Early ON

Child and Family Centre

Visual Identity Guidelines
Ministry of Education

Ontario

Introduction

The way we visually represent the EarlyON brand plays a key role in the way we are perceived both internally by our various partners and externally by the communities in which we serve. It is important that we represent the brand in a way that communicates our brand promise. All of our communications should reflect the same quality and attention to detail that characterizes our professional practices.

With these brand guidelines in place we share a common goal, to ensure complete consistency of the EarlyON brand in all our communications.

These guidelines provide Consolidated Municipal Service Managers (CMSMs) and District Social Services Administration Boards (DSSABs) and EarlyON child and family centres with comprehensive directions on how to represent the EarlyON visual identity correctly and consistently.

If you encounter unique applications in your market, or if you are unsure about a particular use of the identity, please contact **EarlyON@ontario.ca**.

Brand Values

Compassionate
We care about the well-being of the communities we support.

Determined
We empower parents and families by building on their child's abilities and helping them realize their full potential.

Inclusive
We strive to make everyone feel like they belong.

Excellence
We offer the highest-quality programs guided by qualified professionals.

Brand Vision

The recognized community program for all families and caregivers, helping children reach their full potential.

Brand Promise

Raising a child is a wonderful journey full of love, hope, dreams, fear, anxiety and joy.

EarlyON is a community hub where parents, caregivers and children can find programs and services that build on their strengths and help them navigate this journey. Where parents and caregivers can start making connections and building relationships that are essential to realizing a child's full potential. Where they can learn, grow and connect together.

It's here that children can learn, play, laugh, be curious, make friends and engage with others. Where they can build their sense of belonging and capacity for expression, enhance their own well-being and explore and engage with the world around them.

We offer safe and welcoming environments open to all families across Ontario, with qualified professionals and quality programs, in a place where families and caregivers can find support, advice, personal connections and a network of resources. Where questions get answers, anxiety turns into peace of mind and a sense of solitude turns into a spirit of community.

Ontario's Renewed Early Years and Child Care Policy Framework (2017) builds on our progress and sets a vision for a system in which all children and families have access to a range of high-quality, inclusive and affordable early years and child care programs and services that are child- and family-centred and contribute to children's learning, development and well-being.

Table of Contents

The Logo

Anatomy

This logo will be used to help audiences easily identify EarlyON locations, products, web presence, ads and other materials.

It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

The logo combines two elements: the EarlyON wordmark and the sub-line. The spatial and proportional relationships of the logo elements are predetermined and should not be altered.

Wordmark

Sub-line

Formats

Stacked

This is the **primary format** of the logo.

In any application, once the font size of the sub-line falls below 12 pt the sub-line is removed (or below a 39 mm overall width).

Furthermore, to ensure legibility of the logo, once this stacked version falls below a 15 mm width it will be used in one colour (the primary teal or black).

The minimum size allowed is at a 9 mm width.

Reverse version is to be used on any dark background.

With Sub-line

No Sub-line

12 pt

39 mm

Primary Teal

Black

<15 mm

9 mm

<15 mm

9 mm

Full Colour

Child and Family Centre

Grey and Black

Child and Family Centre

Reverse

Child and Family Centre

Formats

Horizontal

An alternate format use of the logo.

In any application, once the font size of the sub-line falls below 12 pt the sub-line is removed (or below a 21 mm overall height).

Furthermore, to ensure legibility of the logo, once this horizontal version falls below an 8 mm height it will be used in one colour (the primary teal or black).

The minimum size allowed is at a 5 mm height.

Reverse version is to be used on any dark background.

With Sub-line

21 mm

12 pt

No Sub-line

Primary Teal

<8 mm

5 mm

Black

<8 mm

5 mm

Full Colour

Child and Family Centre

Grey and Black

Child and Family Centre

Reverse

Child and Family Centre

Formats

French - Stacked

This is the primary format of the French logo.

In any application, once the font size of the sub-line falls below 12 pt the sub-line is removed (or below a 50 mm overall width).

