



North Eastern Ontario

Family and Children's Services
Services à la famille et à l'enfance
du Nord-Est de l'Ontario

North Eastern Ontario Family and Children's Services
Logo Mini-Reference Guide
March 1st 2012



North Eastern Ontario Family and Children's Services is proud to introduce their new visual identity, it is a symbol representing who they are, what they do and how they do it.

The inspiration for the logo is a journey or path that everyone travels on in their lifetime. The iconic people figures represent families, youth and children while at the same time depicting agencies, communities and partners. This unity of service providers and consumers is successfully achieved through the use of strong, open and friendly graphics of iconic non-gender, race or culturally-specific people.

The visual pathway through the icons can be seen in the relationship between the figures; not only in the traditional sense of a winding path and journey, but also in the personal journey as represented by the icons. The first person (the agency or family) is offering support, guidance, protection for the (youth or community) who will in turn support, grow, and influence the life of the next person. The generational evolution and brighter future is also represented in the colour pallet. The earthy warm black is grounding and stable; the vibrant yet soothing teal creates a feeling of sustainable energy to overcome challenges and find a way to achieve the goals for a brighter future as represented by the warm and friendly gold yellow.

The placement of the icons and use of white space is innovative and ensures an open, friendly and supportive feeling. Paired with a traditional, easy to read and professional font, the overall visual identity is unified, clean, open, collaborative and strong. The perfect pairing of contemporary icon symbols and traditional professional fonts will ensure a strong position to launch a brand with versatility and longevity.



The NEOFCS Logo

The NEOFCS logo consists of two components. The NEOFCS identifier consists of three icon figures, vibrant in its colour application, representing a families, youth and children as well as agencies, communities and partners. And the word marks in both English and French that have been designed using a timeless, open and easy to read font.

The logo, including its elements have special relationships and therefor must never be altered or modified.



The NEOFCS Logo

Logo Colour Versions

To provide versatility based on application and use, there are six versions of the NEOFCS (North Eastern Ontario Family and Child Services) logo.

- 4 colour CMYK
- 3 colour Pantone Coated
- 3 colour Pantone Uncoated
- Positive logo (Black)
- Greyscale logo
- Reversed logo (White)

3 Colour

Pantone Black 5
Pantone Teal 562
Pantone Mustard 130



2 Colour

Pantone Black 5
Pantone Teal 562



1 Colour

Pantone Black 5
Screens



The NEOFCS Logo

Black and White Versions

Black



Greyscale



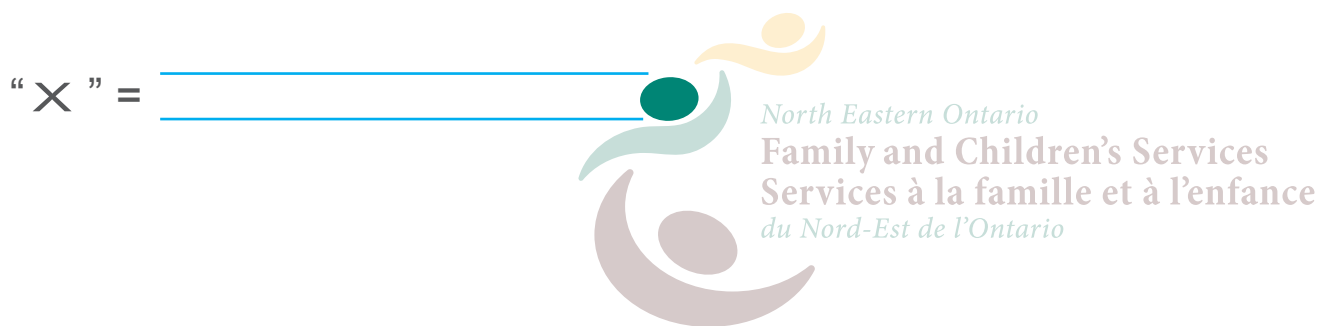
Reverse



Logo Safe Zone

The safe zone is the minimum distance that any other element can be placed around the NEOFCS logos as determined by "x". "X" is determined by the height and width of the middle icons head in the identifier.

The logo has the most impact when the safe zone is held and where no other graphic or type elements interfere. This minimum safe zone applies to both print and digital reproduction. The allowable safe zone is in direct proportion to the size of the logo and must not be altered.



Logo Minimum Size

In print, the primary NEOFCS logo should NOT be reduced to less than 2.5 inches in width.

For digital display, the primary logo should NOT be reduced to less than 180 pixels in width.

If the logo is reproduced any smaller than the recommended minimum size for either print or digital application, the logo will be displayed at a lower quality and will not print or display clearly.



LOGO MINIMUM SIZE
FOR PRINT
LOGO = 2.5" x 1"



LOGO MINIMUM SIZE
FOR DIGITAL DISPLAY
LOGO = 180px" x 77px"

Logo Minimum Size

Always use the master ai or eps file for the NEOFCS logo.

The examples below illustrate what NOT TO DO with the NEOFCS logo.



DO NOT PLACE THE LOGO ON ITS SIDE



DO NOT ADD ANY GRAPHIC TREATMENTS TO THE LOGO



DO NOT ALTER THE POSITION OF ANY ELEMENTS OF THE LOGO



DO NOT CHANGE ANY FONTS OF THE LOGO



DO NOT ALTER THE COLOURS OF THE LOGO



DO NOT DISTORT THE LOGO












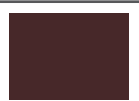





DO NOT STRETCH THE LOGO

Colour Palette

The NEOFCS logo colour palette consists of three colours: earthy black, vibrant and soothing teal blue, warm mustard yellow.

When reproducing the NEOFCS logo in all 3 colours, in either print or web applications, the Pantone, CMYK, RGB or HEXADECIMAL ("web-safe") values noted below should always be used.



PANTONE COATED	 PANTONE Black 5C	 PANTONE 562 C	 PANTONE 130 C
PANTONE UN-COATED	 PANTONE Black 5U	 PANTONE 562 U	 PANTONE 130 U
CMYK	 C: 0 M: 40 Y: 22 K: 87	 C: 85 M: 0 Y: 50 K: 31	 C: 0 M: 32 Y: 100 K: 0
RGB	 R: 71 G: 42 B: 43	 R: 0 G: 133 B: 118	 R: 253 G: 185 B: 19
WEB-SAFE RGB	 472A2B	 008576	 E7A614