

• F O U N D R Y •

Brand Guidelines

V 1.0



Contents

Brand framework	3
Brand voice	10
Logo usage	12
Colour	20
Typography	24
Illustrations	29
Photography	35
Applications	45

Putting care into our brand.

At Foundry, we've taken existing models of youth health services and evolved them into something much more real and relevant to bring life care for youth.

We unite health and social services in a single place to make it easier for youth aged 12-24, and their caregivers, to find the vital support they need.

Trust is at the heart of what we do, and consistency is key to building trust. Consistency in the care youth receive. The interactions they have. And the Foundry communications they encounter. So, it's really important all of us working on Foundry present a consistent tone and branding at all times.

That's where the following pages come in. With a bit of guidance, we'll all be communicating in a way that builds trust, and opens the door to connecting and caring.

Brand positioning.



Lifecare for youth.

This is what we stand for. It's our internal
North Star and shouldn't be used externally.

Mission



To support youth
in living a good life.

People need to understand our mission so
feel free to share it with external audiences.

Values

**LEARN
AND EVOLVE.**

**APPRECIATE
INDIVIDUALITY.**

**CELEBRATE
COMMUNITY.**

**SHARE
THE LOAD.**

**COMMITTED
TO YOUTH.**

**EMBRACE
NUANCE.**

It's important people know our values so
it's fine to share them with external audiences.

J.E.D.I.

Justice

Equity

Diversity

Inclusivity

Our J.E.D.I. principles are how we foster true belonging, and we use them in everything we do, from our organizational decision-making to our communications.



Brand personality.



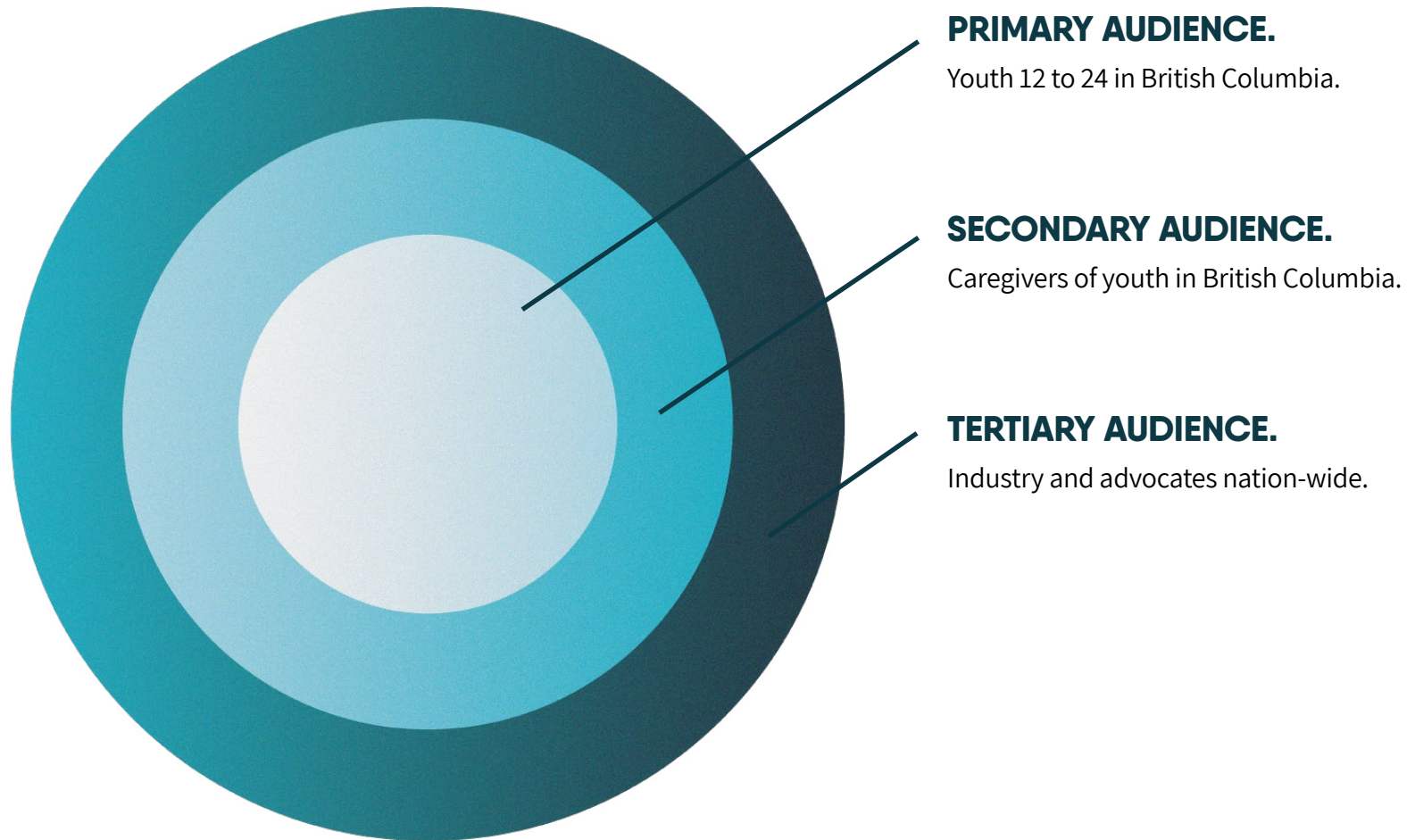
BRAVE

RELENTLESS

INTUITIVE

INQUISITIVE

Audience



Brand voice: making a connection.

We embrace individuality, celebrate nuance, and put the voice and needs of young people and their caregivers at the heart of our communications.

When it comes to defending, or advocating for youth we never sit on the fence. We're confident in challenging what healthcare means and are clear in how we're redefining it. But when it comes to our interactions with youth, we're all ears. We understand that being inquisitive, giving room to hear their voice is the key to connecting and healing.

We never patronize, or talk down to youth. Equally, we never try too hard to 'be down with kids' - we don't want to be that awkward Aunt or Uncle. You'll never see us be judgmental, or dogmatic in our language. Open-hearted and open minded is definitely us. And we write like we talk, always keeping it conversational and informal. We want youth and caregivers to feel part of the conversation, empowering them to speak up, seek help and live a good life.