Furthermore, to ensure legibility of the logo, once this stacked version falls below a 15 mm width it will be used in one colour (the primary teal or black).

The minimum size allowed is at a 9 mm width.

Reverse version is to be used on any dark background.

With Sub-line

No Sub-line

Centre pour l'enfant et la famille — 12 pt

50 mm

Primary Teal

Black

<15 mm   9 mm   <15 mm   9 mm

Full Colour

Grey and Black

Reverse

Centre pour l'enfant et la famille   Centre pour l'enfant et la famille   Centre pour l'enfant et la famille

Formats

French - Horizontal

An alternate format use of the French logo.

In any application, once the font size of the sub-line falls below 12 pt the sub-line is removed (or below a 21.5 mm overall height).

Furthermore, to ensure legibility of the logo, once this horizontal version falls below an 8 mm height it will be used in one colour (the primary teal or black).

The minimum size allowed is at a 5 mm height.

Reverse version is to be used on any dark background.

With Sub-line

ON y va
Centre pour l'enfant et la famille

21.5 mm

12 pt

No Sub-line

ON y va

ON y va

Primary Teal

ON y va

<8 mm

ON y va

5 mm

Black

ON y va

<8 mm

ON y va

5 mm

Full Colour

ON y va
Centre pour l'enfant et la famille

Grey and Black

ON y va
Centre pour l'enfant et la famille

Reverse

ON y va
Centre pour l'enfant et la famille

Formats

Bilingual

For use when a bilingual application is required.

In any application, once the font size of the sub-line falls below 12 pt the sub-line is removed (or below a 56 mm overall width).

Furthermore, to ensure legibility of the logo, once this bilingual version falls below a 30 mm width it will be used in one colour (the primary teal or black).
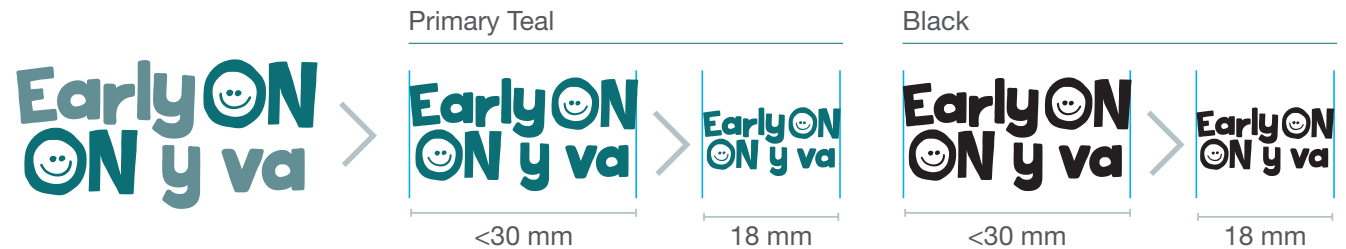
The minimum size allowed is at an 18 mm width.

Reverse version is to be used on any dark background.

With Sub-line

EarlyON
Child and Family Centre — 12 pt
ON y va
Centre pour l'enfant et la famille — 12 pt

56 mm

No Sub-line

EarlyON ON y va

Primary Teal

EarlyON ON y va

<30 mm

EarlyON ON y va

18 mm

Black

EarlyON ON y va

<30 mm

EarlyON ON y va

18 mm

Full Colour

EarlyON ON y va

Grey and Black

EarlyON ON y va

Reverse

EarlyON ON y va

Minimum Clear Space

It's important to maintain a minimum amount of clear space around the logo. This space isolates the logo from competing graphic elements that may divert attention. The space required on all sides is equivalent to the height of the 'a' for English and French applications, and the height of the 'E' for bilingual.

Incorrect Uses

Do not rotate

Do not alter the height and width relationship

Do not add additional type to the wordmark or sub-line

The BEST Child and Family Centre

Do not use shadows

Do not alter the proportions

Do not outline

Do not use different colours

Do not place on a busy background

Do not replace the wordmark or sub-line with a different typeface

Do not change the position of the elements

Do not use the wordmark as part of a headline, body copy, etc.

