

Canada Beyond The Blue

Logo and Brand Use Guide

Consistency is key when using the *Canada Beyond The Blue* or *Beyond The Blue* logo, crest, or other branding elements such as website and email.

This brief guide will help in the general application of our logo. This is not a complete identity guide, but will provide some basic requirements and information to ensure consistency of brand application.

The organization’s primary logo, as seen above, is to be used for the majority of marketing, documents, websites and promotional activities and materials.

# LOGO



The primary logo is Pantone 2112 CP & Pantone 2479 CP.



When the primary logo is accompanied by a Chapter location / city / website
address it must be in Type Face ‘Trebuchet MS’



The primary logo can be accompanied by a Chapter location and website,
but not with only the website.



When the primary logo is used as a watermark then the logotype must
always remain solid white or solid black. See examples.

# CREST

The *Beyond The Blue* Chapter crest must not be altered in any way.

For best use, it is recommended that the crest be used in such a way that all text can be easily read.



# WEBSITE

Each *Beyond The Blue* Chapter must utilize a templated website that assimilates with our family of websites. Your Chapter will be provided with a *Beyond The Blue* Chapter website template hosted on a third party server of our choice, which you are responsible for updating, managing, and funding.

Each *Beyond The Blue* Chapter is free to choose whether they wish to manage their own website, or hire a webmaster to do so. In the event that they opt to contract a webmaster, they must offer right of first refusal to Savannah Magnussen-Afonso, Marketing Consultant.

# WEBSITE DOMAIN

Each *Beyond The Blue* Chapter will register a domain that assimilates with our family of website domains:

i.e.: www.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_BeyondTheBlue.com (insert location of Chapter)

www.CanadaBeyondTheBlue.com

www.CalgaryBeyondTheBlue.com

www.TorontoBeyondTheBlue.com

www.YorkBeyondTheBlue.com

# EMAIL

Each *Beyond The Blue* Chapter will register and use an email account, linked to its website domain, that assimilates with our family of email addresses. For purposes of initial contact through the Chapter website, form submissions from the Chapter’s website are to be included on all official *Beyond The Blue* communications.

Primary Email Address: i.e.: info@\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_BeyondTheBlue.com (insert location of Chapter)

info@CalgaryBeyondTheBlue.com

info@TorontoBeyondTheBlue.com

Additional email addresses may be created as follows:

president@......
events@.....

Email addresses can not contain any personal identifiers or names.