Grammar

- Avoid healthcare-related acronyms. They put distance between you and the reader.
- Acronyms for casual, current sayings like FOMO are fine.
- Use contractions. ‘We’ll’ instead of ‘we will’. ‘It’ll’ not ‘it will’.
- When talking about young people to caregivers or others we refer to them as ‘youth’, ‘young people’ or ‘young person’, never kids.
- When you’re talking to youth, for example on social, we say ‘you’.
- We’re ‘Foundry’. Not ‘the Foundry’.
- Use gender inclusive language such as ‘people’, ‘everyone’, ‘folks’ and avoid ‘men, women, you guys’ or ‘guys’.
- Use ‘they’, ‘their’, or ‘them’ if you’re unsure of what pronouns to use, unless you’re writing about a specific person who prefers gendered pronouns.
- It’s caregivers, not care givers.
- Healthcare, not health care.
- Headings of more than one word always end with a period.
- You don’t need to include periods in BC.
- Use sentence case everywhere, except for in urls where CamelCase is better.
- Keep your spell check on Canadian English please.
- And finally, yes, you can start sentences with ‘and’.

**Logo
usage.**



• F O U N D R Y •

There's love in our logo.

Our logo colours capture the water and greenery of BC - colors of renewal and optimism.

The typeface is deliberately uncomplicated, approachable, with nothing to hide.

Within Foundry, the 'O' stands out representing the continuous, circular nature of care and the circle of trust. Meanwhile, the gradient represents all the different aspects of care working together.

Versions

Full colour is the primary use of our logo. It should be used predominantly on white or on the lightest gradients, pictured here.

Should not be used on top of photography or on top of any other brand colors or gradients.

• F O U N D R Y •

• F O U N D R Y •

• F O U N D R Y •

Versions

Our logo should be white for use on images and darker gradients.

When using black and white printing, the logo should be used in black.

Our logo should not be used in other colours.

• F O U N D R Y •

• F O U N D R Y •

• F O U N D R Y •

Safety area.

To maintain the integrity and legibility of the logo there should always be space around it free from other text or graphic elements. This area can be defined using the height of the '0' on all sides.



Minimum size.

PRINT

· F O U N D R Y ·



1.0 INCH

DIGITAL

· F O U N D R Y ·

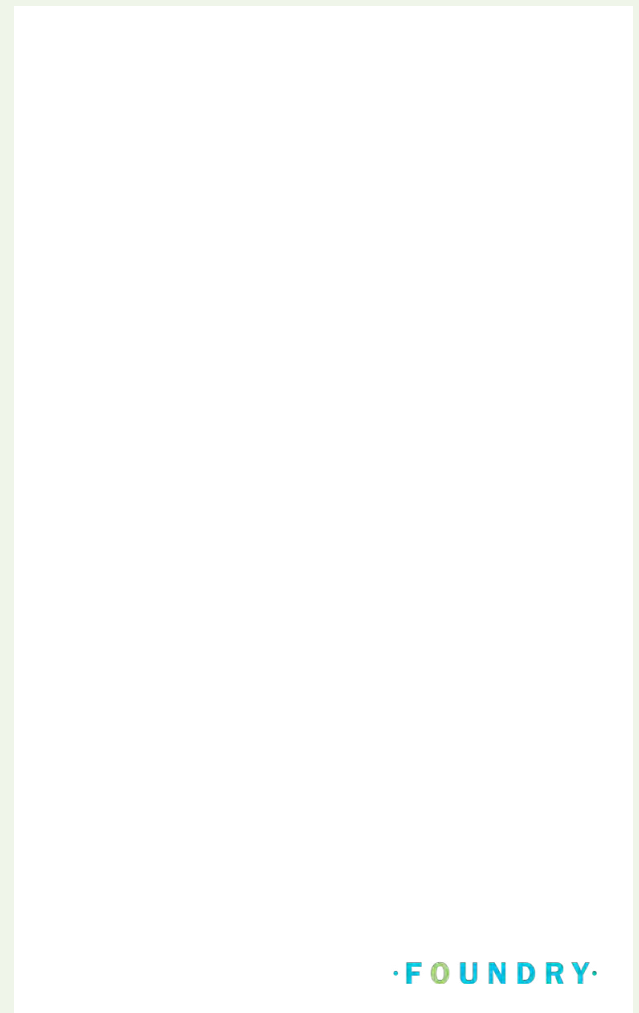
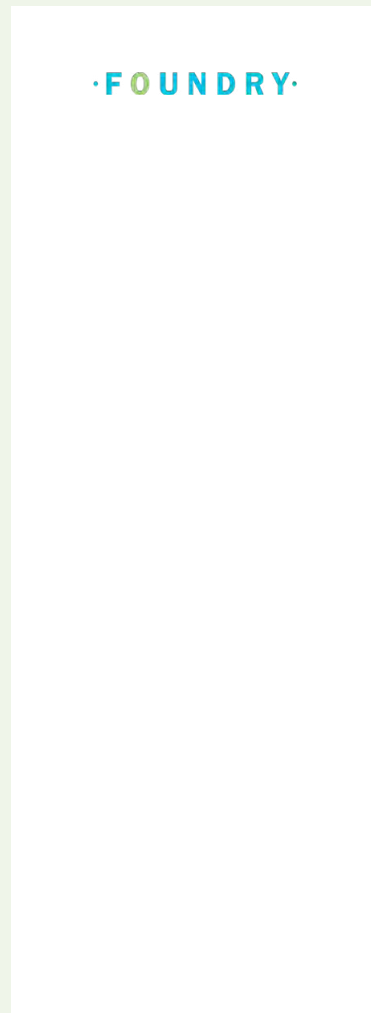


0.6 INCHES

Position in layout.

The logo should be used in the bottom right when clear, if there is a brand element in the right corner the logo can sit on the left.

The logo should be at the top when in a thinner format such as a brochure cover.



Regional logos.

The logo system for regional locations features the regional name centred underneath the logomark.

Always use the official logo files.