Here at EarlyON we're committed to...

Partner Lockup

Organizations that contribute 20 per cent or more of their program's child and family funding will have the option to include their brand logo with the EarlyON logo on all signage. Organizations that contribute space to operate child and family programs that is equal to 20 per cent or more of the program funding may also include their logo on EarlyON signs for those sites.

When a partner logo is used, it will be separated by a black 0.5 pt keyline with a height equal to the height of the Ontario logo.

A minimum safe space equal the the height of the 'i' in Ontario is required.

As well, the Ontario logo will always be featured on the right side, with the partner logo on the left.
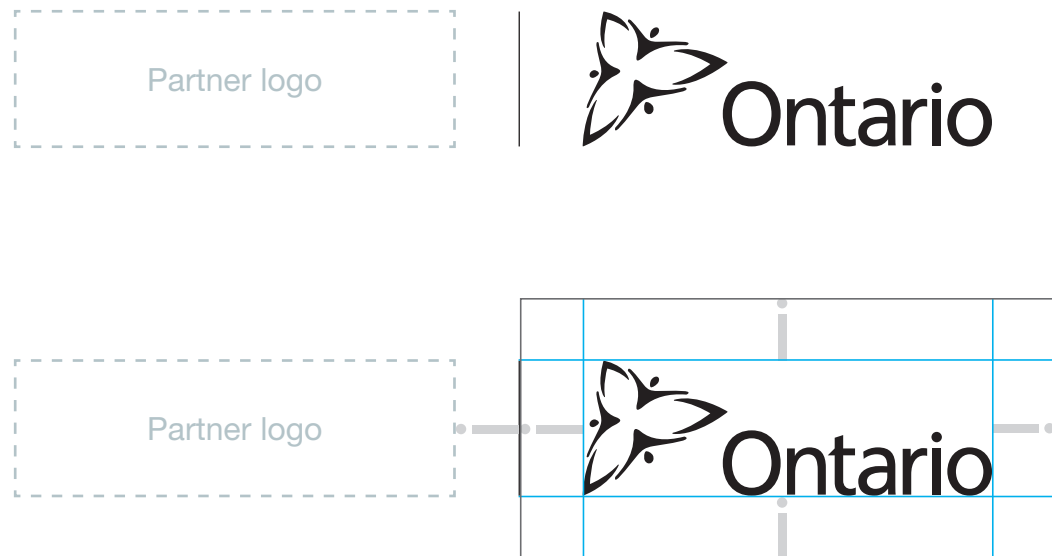
Brand Assets

Colour Palette

Colour is an integral part of any brand identity. Consistent use of the colour palette will reinforce the cohesiveness of the brand. The teal represents energetic and friendly, and the black and grey represents clean and professional.

For printing, the CMYK version should be used unless a PANTONE® colour is absolutely necessary.

RGB and HEX numbers are available for designers and developers for use on any web/digital applications.

Primary Teal	70% Teal	Black	Grey
CMYK 87/40/48/15	CMYK 61/28/34/11	CMYK 0/0/0/100	CMYK 0/0/0/80
PANTONE® 7474	PANTONE® 7474 @ 70%	Black	Black @ 80%
RGB 22, 112, 118	RGB 99, 141, 148	RGB 35, 31, 32	RGB 88, 89, 91
HEX #167076	HEX #638d93	HEX #231f20	HEX #58585b

Early ON Child and Family Centre
— 70% Teal
— Primary Teal

Early ON Child and Family Centre
— Grey
— Black

Typography

Typography (also known as font or typeface) is a powerful brand tool when used consistently. To complement the playful logo design, these typefaces represent a clean and professional feel. Usage of these typefaces is encouraged in all communication materials.

The primary font is Helvetica Neue. If limited to cross-platform fonts, in programs like Microsoft® PowerPoint or Microsoft® Word, Arial is to be used.

