



• **FOUNDRY.**
WHERE WELLNESS TAKES SHAPE

Brand Guidelines

July 2017



FIND. FORGE. FOUND.

Find hope,
help, support.
Find yourself.



FIND. FORGE. FOUND.

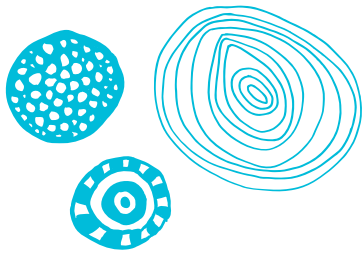
Forge new
connections and
new abilities.
Forge your path
to wellness.



FIND. FORGE. FOUND.

**A foundation
for health and
well-being.**

**A foundation
for who you
want to be.**



Welcome to Foundry

Where wellness takes shape

We are forging a new, province-wide culture of care through the development of a network of centres and online tools and resources—co-created with our health and social service partners, young people and families in communities across BC. Foundry brings health and social services together in a single place to make it easier for young people to find the care, connection and support they need. We are committed to changing lives, communities and our systems, because young people are our future.

Our Story

For young people who are navigating life's large and small challenges—from colds to relationships, from anxiety to job hunting—Foundry makes a difference by doing things differently.

We believe in providing care and services developed with and for young people. We are working together to give young people a voice in their care, and to provide obstacle-free access to the resources, services and care they want and need.

At Foundry, we are uniting communities, people, services, ideas, research and abilities to create a new, province-wide culture of care and wellness—one that is judgment-free, easy to use, collaborative, person-centred and effective.

Foundry empowers young people to find help and find themselves, forge new paths for wellness, and build a foundation for a healthy future. Together, we change lives, our communities, and our systems, because young people are our future.

Introduction

This is Foundry's brand guide. Have a read through to learn about the elements that make up our brand. Our goal is to make sure we use our brand consistently – from our marketing materials to our physical spaces, from the language we use to our online services.

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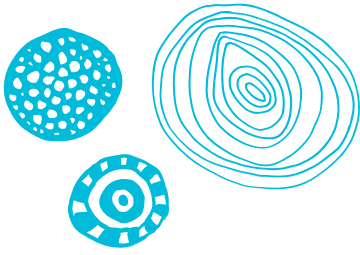
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Logo Type

Foundry Logo



Protected Area

Please respect the clear space to give the logo room to breathe. Use the size of the "O" to determine the amount of clear space required.



O The safe zone is determined by the height of the letter "O".

Tagline

When used with the logo, the Foundry tagline – Where Wellness Takes Shape – must appear below the logo. Always use the official logo files.

The Foundry logo can be used without the tagline if required.



Regional Logos

The logo system for regional locations features the regional name centred underneath the logomark. Always use the official logo files.

The regional logos can be used in combination with the tagline as outlined below.



The space between the two lines of text is determined by the height of the letter "O".

Acceptable Variations

The use of the full-colour logo on a white background is ideal. In other cases, the black or white logo can be used on a flat colour background as shown. If there is a unique circumstance regarding the use of the logo, contact Foundry central office for guidance.



1.



2.



3.



4.



5.



6.



7.

1. Primary Logo
2. Greyscale
3. Black
4. White
5. Reversed (for branded blue only)
6. Minimum size with Tagline
7. Minimum size without Tagline

Unacceptable Variations

Please ensure proper file formats are used when applying logo to print and web applications. Print applications should use the EPS and PDF file formats. Web applications should use JPG, PNG and SVG file formats.



Do not rearrange the layout of the logo



Do not change the ratio of the mark or text



Do not change the colour of the "O"



Do not change the colour of the logo



Do not outline or stylize the logo



Do not rotate or add a drop shadow



Do not distort the logo in any way



Do not put the logo over a busy background



Do not put a light coloured logo on a low contrasting background



Do not recreate the logo using type



Do not place border around logo



Do not make logo one colour

Co-branding

We recognize the importance of partnerships, especially those within local communities. Co-branding with other organizations for specific programs, campaigns or projects is permitted. However, please contact Foundry's central office prior to forming a co-branding agreement or creating materials.



Usage Rules

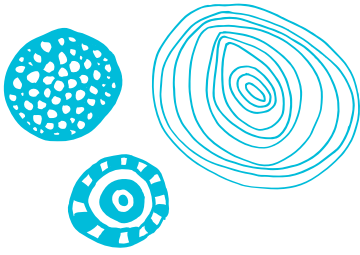
- Co-branding with other partners cannot be used on materials that are part of our core service delivery, unless confirmed with Foundry central office. Core service delivery materials include letterhead, business cards, and signage.
- If providing the Foundry logo for a partner to use, please ensure to also send the Foundry brand guidelines to ensure proper logo usage.
- Ensure the Foundry logo is prominent if the Foundry centre is the dominant or equal partner.

O

All spacing between the two logos is determined by the width and height of the letter "O".

LOGO TYPE





Brand Fonts

Primary Font

Foundry uses one standard typeface for simplicity and ease of use. ITC Franklin Gothic is used across applications. It is a strong, timeless font with a clean, contemporary feel that resonates with our core audience, young people.

ITC FRANKLIN GOTHIC NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC FRANKLIN GOTHIC ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

ITC FRANKLIN GOTHIC DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ITC FRANKLIN GOTHIC DEMI OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

ITC FRANKLIN GOTHIC HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ITC FRANKLIN GOTHIC HEAVY OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Secondary Font

You may use Arial where ITC Franklin cannot be used.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

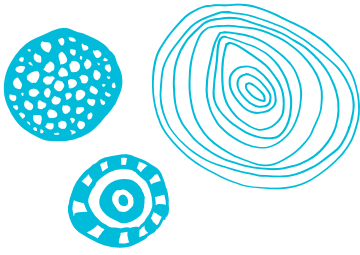
Display Font

The Amatic font provides the opportunity for Foundry to put forward a loose and friendly text treatment. This typeface should be used in graphic applications where the organic illustrations need to be combined with text.

This font should only be used by graphic professionals/ designers and should not appear within any corporate communication, such as letterheads and reports.

