become the building blocks for future program identities and FSNS branded materials. The **North Shore** wordmark can be adapted to different program and event needs, by changing its colour to one of the colours in the logo (the pink is seen here).



BEER BY THE PIER

LIFTING SPIRITS
SHARING HOPE

PLEASE JOIN US: **JUNE 17, 2018**

Help us provide education, support, and counselling to heal and connect the North Shore community we all love. Your participation makes a difference that will last long beyond this special night.

Learn more: www.familyservices.bc.ca



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Flexible system

The new logo can be adapted to different program and event needs, by changing the colour of the **North Shore** wordmark to one of the colours in the logo.



Family
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Official logo: turquoise text

This version is to be used on all new FSNS materials moving forward (brochure, annual report, etc).



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Program logo: pink text

This version can be used with existing programs that use pink as a feature colour (Jessie's Legacy, BBTP, etc).



Family
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Program logo: yellow text

This version can be used with any existing branded FSNS materials or programs that use yellow as the feature colour.

Note: **Dark Yellow** is used for text.