• F O U N D R Y •
NORTH SHORE

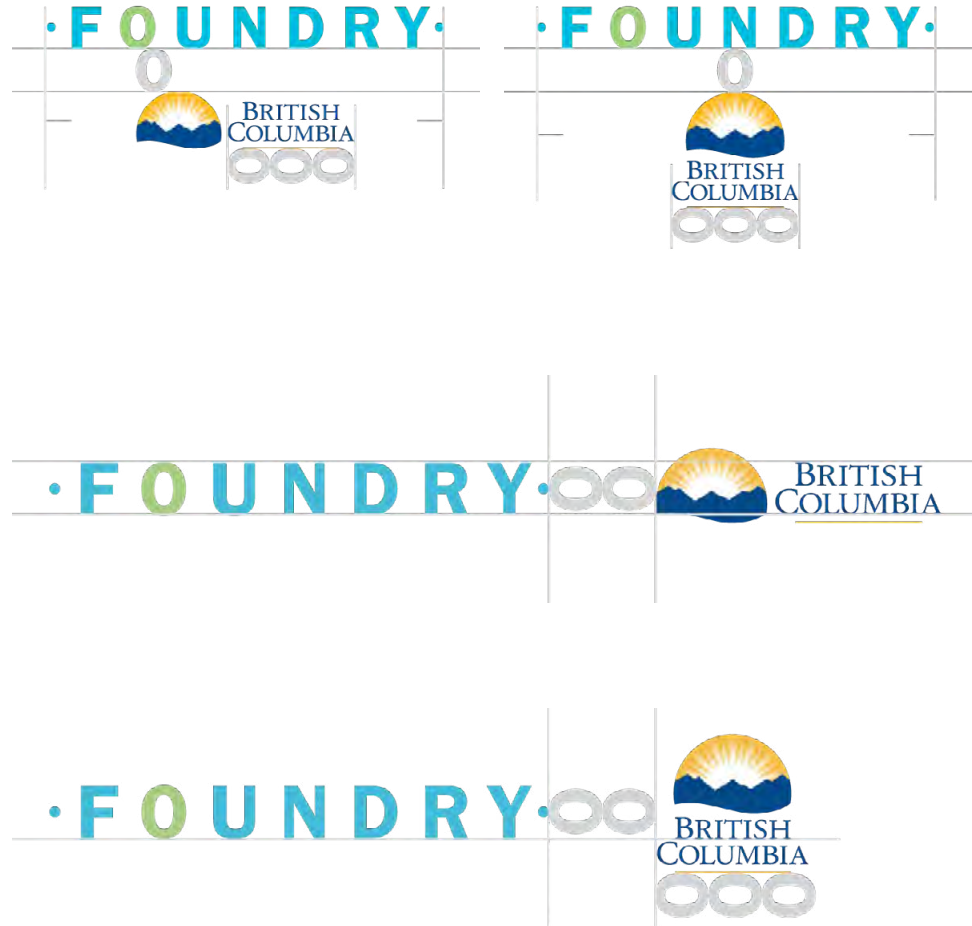


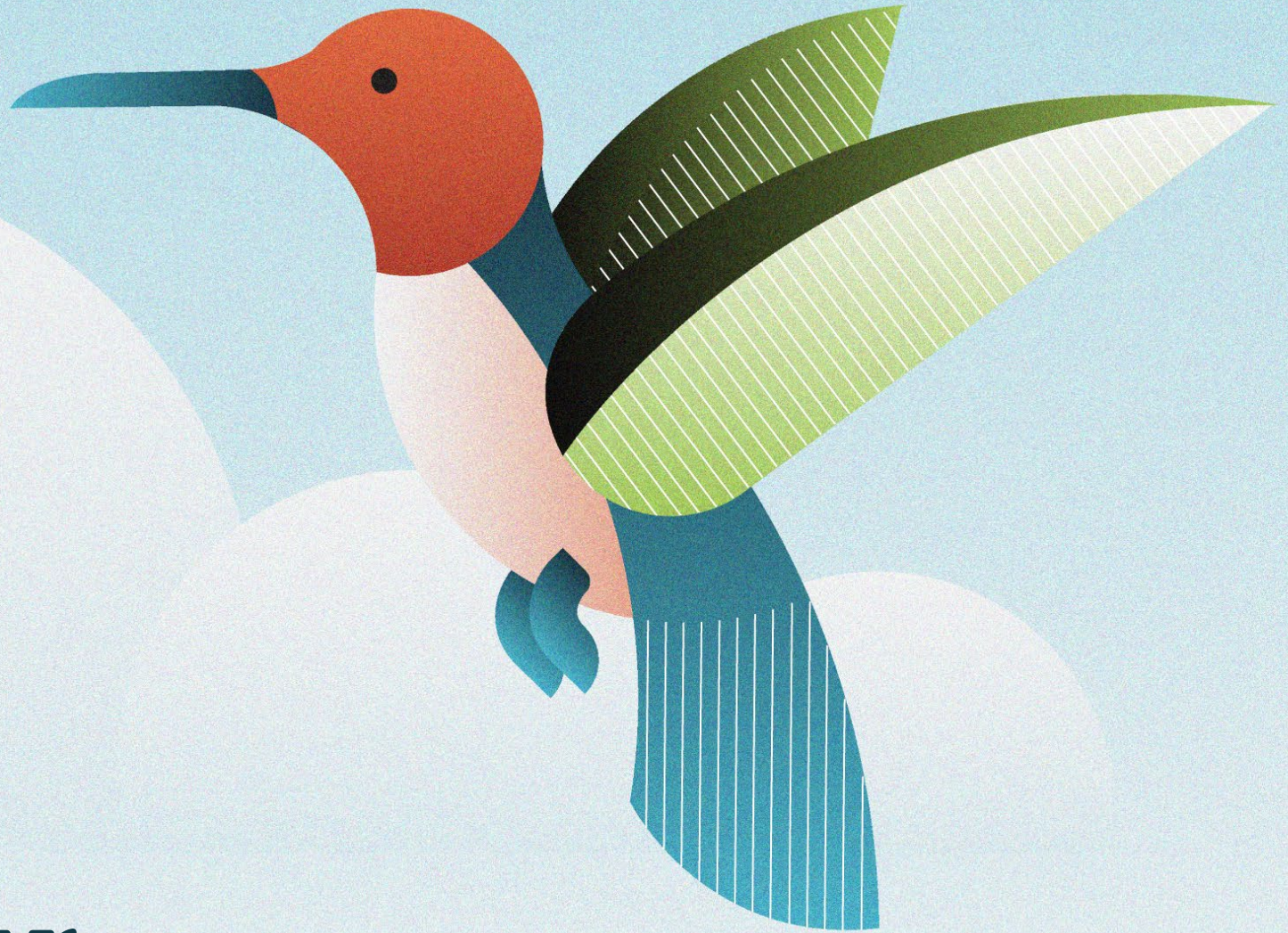
Co-branding

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.

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





Colour

Primary colours.

Our colour palette draws close ties to BC and the communities that reside here.

TIDE

CMYK 74 0 13 0
RGB 62 177 200
#3DB0C7
PMS 631

GRASSLAND

CMYK 41 0 68 0
RGB 164 214 94
#A3D55D
PMS 367

Secondary colours.

