

Child, Youth and Family Services
Coalition of Simcoe County
Brand Guidelines



INTEGRITY RESPECT INNOVATION COLLABORATION



The Child, Youth and Family Services Coalition of Simcoe County is a county-wide alliance of organizations providing services to children, youth and their families in Simcoe County. Our mission is to maximize the capacity, effectiveness and cultural uniqueness of the child, youth and family services system through collective efforts.



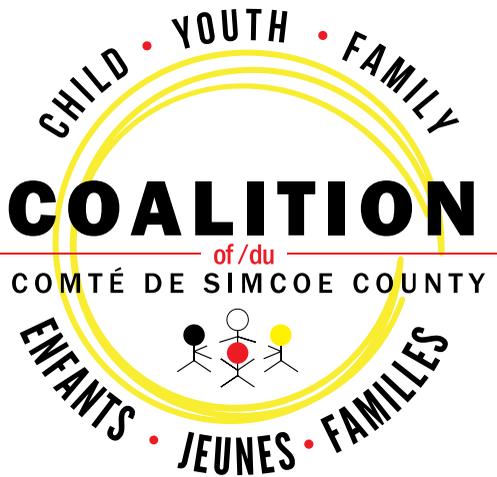
MISSION

To maximize the capacity, effectiveness and cultural uniqueness of the child, youth and family services system through collective efforts.

VISION

All children, youth and families thriving in a strong, nurturing community.





LOGO

The Child, Youth and Family Services Coalition of Simcoe County is a circular logo that consists of four main colours; white, black, red, and white. English and French are used in the logo.

This logo will be used across brand applications. It is important to follow the guide to represent the company successfully.

A special thanks to Kristopher MacDonald, graphic design student at Georgian College for his work on the revision of the Coalition's logo.

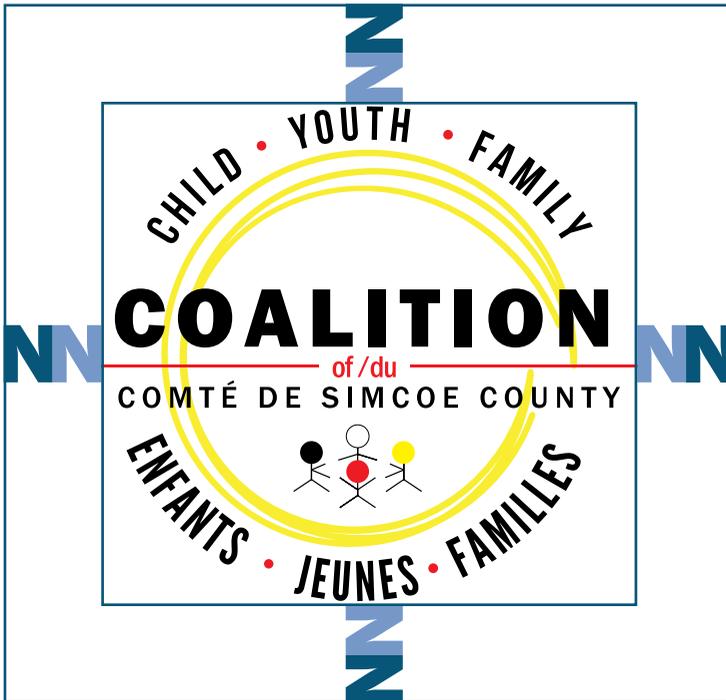


MINIMUM SIZE

The smallest the logo can be represented:
 1" high (print)
 96 px high (web)

LOGO CLEAR SPACE

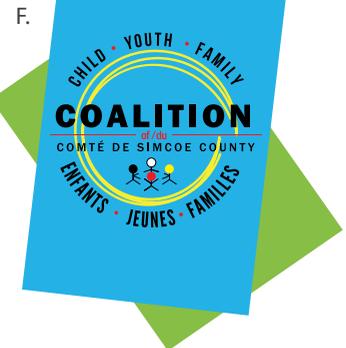
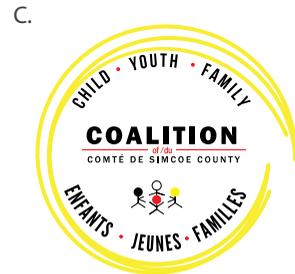
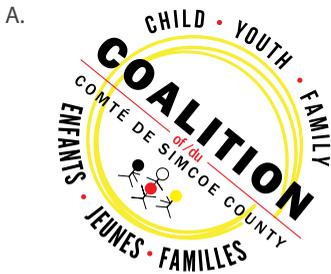
To make sure that the logo is always legible, there must always be a minimum clear space. Items may be placed outside this area. The clear space on all sides is 2 letter “N’s” side by side from the logo.



