

# Brand Guidelines



CALEDON

community

S E R V I C E S



# About CCS

## Organization Information

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## Programs and Services

- Information Services
- Employment and Training
- Crisis and Counselling
- Transportation
- Eco-Stores
- Settlement Services
- Supportive Living
- Volunteer Services

Caledon Community Services (CCS) is a multi-service, community-impact organization. We support residents in the Municipality of Caledon and surrounding communities.

CCS programs help young and old pursue their growth, health and independence. We work hard at developing solutions to barriers that interfere with people's well-being. Our success is based upon client-focused services, innovation in all we do, voluntarism and a myriad of partnerships.

At the heart of CCS are hundreds of volunteers; new people, entire families and the community's businesses come aboard often. The strong support that our Organization receives from all sectors of the Caledon community ensures that we remain on the mark with our mission of "helping people help themselves".



# Primary Logo

## CCS Logo

The Caledon Community Services logo has nine leaves, each representing a program or service within the organization.

The CCS Logo has been designed as the symbol of our organization and is displayed on all promotional and marketing material.

## Using the logo

In order to maintain a consistent image, the CCS logo can not be altered or changed, unless approved by the Fundraising and Development department. All material that is produced with the logo must also be approved by the Fundraising and Development department.

## Flush Left and Centered

The CCS logo comes in two versions, centered and flush left.

## Black and White Versions

The logo can also be printed in black or white. While using the white logo, the background colour is usually chosen from the colour bar.

## Flush Left CCS Logo



## Centered CCS Logo



# Swoosh and Colour Bar

## CCS Swoosh

The swoosh is frequently used as letterhead in CCS documents.

## Colour Bar

The colour bar itself can be found in many CCS marketing material. Also, the colours found in the bar are separately used for different design projects.

## Swoosh



## Colour Bar



# Fonts

## Fonts in the Logo

The “CALEDON” and “SERVICES” in our logo are the Arial font and the “community” is in Palatino.

## CCS Swoosh

“Arial Narrow” is used for the words in the CCS Swoosh.

## Text

Palatino Linotype is the main font used in CCS marketing material.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Colours - Primary Colour

## CCS Red

### CMYK:

Cyan: 30, Magenta: 100,  
Yellow: 100, Black: 5

### RGB:

R 175, G 38, B 43

### Hexa:

#AF262B












# Colours - Colour Bar

## Colour Bar

The colours found in the colour colour bar are frequently used in CCS designs and promotional material.

Some colours are also assigned to a specific department within the organization

-  Mink (Mocha Brown)
  - **CMYK Mix:** Cyan: 50, Magenta: 80, Yellow: 100, Black: 0
  - **RGB Mix:** R 149, G 84, B 54
  - **Hexa:** #955436
-  Deep Rose
  - **CMYK Mix:** Cyan: 25, Magenta: 100, Yellow: 70, Black: 10
  - **RGB Mix:** R 175, G 32, B 68
  - **Hexa:** #AF2044
-  Avocado
  - **CMYK Mix:** Cyan: 80, Magenta: 50, Yellow: 100, Black: 4
  - **RGB Mix:** R 77, G 112, B 63
  - **Hexa:** #4D703F
-  Cinnamon (Orange)
  - **CMYK Mix:** Cyan: 20, Magenta: 80, Yellow: 80, Black: 10
  - **RGB Mix:** R 185, G 80, B 62
  - **Hexa:** #B9503E
-  Maple Syrup (Tan)
  - **CMYK Mix:** Cyan: 30, Magenta: 45, Yellow: 74, Black: 0
  - **RGB Mix:** R 186, G 143, B 92
  - **Hexa:** #BA8F5C
-  Brookside Moss
  - **CMYK Mix:** Cyan: 45, Magenta: 20, Yellow: 70, Black: 0
  - **RGB Mix:** R 152, G 173, B 112
  - **Pantone:** #5777C      • **Hexa:** #98AD70
-  Peacock Blue
  - **CMYK Mix:** Cyan: 75, Magenta: 10, Yellow: 36, Black: 9
  - **RGB Mix:** R 31, G 158, B 158
  - **Hexa:** #1F9E9E
-  Boardwalk (Beige)
  - **CMYK Mix:** Cyan: 12, Magenta: 24, Yellow: 53, Black: 0
  - **RGB Mix:** R 224, G 190, B 134
  - **Hexa:** #E0BE86
-  Light Yellow
  - **CMYK Mix:** Cyan: 0, Magenta: 15, Yellow: 55, Black: 0
  - **RGB Mix:** R 255, G 216, B 135
  - **Hexa:** #FFD887



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For additional information contact:

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