Our broad range of secondary colours are toned down and can be used for backgrounds, illustration accent colours, gradations, and add an extra level of content hierarchy.

SKY

CMYK 31 0 4 0
RGB 170 223 240
#AADFF0
PMS 290

DEEP

CMYK 93 65 53 47
RGB 13 57 69
#0D3945
PMS 3035C

FOREST GREEN

CMYK 76 49 95 60
RGB 37 59 26
#253B1A
PMS 7735C

SUNSET

CMYK 0 77 88 0
RGB 242 97 53
#F26135
PMS 7416C

EARTH

CMYK 177 93 100 7
RGB 193 55 38
#C13726
PMS 7626C

SNOW

CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF
PMS White

BASALT

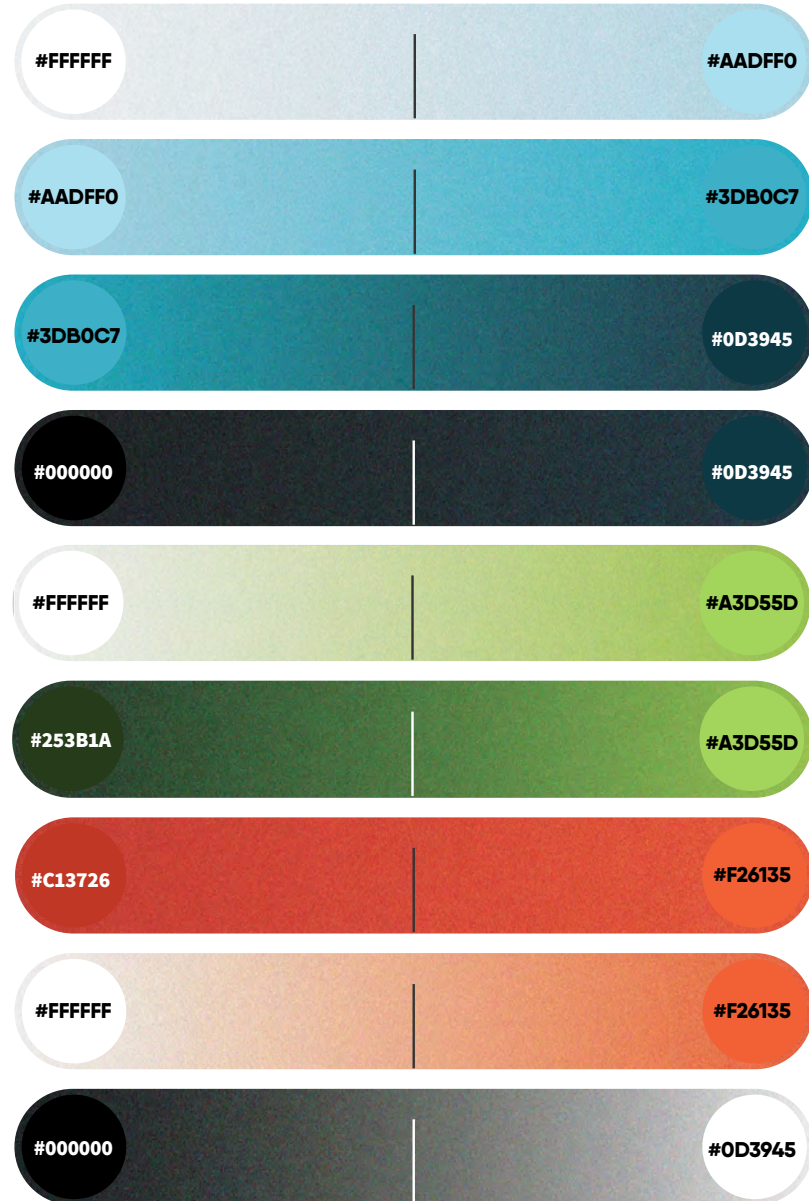
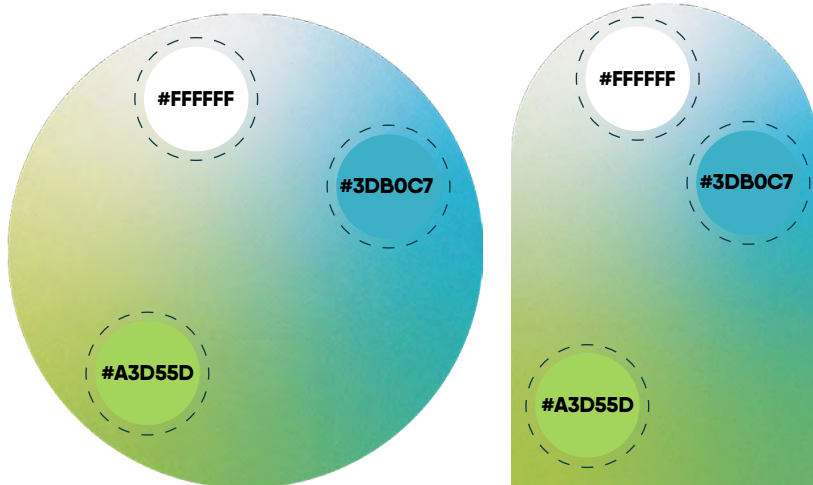
CMYK 75 68 67 90
RGB 0 0 0
#000000
PMS Black