AMATIC BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

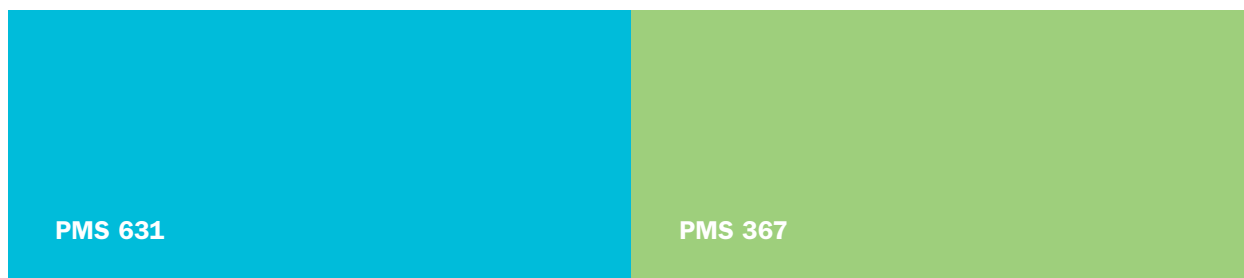


Brand Colours

Primary Colour Palette for Print

These are the masterbrand's primary colours and should always be reproduced using the values shown here.

If you would like a sample showing accurate colour matching, contact info@foundrybc.ca. Always insist on accurate colour, as poorly matched colours will reduce the effectiveness of the brand.



C 74	R 62	HEX
M 0	G 177	#3DB0C7
Y 13	B 200	
K 0		

C 41	R 164	HEX
M 0	G 214	#A3D55D
Y 68	B 94	
K 0		

- Pantone Matching System (PMS) colours are specially formulated to match the PMS standard colour matching system which is used by printers and graphic designers.
- CMYK is the acronym used for a printing technique that uses our process colours—cyan, magenta, yellow and black—in varying proportions to create thousands of colours.
- RGB is a standard colour system used for web and interactive collateral. RGB stands for red, green and blue.
- HEX is a system used in HTML, CSS, SVG, and other computing applications to represent a range of colours.

Primary Colour Palette for Interior Paint

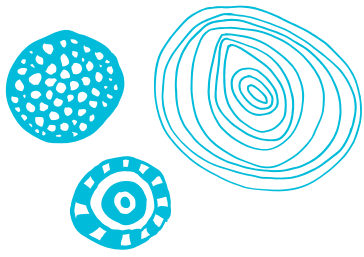
The primary and secondary colours can be used for 2-3 painted feature walls per centre. The reception area should feature at least one blue wall. The remainder of the office walls should be painted a neutral off white colour.

Wall colors BEHR Paint		
P460B P460-4^M Lagoon Rock	P360B P360-4^M Soda Pop	Neutral Off White

Complementary Colour Palette for Interior Paint

The complementary colors can be used as accent colors on furniture and carpet. These colours should not be used as wall colors.

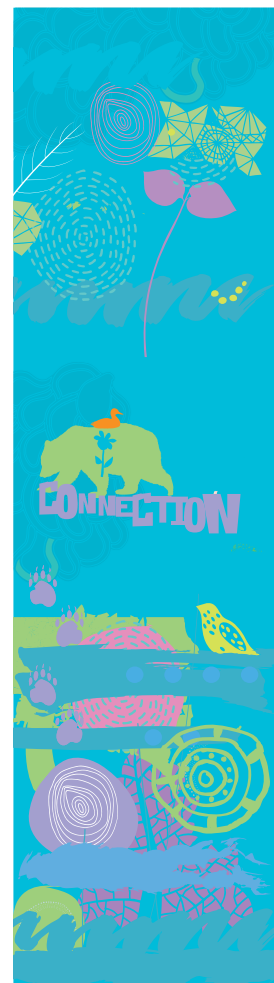
PMS 124	PMS 7472	PMS 705	PMS 446	PMS 7441
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Artwork

Wall Artwork Illustration Panels

Foundry's custom illustrated wall panels appear throughout Foundry centres as a creative expression of the brand. Elements of the illustrations also feature throughout Foundry's brand materials. The illustration style is layered, expressive and unstructured, much like thoughts in the mind, or the unexpected nature of life. Nature and positive messages feature throughout the panels, reflecting feedback and suggestions from young people across BC.



Wall Artwork Application



PRIMARY

The Primary blue paint must be used for reception /entrances plus 1-2 feature walls throughout the centres.



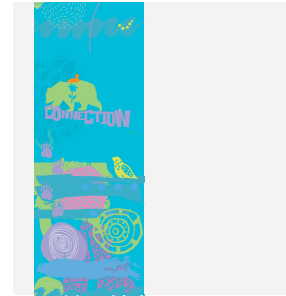
SECONDARY

The secondary green paint can be used for 1-2 feature walls throughout each centre.



MAJORITY

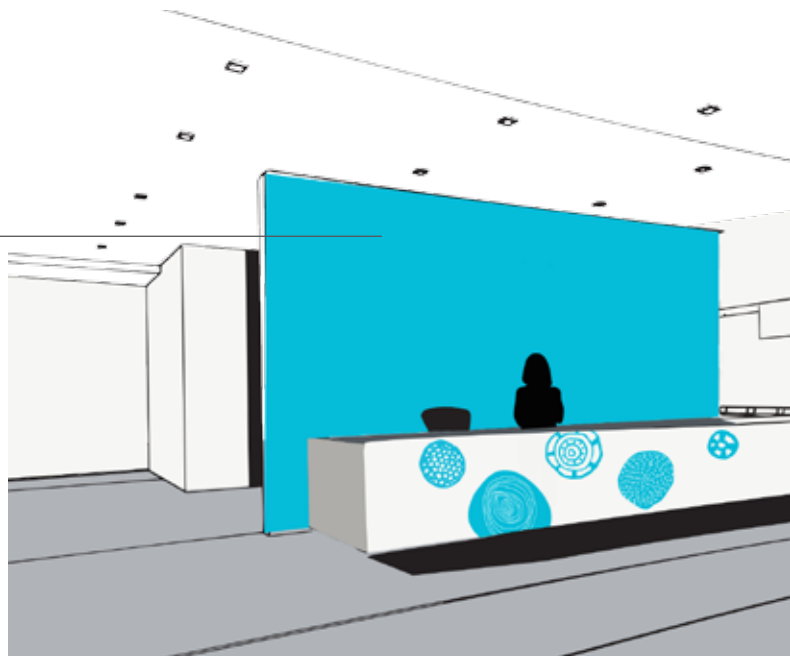
The neutral off white colour can be used for the majority of the walls.



