Calvin, Phoebe and Joan
Snyder Institute
For Chronic Diseases

Brand Standards

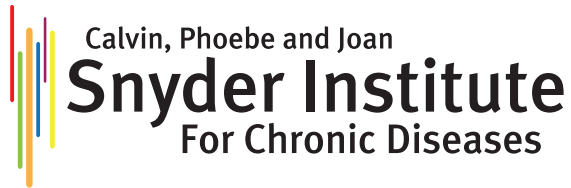## Calvin, Phoebe and Joan
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Colours

The font used in the logo is Meta Plus Medium

Meta Plus Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Meta Plus Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Meta Plus Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use Minion Pro as a secondary font

Minion Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Red
C:0 M:100 Y:100 K:0
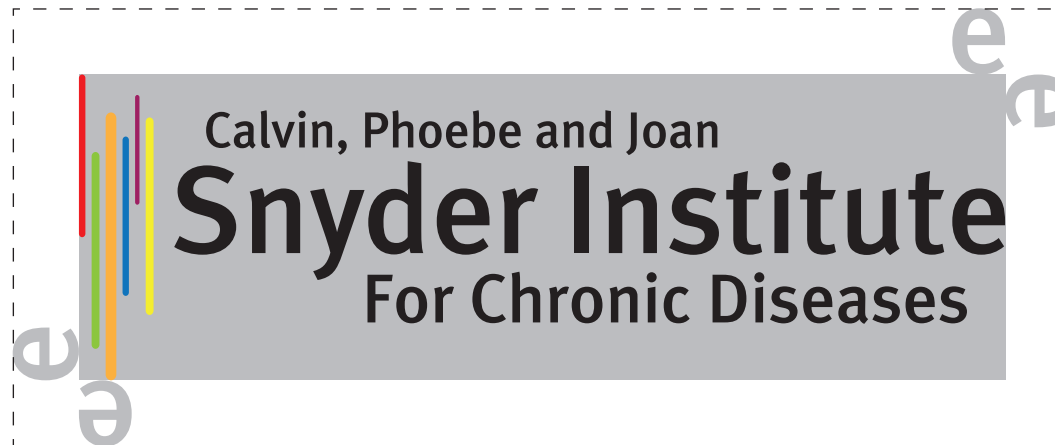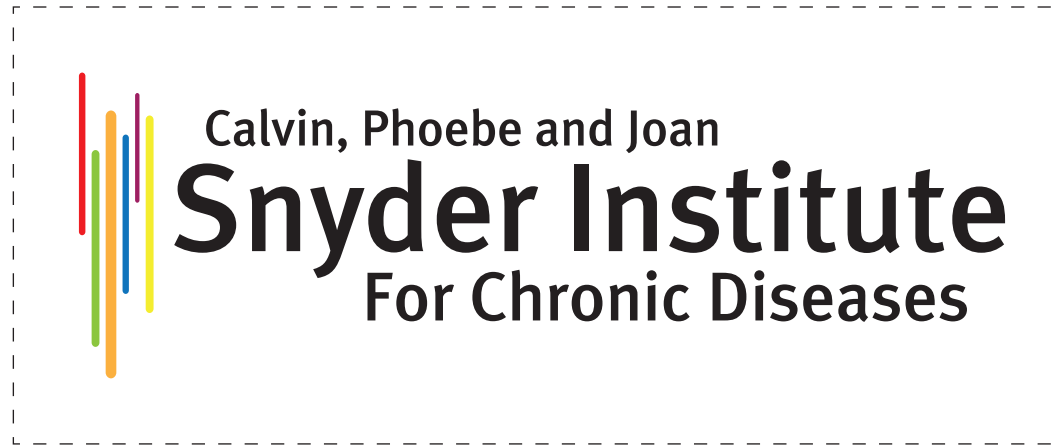R:255 G:51 B:51