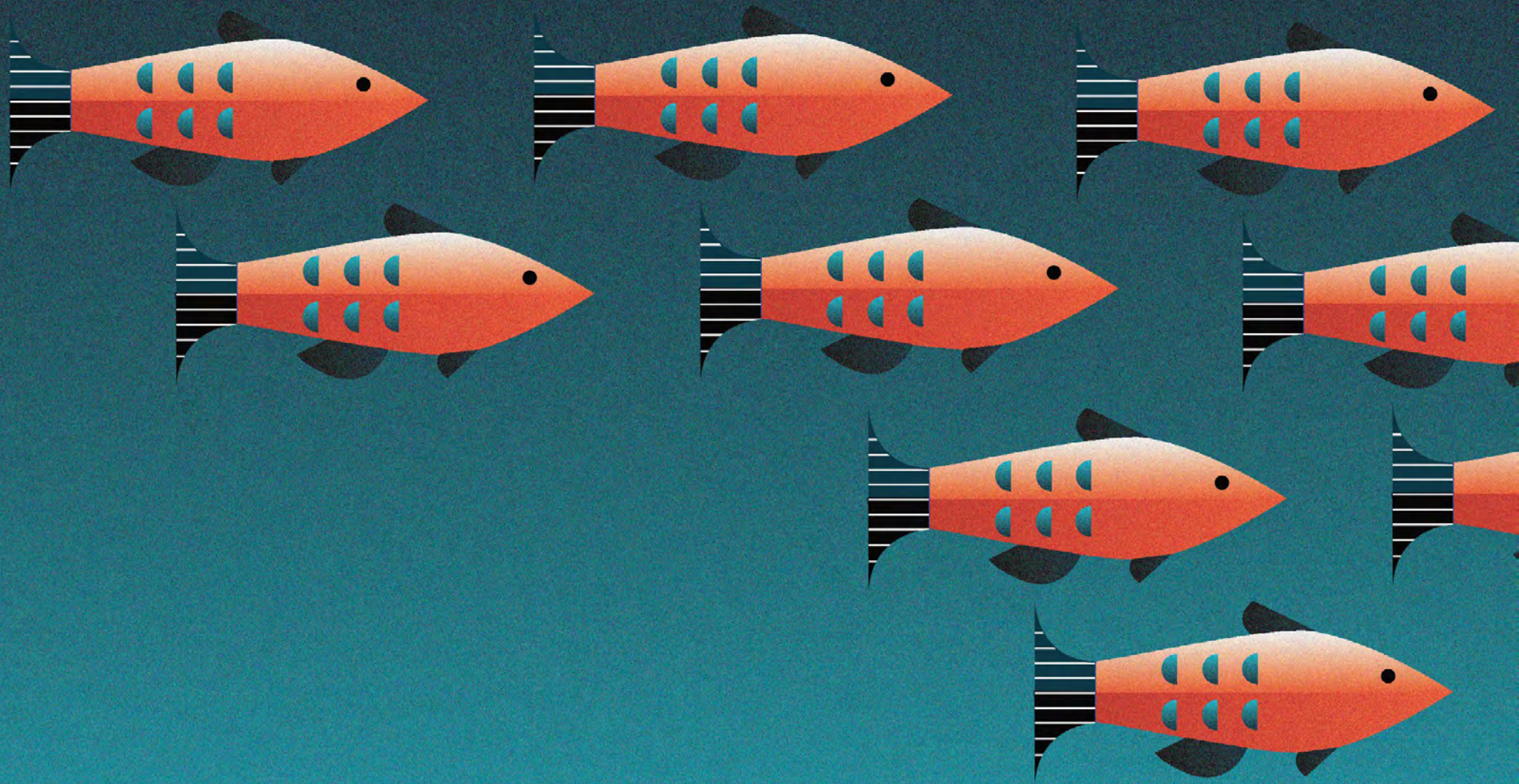
Gradients

Gradients are used primarily in our illustrations, they keep things fresh, and add a layer of sophistication.

For two-colour gradients, always use a 50-50 gradation between the two similar colours and add grain texture. To avoid muddy gradients, never gradate two different colours, like blue and red.

The exception is when we gradate between our two primary colours, Tide and Grassland, and white. We use radial points to form these three-colour gradients for use on video end slates, or as graphic elements in our branding.





Typography

Qanelas

The type is meant to complement the new illustrative style and appeal to a slightly older audience.

We've opted for a bold serif for headlines, which will allow us to speak with confidence and conviction, but still retaining an approachable feel.

Qanelas Soft Extra Bold

**AaBbbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz**

Qanelas Soft Regular

AaBbbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Assistant

This typeface is primarily used as our body copy font, but is also used as a replacement for the other paragraph styles when Qanelas Soft is not available, like in emails, word documents, and presentations.

Assistant Extra Bold

**AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz**

Assistant Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Paragraph styles.

Titles

Our titles are set with Qanelas Soft Extra Bold

-25 tracking
10/10 leading ratio

Subline

Subline is in Qanelas Soft Regular. Break the titles longer than two lines into a separate title and subline.

-25 tracking
10/10 leading ratio
40% smaller than title

Body headings

Body headings are set in Qanelas Soft Extra Bold and is used for small headings and can break up sections within the body copy.

10 tracking
10/11 leading ratio
25% larger than body copy

SUB TITLE ALT

Qanelas Soft Extra Bold can be used sparingly in all caps such as in graphs and page names.

-10 tracking
10/11 leading ratio
25% larger than body copy

Body copy

Assistant Regular should used for body copy and can be **bolded** with Assistant Extra Bold when in need of some extra emphasis.

-10 tracking
10/13 leading ratio
75% smaller than title

Alternative paragraph styles.

Titles

Our titles are set with Assistant Regular

-25 tracking
10/10.5 leading ratio

Subline

Subline is in Assistant Regular. Break the titles longer than two lines into a separate title and subline.

-40 tracking
10/10 leading ratio
40% smaller than title

Body headings

Body headings are set in Assistant Extra Bold and is used for small headings and can break up sections within the body copy.

-10 tracking
10/11 leading ratio
25% larger than body copy

SUB TITLE ALT

Assistant Extra Bold can be used sparingly in all caps such as in graphs and page names.

-30 tracking
10/11 leading ratio
25% larger than body copy

Body copy

Assistant Regular should used for body copy and can be **bolded** with Assistant Extra Bold when in need of some extra emphasis.

-10 tracking
10/13 leading ratio
75% smaller than title

How to use quotes.

Quotes give a voice to the people we work with and creates a more emotional, personal connection. Use hanging quotations in the design whenever possible.

“Foundry provides a safe place for so many, I’m grateful to have them.”