Body copy and call-outs - Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings and subheadings - Helvetica Neue 75 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy and call-outs - Arial Regular
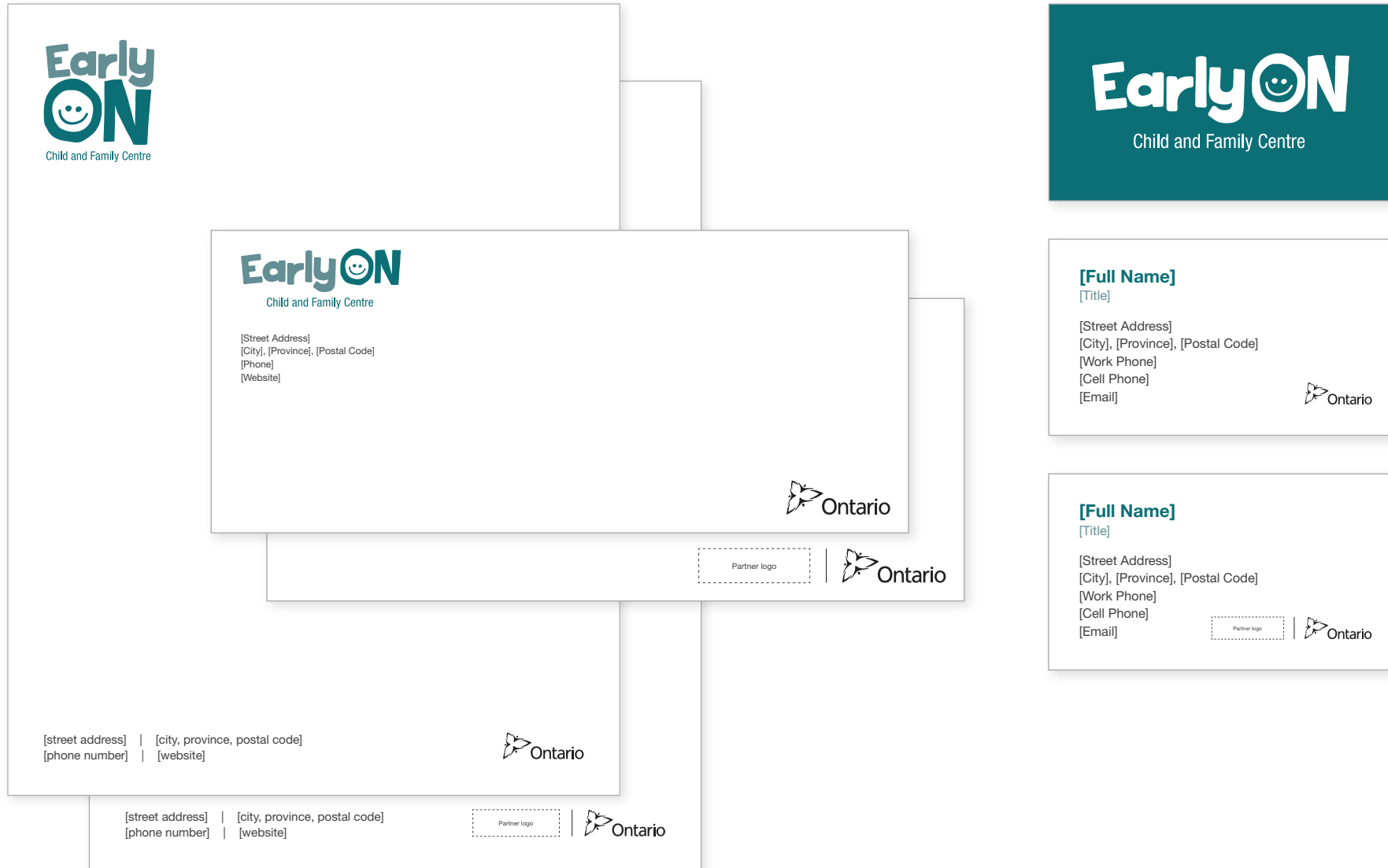
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings and subheadings - Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Applications

Applications - Print

Collateral

Early ON
Child and Family Centre

[Street Address]
[City], [Province], [Postal Code]
[Phone]
[Website]