MAIN WALL

The feature wall in reception is ideally blue and the primary illustration will be applied to this wall. The illustration is 54" wide and should extend from the ceiling to the floor.

Please refer to Foundry Environmental Graphics Design Guidelines document for more detailed information.



Primary Artwork Illustrations

Foundry's custom illustrated elements for print are taken from the primary reception wall graphic. Elements of the illustrations are taken and split into three separate pieces that are independent from one another. The three elements are then placed on applications where the primary logo is first introduced.

TOP LEFT ILLUSTRATION



PRIMARY ILLUSTRATION



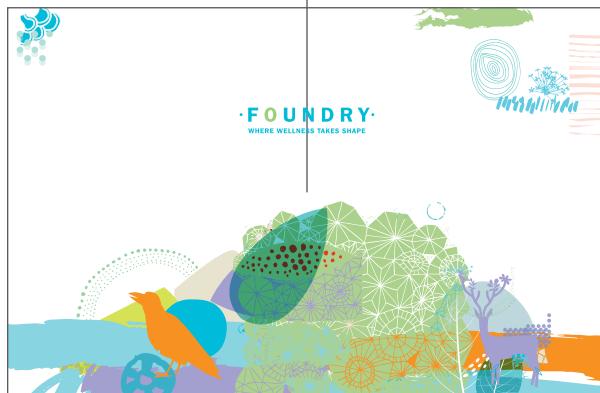
TOP RIGHT ILLUSTRATION



Applying Primary Artwork

PRIMARY ILLUSTRATION

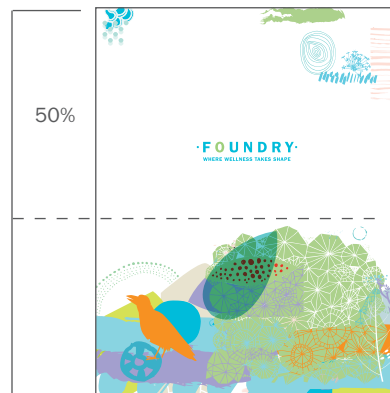
The Primary illustration should always sit at the bottom and can be adjusted according to fit each application. The bird and halo should always be visible on all application.



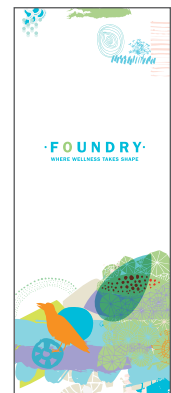
DIGITAL LANDSCAPE

TOP ILLUSTRATION

The secondary illustration should always sit at the top and can be adjusted according to fit each application.