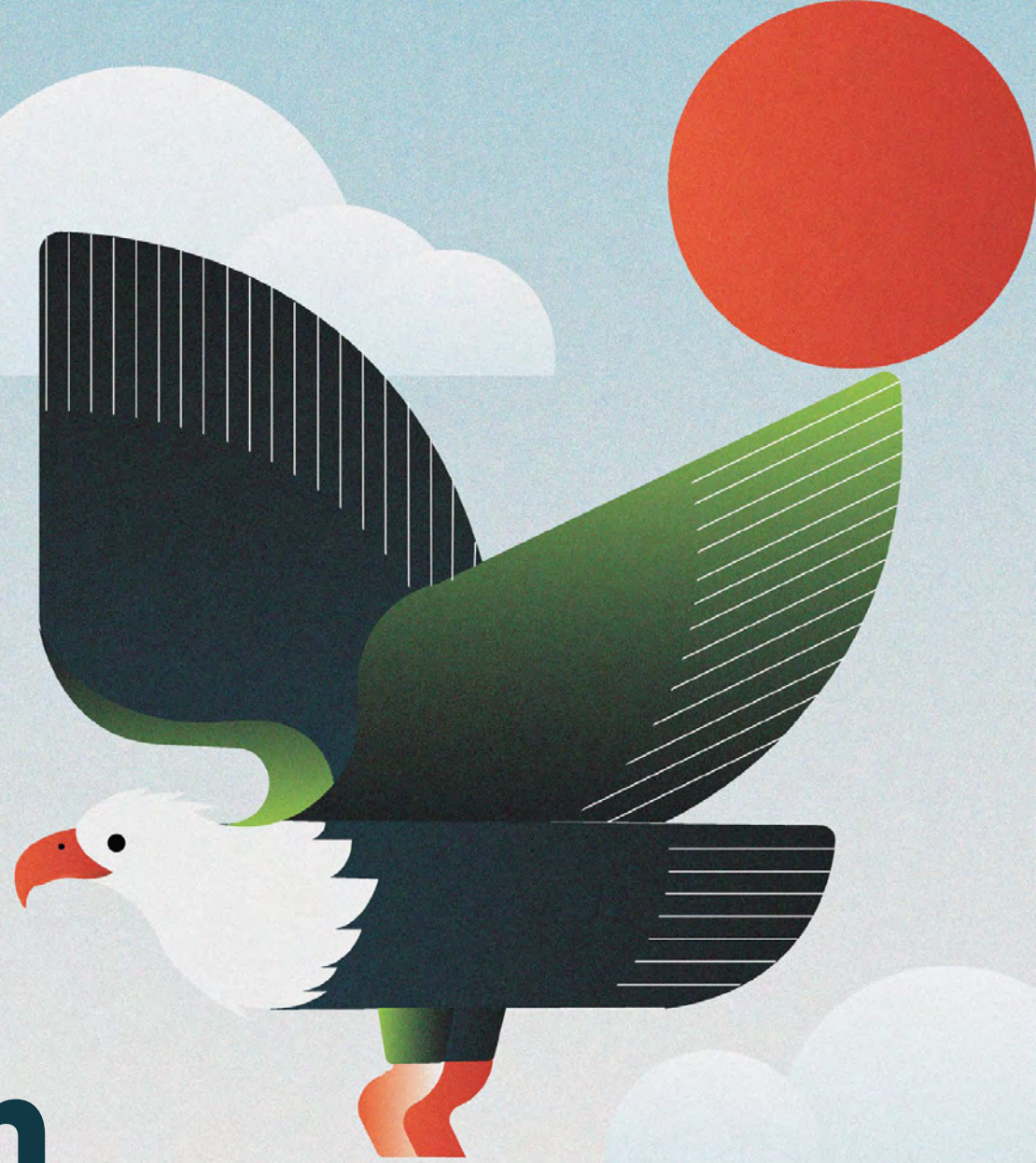
– Anna Lalonde



“Foundry envisions all young people in BC having the supports they need to live a good life.”

– Steve Mathias, Executive Director, Foundry

Illustration



Bringing our values to life.

Our brand illustrations draw inspiration from the nature and wildlife that surrounds us here in BC, showing life care as an interconnected and supportive system.

The animals in particular can be used to reflect some of the best sides of humanity; being protective, nurturing, brave or inquisitive.

The vector illustrations can be used to create compositions or scenes, but will also work as stand-alone pieces bringing emotion and optimism to any piece.

Primary illustration style.

Built from circles our illustration style emulates the cycle of healing and Foundry's community ecosystem.

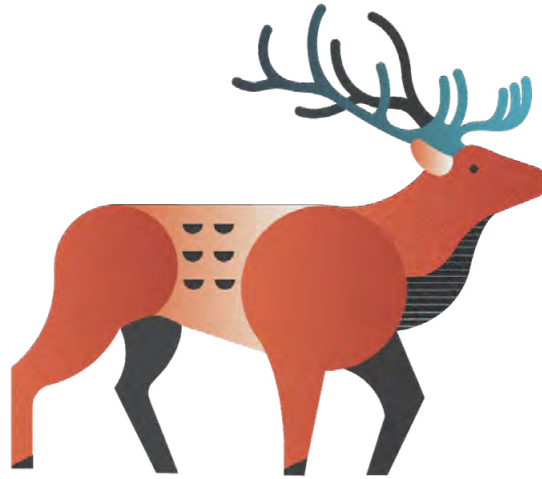
Gradients keep things fresh, and add a layer of sophistication. The result feels contemporary, clean, and bold.