Green
C:50 M:0 Y:100 K:0
R:141 G:198 B:63

Orange
C:0 M:35 Y:85 K:0
R:251 G:176 B:64

Blue
C:85 M:50 Y:0 K:0
R:28 G:117 B:188

Purple
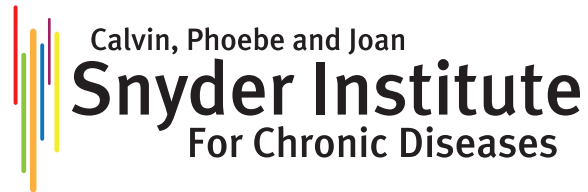C:35 M:100 Y:35 K:10
R:158 G:31 B:99

Yellow
C:5 M:0 Y:90 K:0
R:249 G:237 B:50
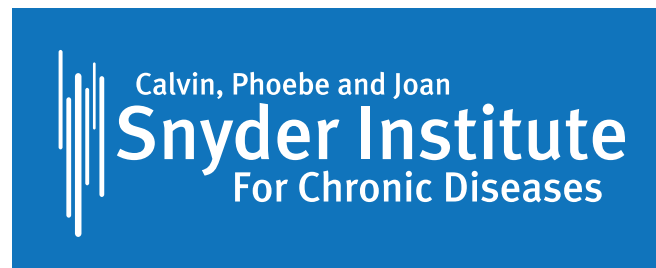
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

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There is a safety area around the logo the size of the 'e' in 'Snyder'
This safety area cannot be disturbed by other visual elements.

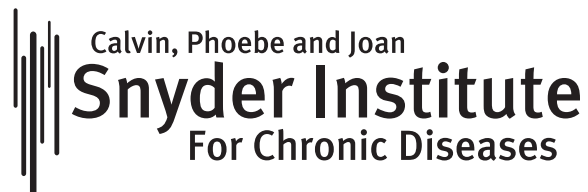**Calvin, Phoebe and Joan**
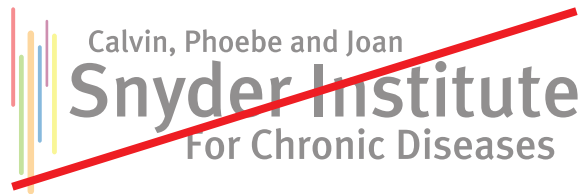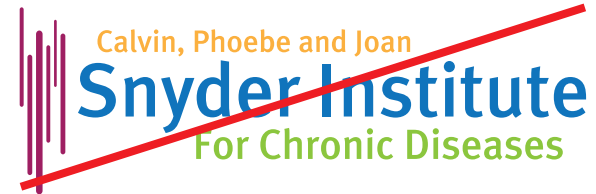## Snyder Institute
For Chronic Diseases

Full colour logo.

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For Chronic Diseases

Knockout logo (all white) for use
on solid backgrounds.

Calvin, Phoebe and Joan
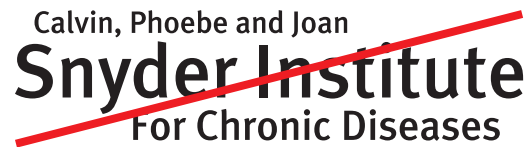## Snyder Institute
For Chronic Diseases

When colour is not available,
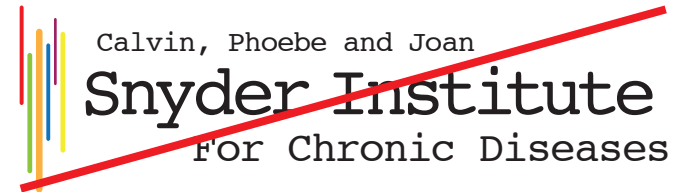logo should be all black.

Do not tint the logo

Do not change the colours

Do not remove elements

Do not change the font

Do not place on a background that makes the logo difficult to read.

Considerations for Photography

- People should appear natural, confident and positive.
- People should be representative of the modern make up of Canada's population (e.g. Ethnic diversity, age variations, lifestyle etc.) to ensure relateability and personal relevance.
- Groups of people should be portrayed naturally and in a dynamic manner that highlights personal moments, e.g. sharing, helping, collaborating, supporting etc.
- Places and objects should be natural and realistic, and provide context for people.