8.5 X 11



RACK CARD

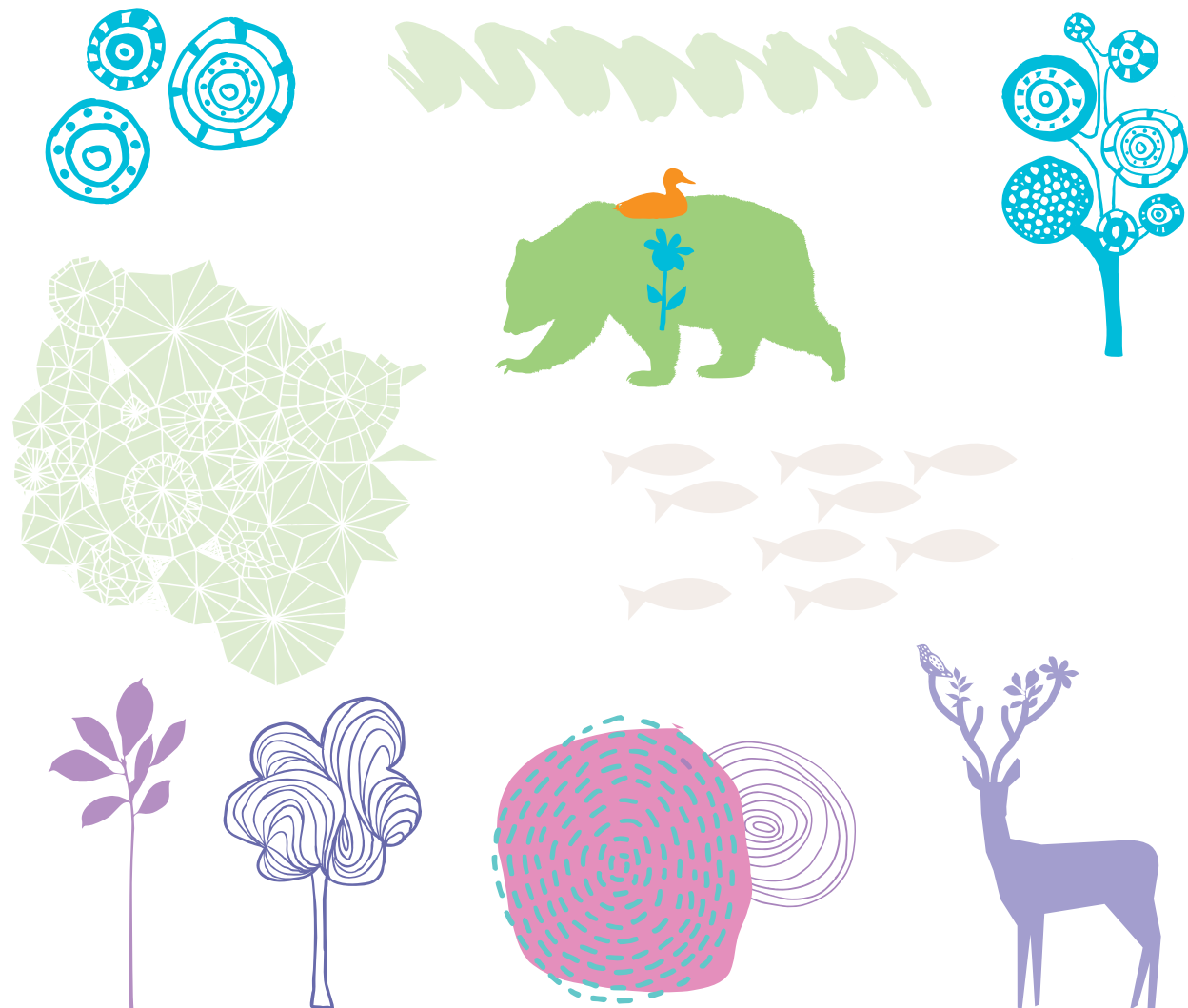
NEGATIVE SPACE

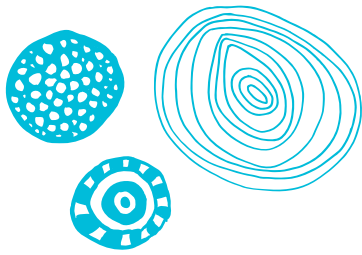
Always allow for plenty of negative space around the Foundry logo, Approximately 50% of the image should be empty space. The illustrations should never compete with the logo.

Secondary Artwork

The secondary elements may be applied throughout applications to fill negative space and to add character and contrast. There should never be new elements created and designed, always use existing artwork provided from Foundry central office. Secondary artwork should never overpower or distract from typography and messaging.

EXAMPLES OF SECONDARY ARTWORK





Photography

Appropriate Photography

Foundry aims to empower and support young people and help them to thrive in life. We use images that reflect empowerment and support in our materials. When using photographs or other imagery in any of your materials or social media, please ensure that young people are portrayed in a positive manner. If they are not smiling or laughing, then they should convey a sense of positivity, and strength.

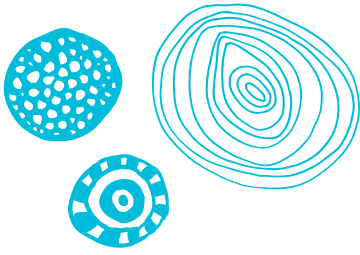
If not using stock photography, ensure that proper photo consent forms are obtained, and be sure to follow your organization's guidelines. Ensure photo participants understand what their photo will be used for and in what context. If you plan on using a photo more than once, it may be best to take photos that do not identify the young person to give the image more longevity. This can be done in a creative and thoughtful manner.



Unacceptable Photography

Above all, avoid stigmatizing “dark” or “despairing” images (e.g. a young person crouched in a dark alley).





Masterbrand Applications

Masterbrand refers to any communication materials that represent the overall provincial initiative – “Foundry.” Masterbrand materials will not be specific to a centre, and will be primarily used by Foundry’s central office. However, Foundry centres may choose to use the masterbrand materials in some cases such as when presenting on Foundry or centre outside of their community, or as part of province-wide initiatives or campaigns.

Business Card Front Design

Side one of each business card contains the name and contact details of Foundry representatives. The Foundry logo and tag line should be consistently used in the top right corner.



Business Card Back Design

There are 4 business card back option designs that will be assigned randomly. The Foundry tagline and url should be consistently used, justified centre and in the middle of the page.



Email Signature

We have designed our email signatures in a simple text format to make it easy for all Foundry employees to install. This also avoids potential complications with HTML formatting or image attachments. Signatures should be configured in each employee's email client (Apple Mail, Microsoft Outlook, Google Mail etc.) using rich text formatting.

A text file with the formatting can be supplied by the Foundry central office. Do not change the formatting from what is supplied, especially the treatment of "Foundry".

Leah Lockhart B.Comm.
Communications Lead

Foundry Central Office
201–1190 Hornby Street
Vancouver, BC V6Z 2K5

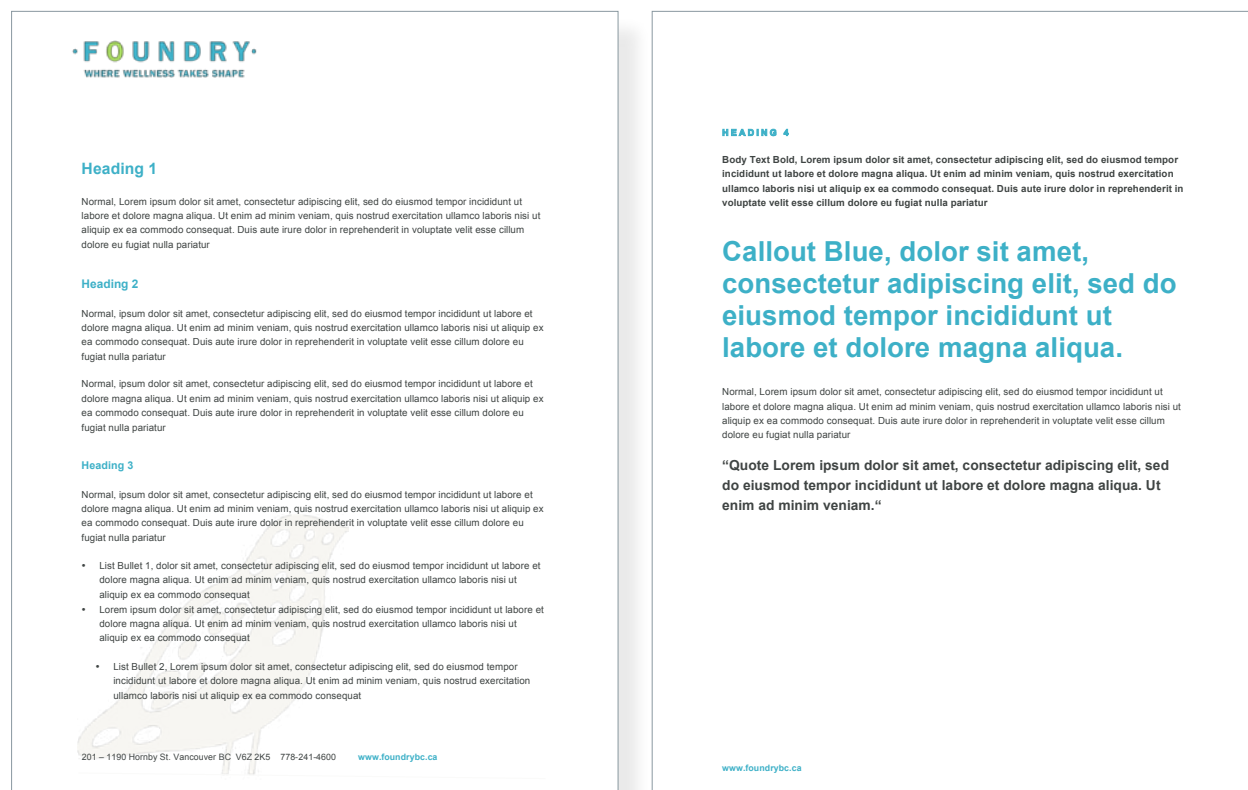
T 604-682-2344 ext: 63475
C 604-XXX-XXXX