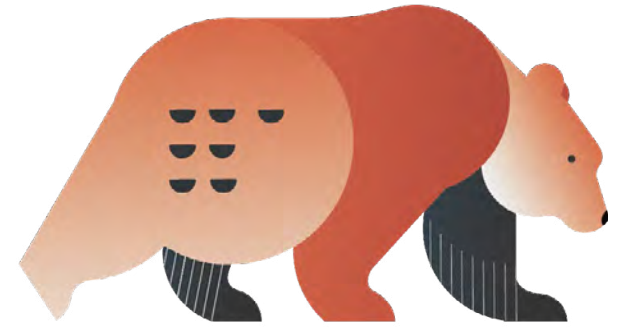
Animals



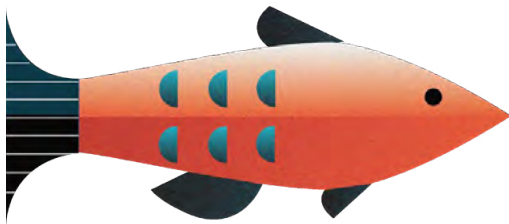
EAGLE



ELK



BEAR



SALMON



HUMMINGBIRD



ORCA

Nature



SUN



CLOUDS



SAGE



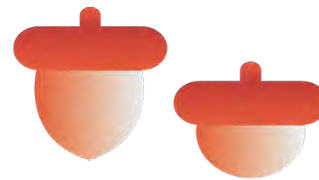
MAPLE LEAF



SWEET GRASS



PINECONE



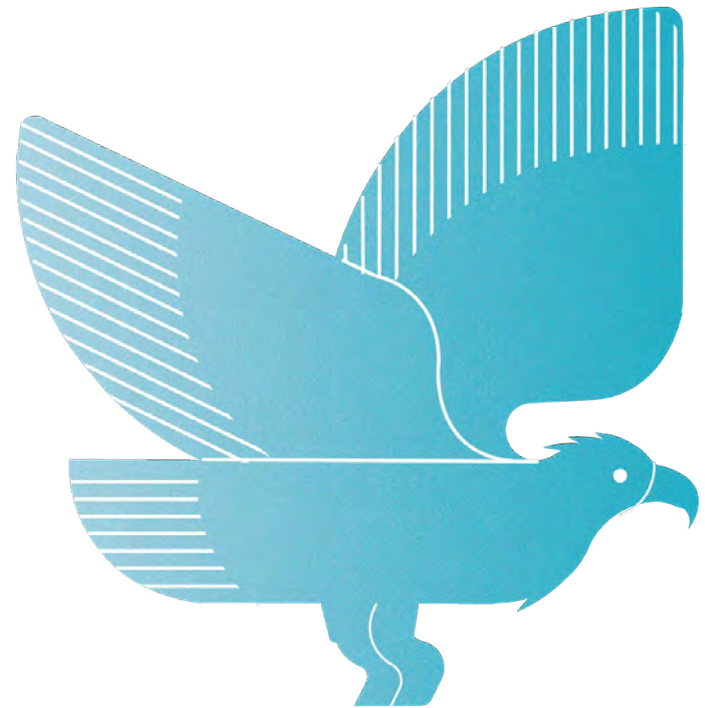
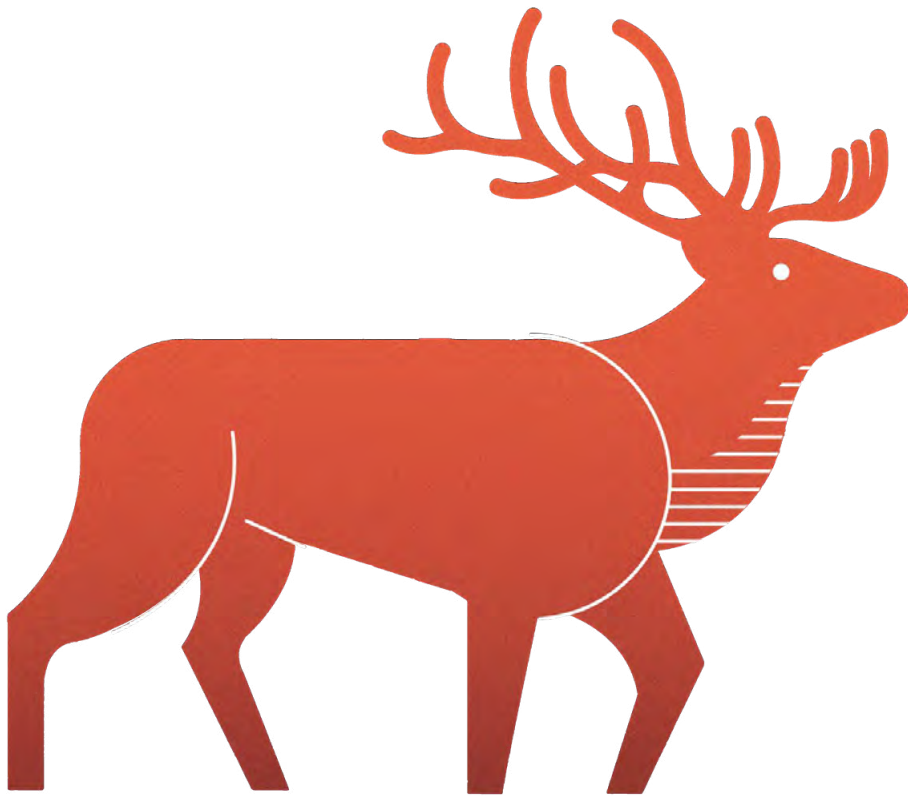
ACORN



DOUGLAS FIR

Single colour.

Our single coloured option should be used when illustrations need to be used at a small scale, and when multicolour printing isn't an option.



Photography



Guiding principles.

Photography should be used on web, print and social but not on signage.

Photography where possible should use the filter provided, alternatively you can add grain in any app of your choosing.

Look for opportunities to bring in elements of nature in photography to tie back to the brand.



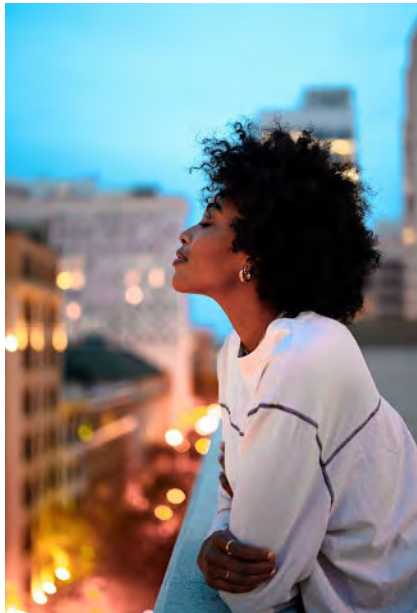
Youth

We should strive for photos that capture moments and feelings, not models.



Youth

We want to capture youth as they truly are. They don't need to be stock-photo-happy. They don't need to look directly to camera or to smile, but can if it feels authentic and natural.



Youth

Foundry is for all, let's show that in our photography, we should always have diversity in ethnicity and cultural background as well as gender, identity, ability, age, body shape, and size.



Families and caregivers.

Show caregivers interacting warmly with their families and important members of their lives.

Show a diversity of families, single parents, adoptive families, same-sex parents and grandparents.



Staff

Staff portraits should be shot outside of the studio and office, in nature or in their community.

Staff shouldn't feel like they are getting a passport photo, they don't need to look directly to the camera, they should be captured candidly.

Their authenticity will bring an approachability.

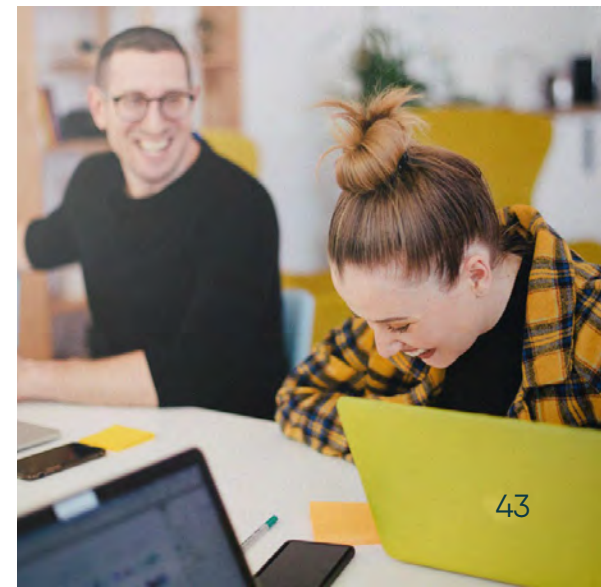


Space

Show youth using and interacting within our Foundry spaces.

