

Brand Guidelines for the



DDNC 

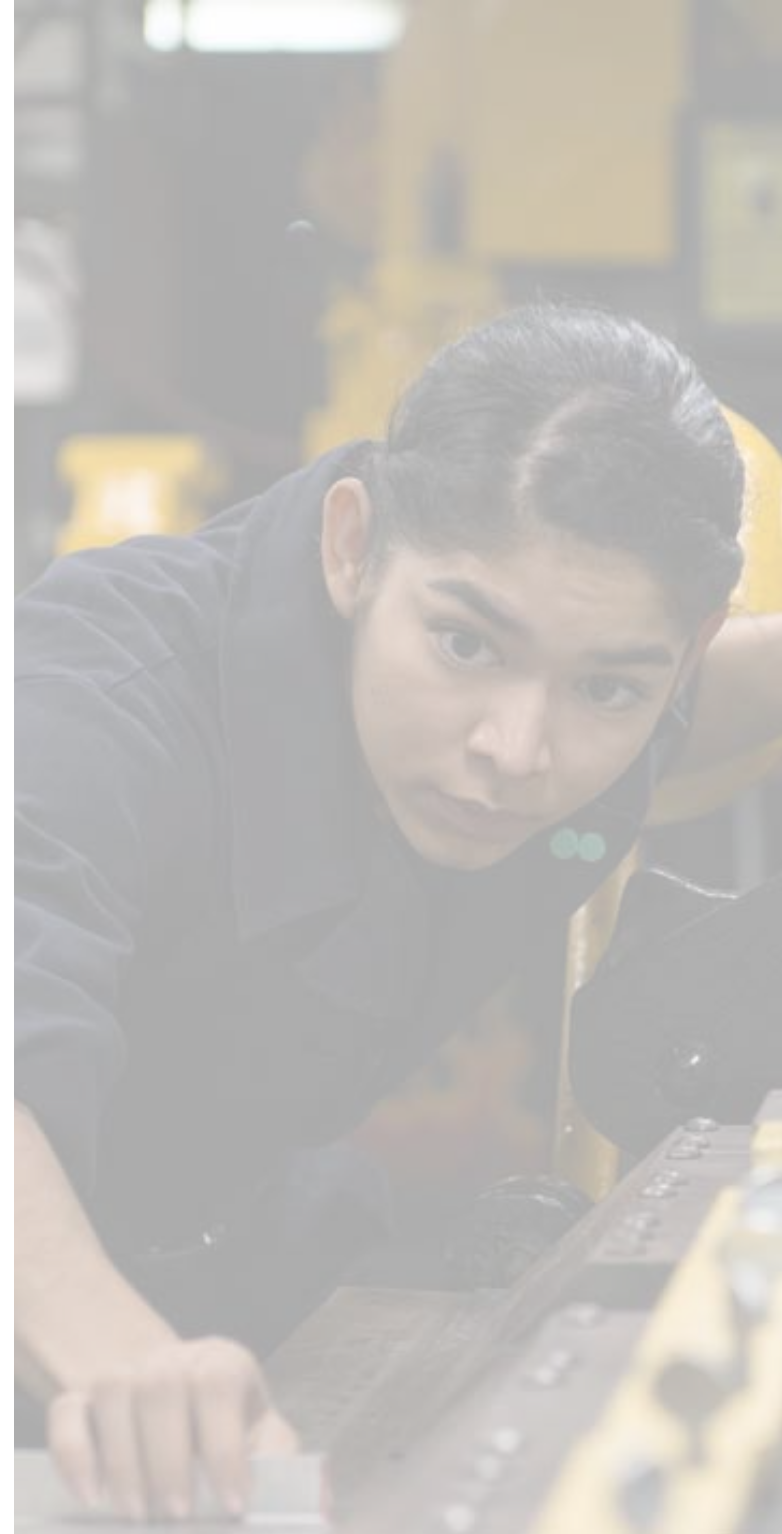
Diversity Development
Network of Canada

Vision

To see Diversity actualized in the Canadian workforce.

Mission

To increase the reach and value for all DDNC Members through securing a continuity of projects, in collaboration with other Stakeholders, that leverage resources to directly increase diverse peoples' access, entry and advancement in Canadian Industries to fill current and future highly skilled employment gaps.