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Find us on [Twitter](#), [Facebook](#) and [Instagram](#)

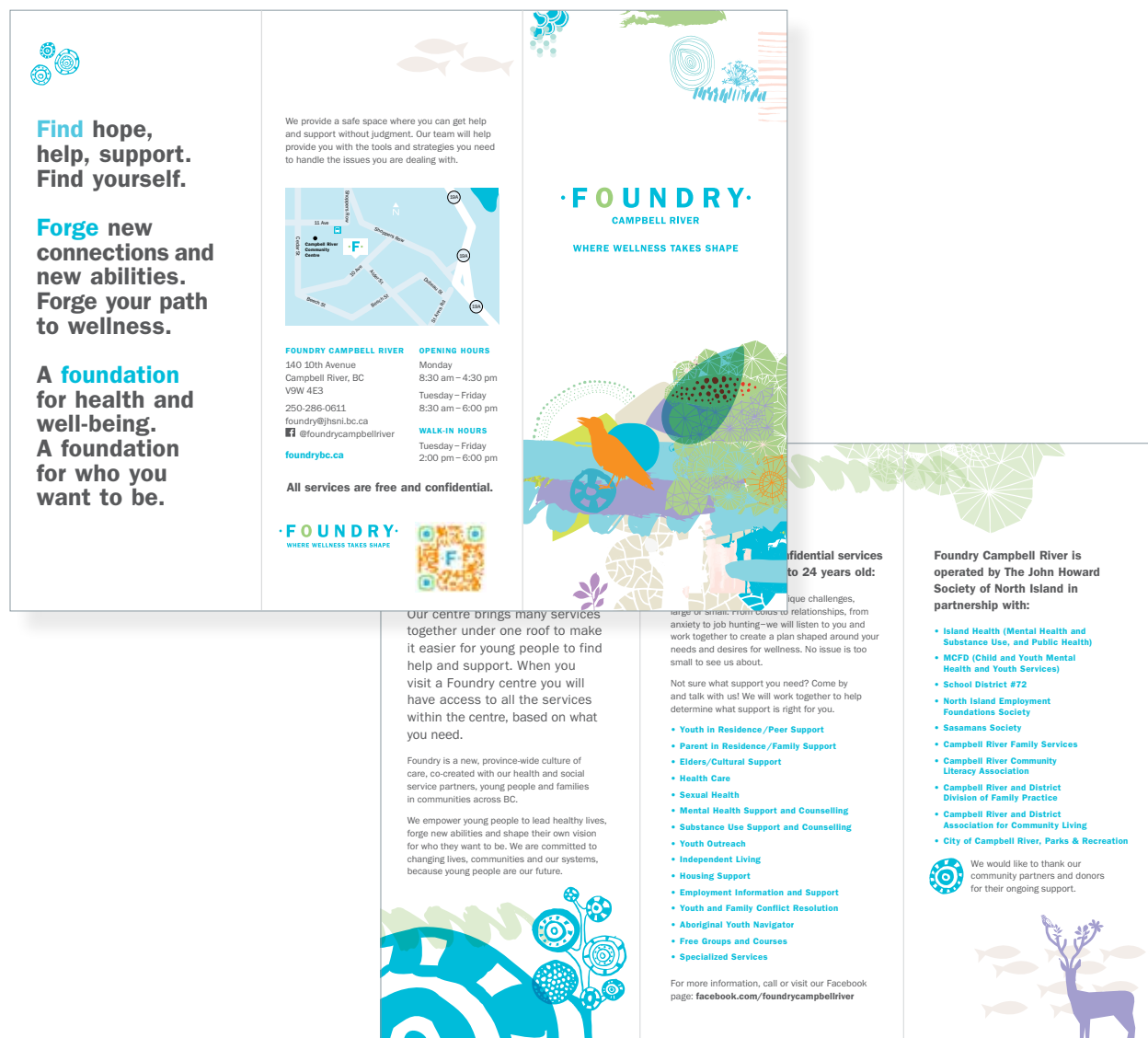
Letterhead

The letterhead template includes a first and second page that will automatically populate based on the amount of text typed. Be sure to use the paragraph styles to ensure consistency across the brand. Do not change the formatting from what is supplied.



Brochure

The brochure template is based on the Campbell River location. An InDesign file has been provided for each location to tailor the information on the two right-hand interior panels (services and partners). Paragraph and Character styles have been set so be sure to utilize them to maintain consistency. Maps and graphics are included in the links folder.