UNACCEPTABLE USAGE

It is important to keep the logo consistent in design. There are some rules that are needed to be followed to maintain the integrity of the brand. Here are some examples of how the logo should NOT be used.

- A. Do not rotate the logo.
- B. Do not stretch or squish.
- C. Do not resize any parts.
- D. Do not use off brand colours.
- E. Do not rearrange any elements of the logo.
- F. Do not print logo on coloured paper.



TYPOGRAPHY

Typography is an important aspect in a brand. Every element incorporated will feel consistent throughout print and web applications.

Franklin Gothic Demi

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890 , . “ ” () ? ! @ & *

Franklin Gothic Demi
Use for headings/titles.

Franklin Gothic Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890 , . “ ” () ? ! @ & *

Franklin Gothic Book
Use for subheadings
or body copy.

Georgia Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890 , . “ ” () ? ! @ & *

Georgia Regular
Use for body copy.

COLOUR

Colour is a large aspect of the identity for a brand. Having a cohesive colour palette that is consistently used brings the brand together as a whole. Secondary colours may be used to accent the primary colours and balance out the colour palette.

PRIMARY



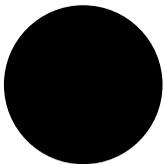
CMYK: 5, 0, 90, 0

RGB: 249, 237, 50



CMYK: 55, 33, 3, 0

RGB: 118, 153, 202



CMYK: 0, 0, 0, 100

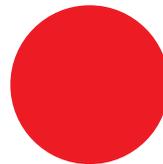
RGB: 0, 0, 0

SECONDARY



CMYK: 96, 64, 33, 15

RGB: 8, 85, 120



CMYK: 0, 100, 100, 0

RGB: 237, 28, 36

BEST PRACTICES

Here is an example of how to apply the typography and colour on a template.
Report.

YOU MADE IT HAPPEN! CELEBRATING THE 2017/18 CYFS COALITION ACCOMPLISHMENTS

Thanks to all our members for their hard work, collaboration and dedication to these initiatives over the past year:

Welcome new Chair Louise Paul and Vice Chair Chief Kimberley Greenwood. Philip Hough is now Past Chair. Welcome to Kathryn Manners, the new Coalition Coordinator, replacing Sandra Cole who has moved on to a new opportunity.

- ✓ The restructuring of the Coalition continued from last year. The Executive Committee (an amalgamation of the Infrastructure and Secretariat Tables) held its first meeting January 19/17. Over the summer, representatives from networks, tables, and working groups that reflect the major initiatives taking place in Simcoe County were invited to join the new Integrated Planning Table, with its first meeting taking place September 12th.
- ✓ A Coalition Members Report was created and distributed, outlining major accomplishments from the past few years.
- ✓ Resulting from a call to action by Coalition members and spearheaded by Simcoe Muskoka Family Connexions and a team of community partners, a Human Trafficking Education Day took place on June 1, 2017 at Liberty North with 275 participants in attendance.
- ✓ Representing the Coalition, the Coordinator attended a meeting at 211 with Premier Wynne to talk about the Coalition's 40+ member agencies and highlighted some of the partnerships 211 has with other agencies and joint initiatives eg. service maps.
- ✓ Lora D'Ambrosio was presented with the 2017 Coalition Collaboration Champion Award at the November Council meeting in recognition of her strong leadership, engagement efforts and participation on Coalition tables and community initiatives to support the work we all do to improve the lives of children, youth and families in Simcoe County.
- ✓ A working group has been struck and the work of developing the Coalition's 2018-2021 Strategic Plan to be presented to Council in May 2018, has begun.
- ✓ The Memorandum of Understanding was renewed between the Coalition and the YMCA/Lakehead Leadership Program committing funds to provide financial assistance to member organizations who may require subsidy for the program. This year saw the graduation of the first cohort with 20 individuals having completed "Level 3". Over the last two years, 124 individuals have participated in this Leadership Development Program, including 46 employees from 11 different Coalition member organizations.
- ✓ Collaboration continues between Coalition members and New Path Youth and Family Services, lead agency for Moving on Mental Health and with CTN, coordinating agency on the Special Needs Strategy.

www.simcoecountycoalition.ca



Heading:
Franklin Gothic Demi.

Subheading:
Franklin Gothic Book.

Body copy:
Georgia Regular.

Applied proper clear
space for the logo.

BEST PRACTICES

Here is an example of how to apply the typography and colour on a template.

PowerPoint.

Heading:
Franklin Gothic Demi.

Subheading:
Franklin Gothic Book.

Body copy:
Georgia Regular.

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Applied proper clear space for the logo.

BEST PRACTICES

Here is an example of how to apply the typography and colour on a template.
Standing Banner.