Ontario

Partner logo | Ontario

[street address] | [city, province, postal code]
[phone number] | [website]

Ontario

[street address] | [city, province, postal code]
[phone number] | [website]

Partner logo | Ontario

Early ON
Child and Family Centre

[Full Name]
[Title]

[Street Address]
[City], [Province], [Postal Code]
[Work Phone]
[Cell Phone]
[Email]

Ontario

[Full Name]
[Title]

[Street Address]
[City], [Province], [Postal Code]
[Work Phone]
[Cell Phone]
[Email]

Partner logo | Ontario

Applications - Print

Newsletter - 8.5"w x 11"h

Lorem ipsum Dolor Sit Amet

Early ON Child and Family Centre

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et molestie orci, eget pretium ipsum. Mauris et sapien sed tellus malesuada commodo. Mauris ut fermentum lectus. Quisque ultricies vehicula diam, nec dapibus metus aliquam nec. Aenean hendrerit metus ex. Cras sodales orci vitae suscipit cursus. Nullam interdum scelerisque feugiat. Ut tempus neque non lacus iaculis, sed scelerisque arcu mattis. Nulla eleifend, nibh a efficitur porttitor, urna erat cursus metus, vitae mattis justo leo non est. Nunc consequat tortor erat, nec suscipit dolor eleifend vel. Aenean accumsan eros a lectus tempus, eget ultrices ante venenatis. Mauris lorem turpis, pharetra quis erat vel, pellentesque rutrum ipsum.

Phasellus aliquam sagittis massa, sit amet auctor neque rutrum vitae. Cras sed turpis id mi mollis sodales. Nam auctor ut elit id pellentesque. Nulla sit amet efficitur dui, quis consectetur nibh. Nulla efficitur viverra nibh ac dignissim. Integer pulvinar dignissim libero vitae consequat. Vestibulum venenatis dolor sed odio auctor, eget pulvinar metus bibendum. Suspendisse potenti. Nullam eros urna, porttitor et lacus eget, dictum ullamcorper nibh.

Nulla sit amet leo convallis, ullamcorper lorem eget, hendrerit tortor. Maecenas efficitur scelerisque dolor quis sodales. Nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id nulla condimentum, mollis est sed, cursus lectus. In ullamcorper aliquet nulla sit amet imperdiet. Aenean sit amet ultrices dolor, vel mollis metus. Cras a gravida arcu, in rutrum neque. Maecenas maximus libero ac velit cursus congue. Pellentesque vestibulum nunc cursus turpis fringilla venenatis. Donec a luctus sem.

In augue sapien, hendrerit eu nunc id, condimentum gravida ante. Cras aliquet, nibh a gravida venenatis, sem lacus auctor sapien, at fringilla neque mi vitae nunc. Cras felis justo, gravida vitae ultricies eget, porttitor faucibus libero. Nullam venenatis bibendum fermentum. Integer et bibendum urna. Morbi eu porta eros. Interdum et malesuada fames ac ante ipsum primis in faucibus. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Aenean nec elementum turpis, sit amet lacinia libero. Morbi egestas est libero, et eleifend nulla scelerisque et. Fusce in ex eu massa hendrerit consectetur a accumsan nisi. Aenean vehicula neque in odio viverra blandit. Sed eu rutrum lorem, in blandit mauris. Aliquam fermentum metus felis, sit amet bibendum quam maximus id. Vivamus venenatis, ex vel auctor sodales, ante mauris vestibulum nulla, at tempor leo eros vitae ex. Mauris dolor dui, pretium sit amet pretium ac, scelerisque id neque. Phasellus metus quam, ultricies a tellus sed, efficitur tempus neque.