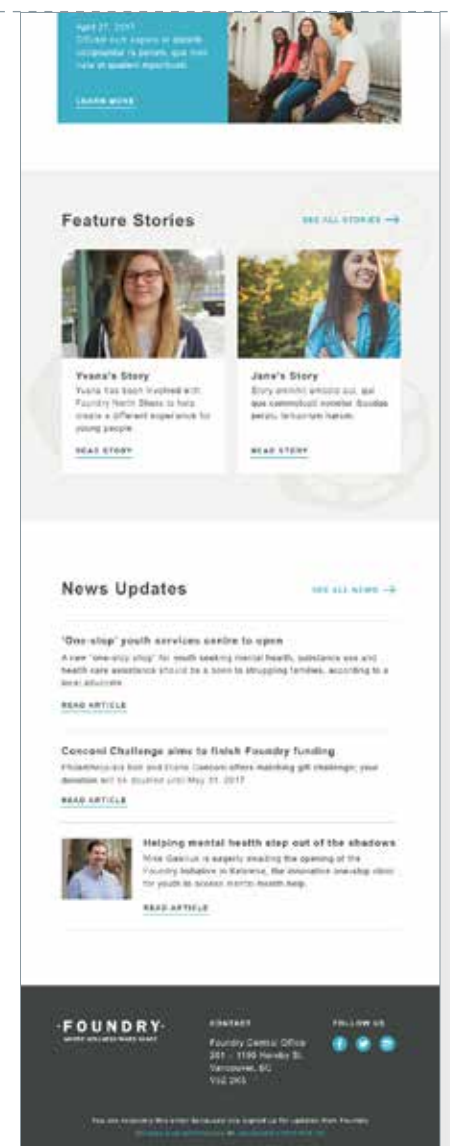
Folder

This is a generic folder for all locations to use. The files are prepared to be printed at a professional print house and should be printed on 110lb, Cougar Smooth Cover, White.



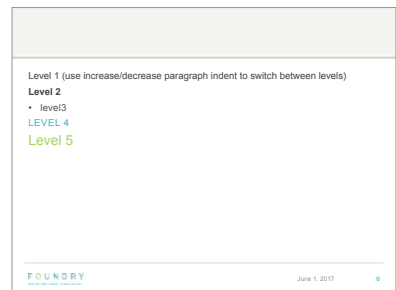
E-Newsletter

Foundry uses Cakemail for email communication with subscribers. An email template has been setup with different content blocks for the user to input. Email communication can be customized to suit the specific requirements of each message.



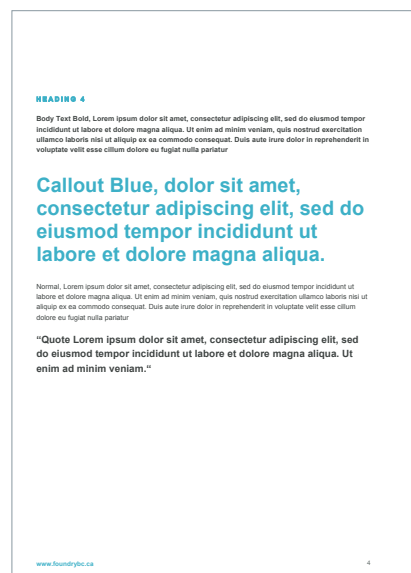
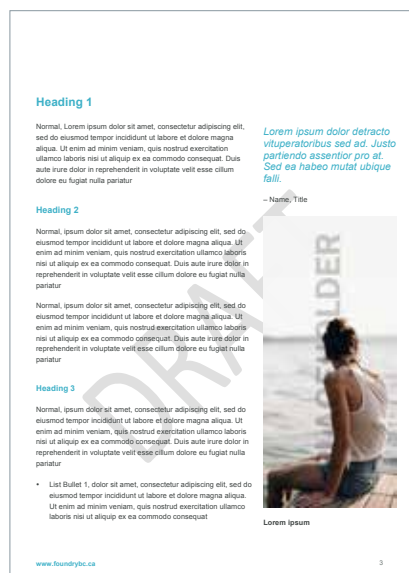
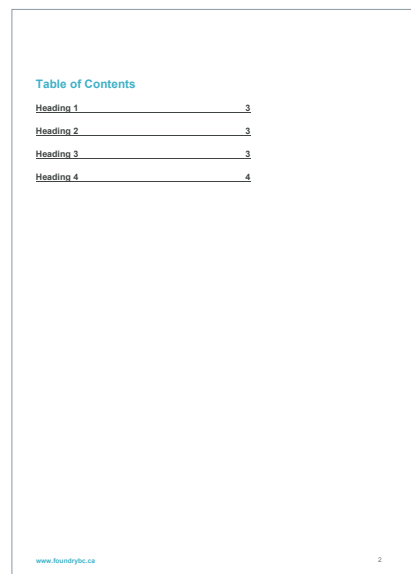
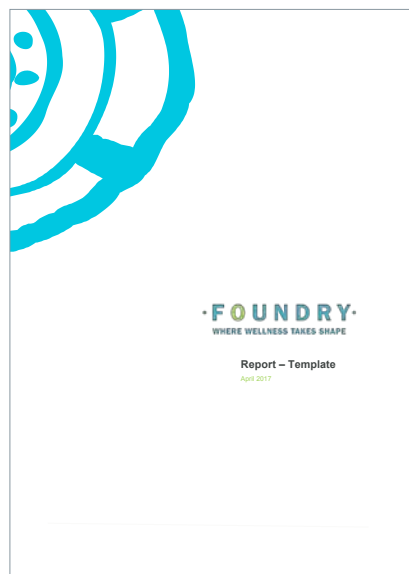
PowerPoint

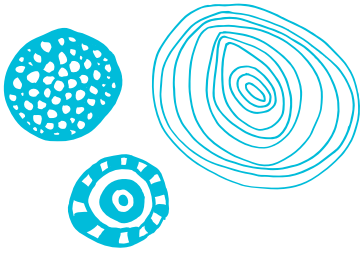
The PowerPoint Presentation Template was built for all locations to use.
Do not alter the master pages



Report Template

This is a Word template for longer documents, reports etc. Be sure to use the paragraph styles to ensure consistency across the brand. Do not change the formatting from what is supplied.