Where possible bring in diffused light to emulate our gradient effect.

Greenery and natural features are vital in our space let's make sure they are visible and highlighted.



What to avoid.

Making youth look vulnerable.

Let's show faces, not backs.

Be aware of body language, no crossed arms, it can appear closed off.



Filter

To emulate our illustration style, the photography should have a slight grain texture and subtle light gradient.



Applications



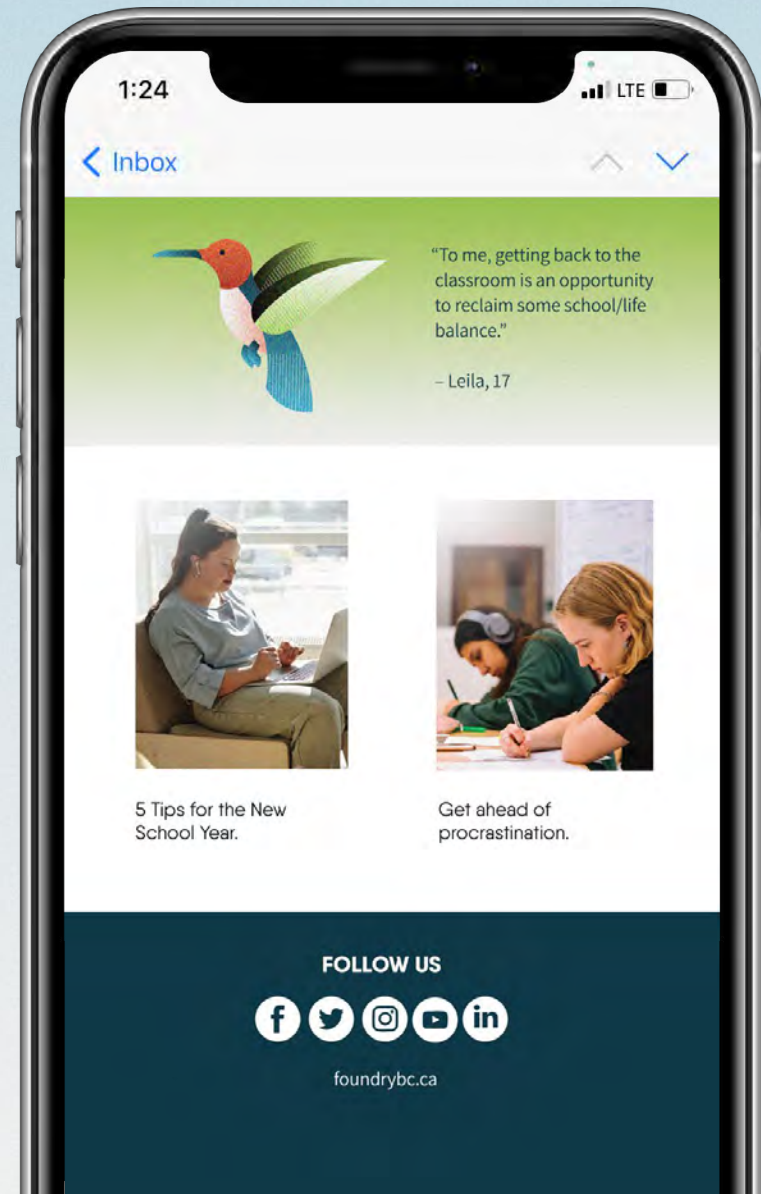
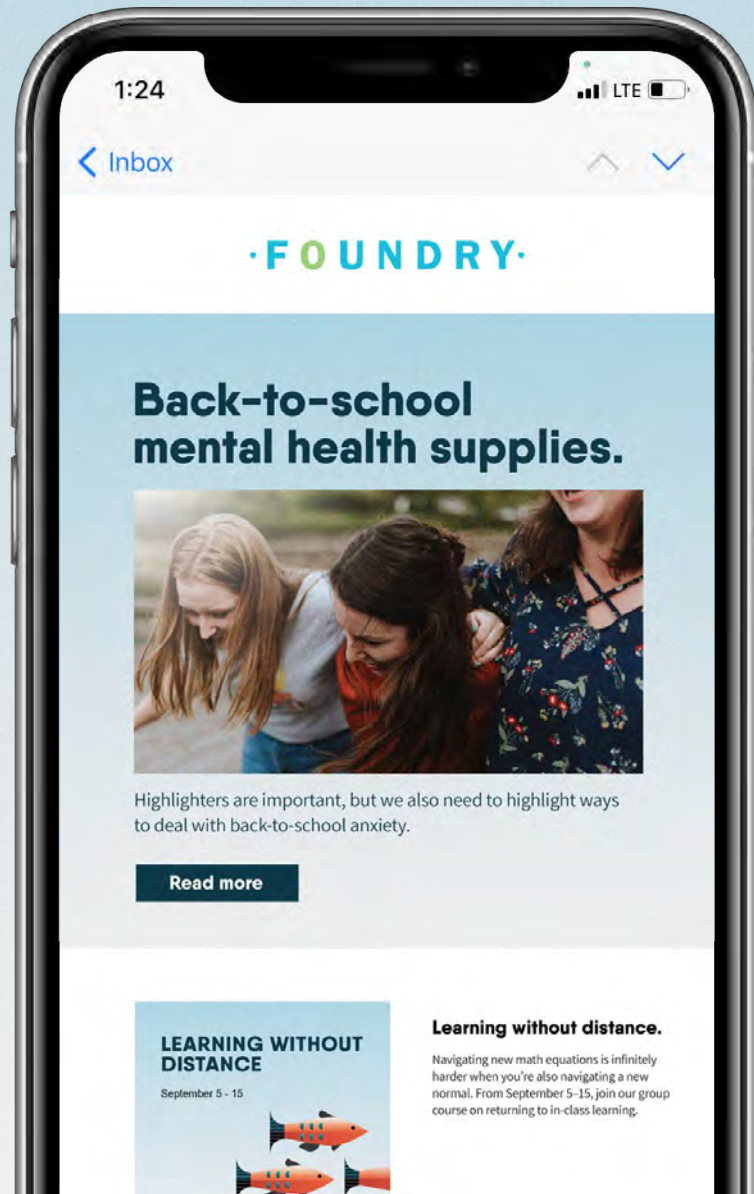
Business card.



Brochure



Email



• F O U N D R Y •