[Partner Logo] | Ontario

Postcard

Early ON Child and Family Centre

Partner logo | Ontario

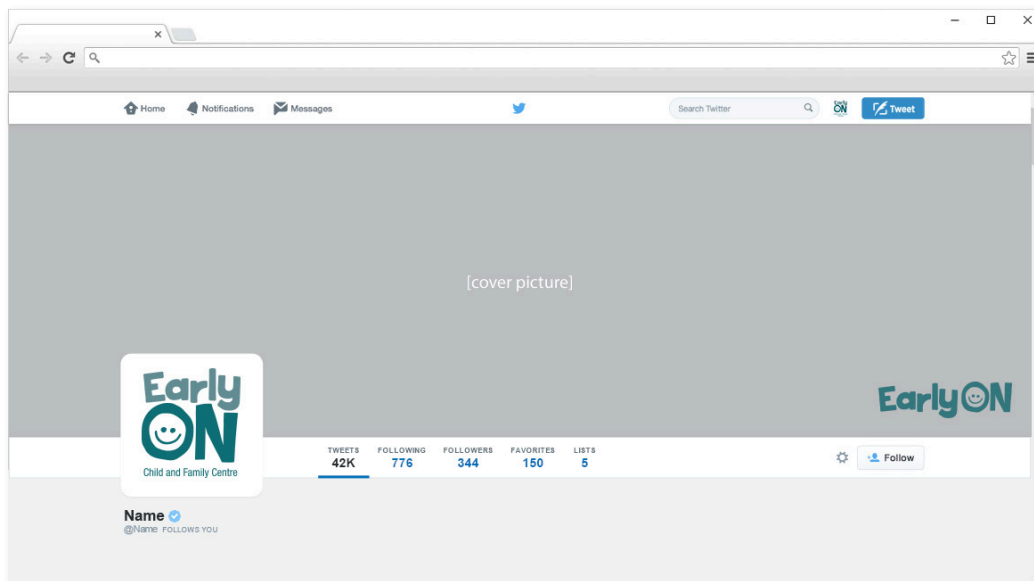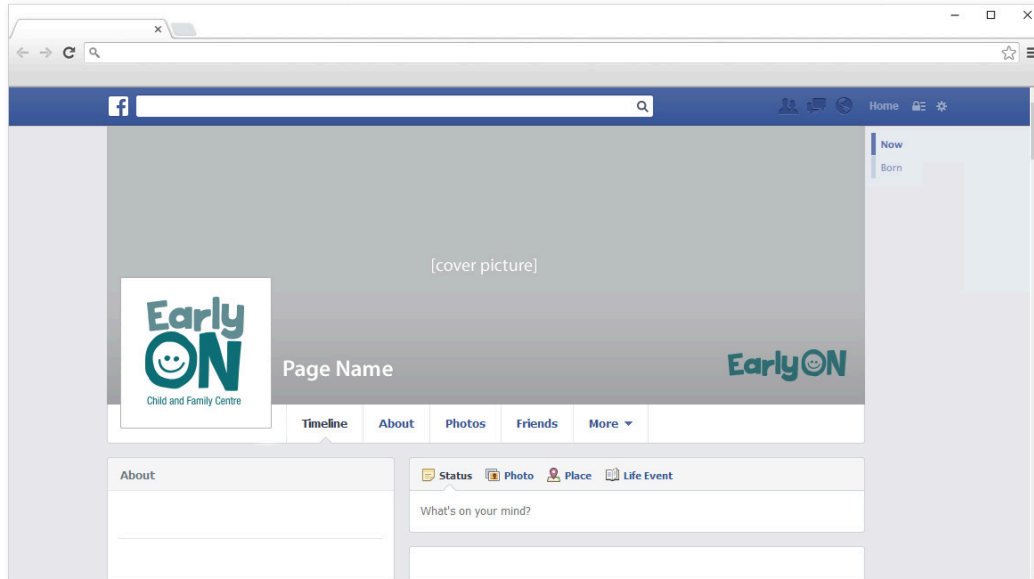[Street Address]
[City], [
[Phone]

Ontario

[Street Address]
[City], [Province], [Postal Code]
[Phone] | [Website]

To:

Applications - Digital

Social Media

Contact

For more information about logo, or creating materials, please contact the Early Years and Child Care Division of the Ministry of Education at **EarlyON@ontario.ca**