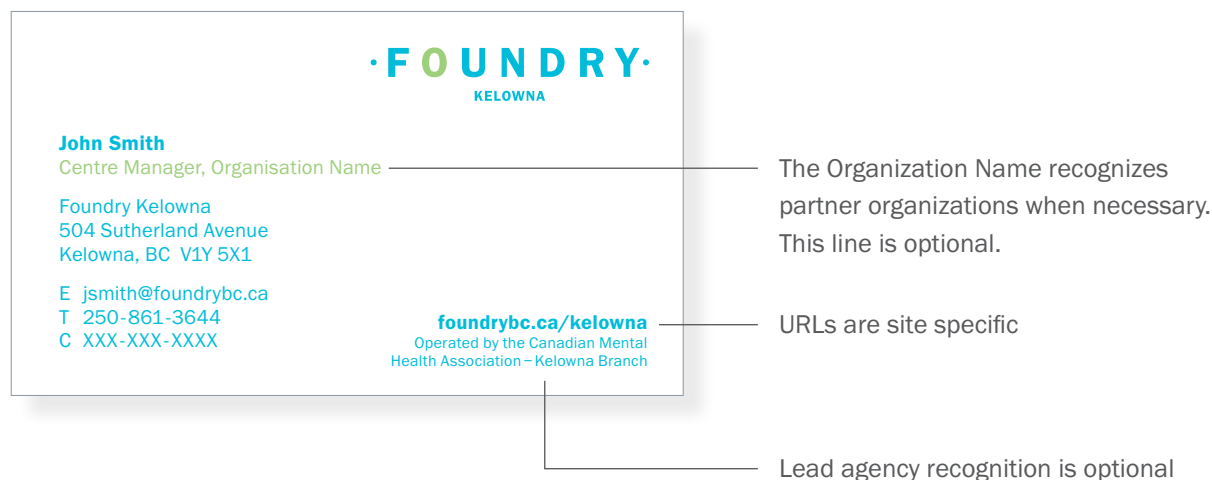
Centre-Specific Applications

CENTRE-SPECIFIC APPLICATIONS

On all materials that are specific to a local Foundry centre, the applicable Foundry centre logo will be used (e.g. Foundry Kelowna). The lead agency can be recognized in the footer with logo and/or text – e.g.: “Foundry Abbotsford is operated by Abbotsford Community Services”. Materials include: centre letterhead, business cards, fact sheets, etc.

Business Card Front Design

Side one of each business card contains the name and contact details of Foundry representatives. The Foundry logo specifying individual locations should be consistently used in the top right corner. The business card template includes options to recognize the lead agency and also the partner organization an employee is affiliated with. These are optional, and the decision to use them should be determined by each centre by gathering input from partners, youth and families as to what is most appropriate for their site.



Business Card Back Design

There are 4 business card back option designs that will be assigned randomly. The Foundry tagline and url should be consistently used, justified centre and in the middle of the page.



Email Signature

We have designed our email signatures in a simple text format to make it easy for all Foundry employees to install. This also avoids potential complications with HTML formatting or image attachments. Signatures should be configured in each employee's email client (Apple Mail, Microsoft Outlook, Google Mail etc.) using rich text formatting.

A text file with the formatting can be supplied by the central Foundry office. Do not change the formatting from what is supplied, especially the treatment of "Foundry".

John Smith B.Comm.

Job Title, Organization Name (Optional)

Foundry North Shore

Operated by Vancouver Coastal Health (Optional)

XXX-XXXX Street Name

City, BC XXX XXX

T 604-XXX-XXXX

C 604-XXX-XXXX

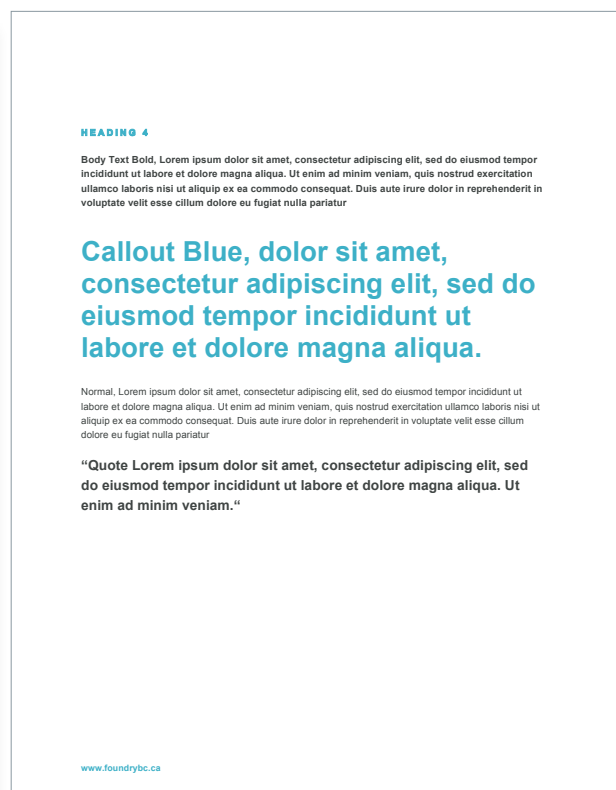
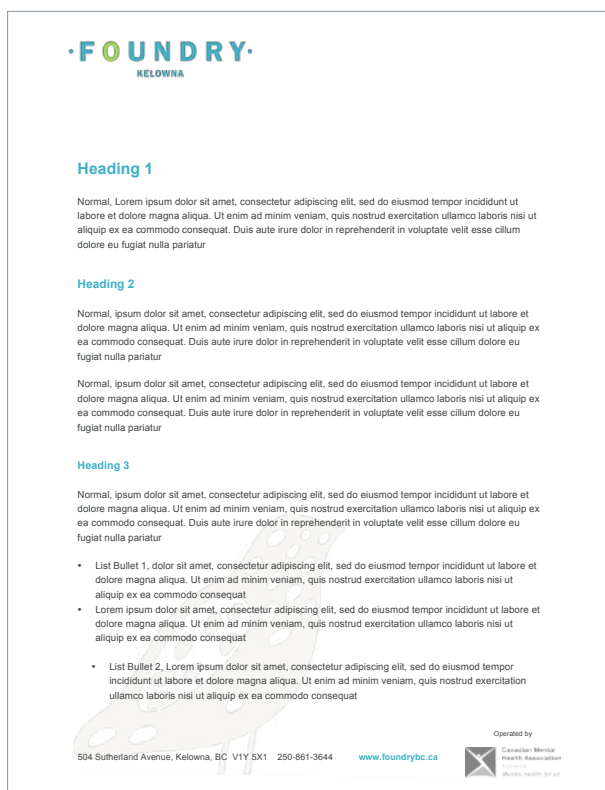
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Find us on [Twitter](#), [Facebook](#) and [Instagram](#)

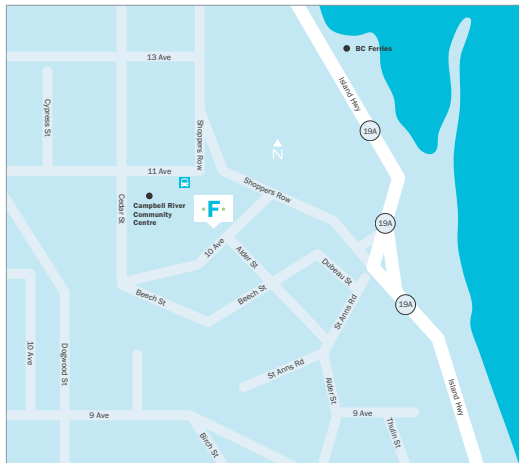
Letterhead

The letterhead template includes a first and second page that will automatically populate based on the amount of text typed. Be sure to use the paragraph styles to ensure consistency across the brand. Do not change the formatting from what is supplied.



Site Map

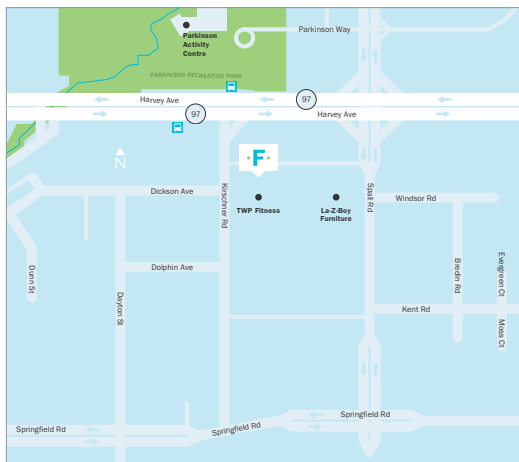
Each Foundry centre has a map image that can be used on various materials, including the brochure and rack card. Print and web file formats are available to use.



CAMPBELL RIVER



NORTH VANCOUVER



KELOWNA



PRINCE GEORGE

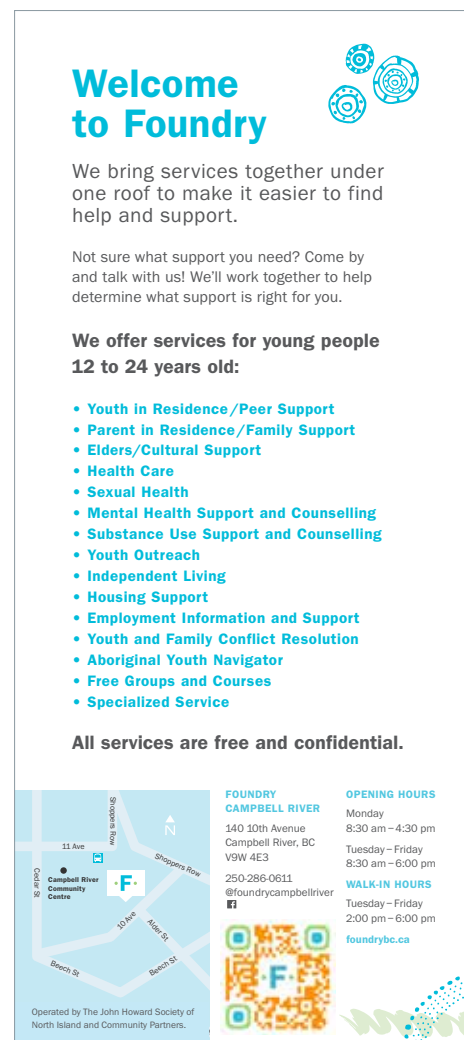
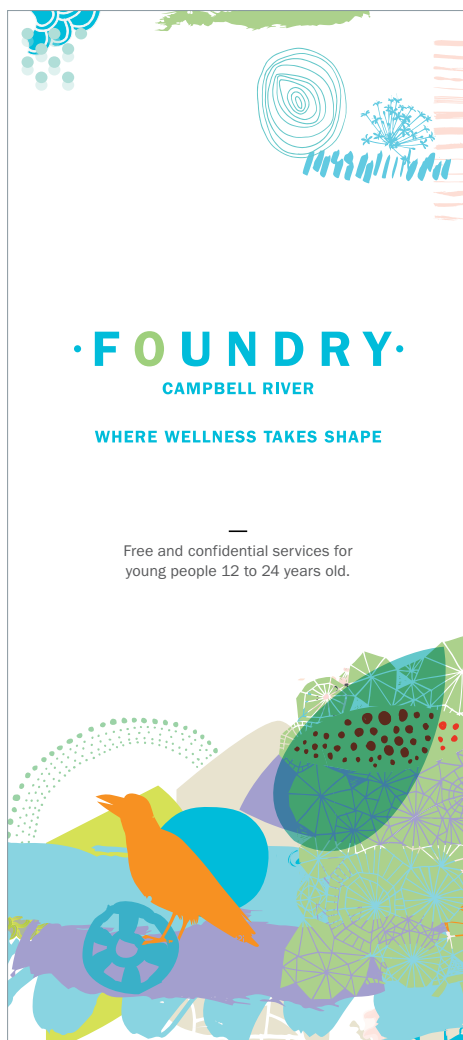
Site Map (continued)



ABBOTSFORD

Rack Card

The rack card template is based on Campbell River and set to 4" x 9", full bleed, CMYK.





• **FOUNDRY** •
WHERE WELLNESS TAKES SHAPE

info@foundrybc.ca | foundrybc.ca