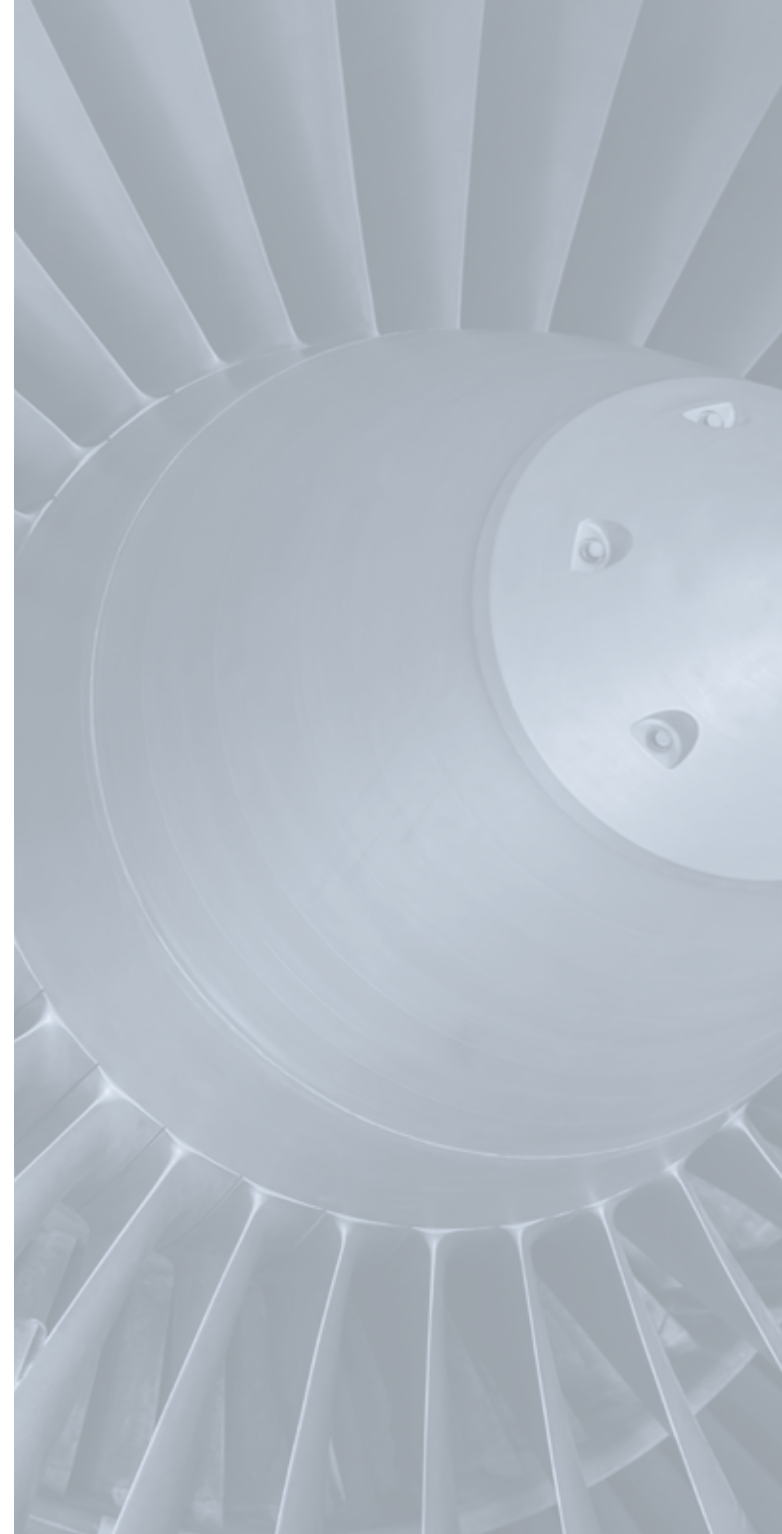


Mandate

To increase DDNC Members' (Diverse Groups and Stakeholders) success in achieving their organizational mandates, delivering their established programs, developing sustainable programs and sources of resources working collaboratively together within their Group's established programming and constituents; and with Stakeholders including: Industry, Industry Organizations, Individuals, Academia, Unions, Other Diverse Groups, Government Agencies and Non-Government Agencies at all levels.

Audience

The DDNC's intended audience includes all sectors including Aerospace & Aviation, Defence & Space, Advanced & Digital Manufacturing industries such as Automotive, Rail, Marine, Healthcare, IT sectors with business activities in Manufacturing & Assembly, Operations, Maintenance, Repair & Overhaul (MRO).



Brand Personality

- ▶ The colours of Canada's native foliage provide a fitting analogy for the country's diverse people. No single aspect of a leaf's life represents the whole, just as all of Canada's people represent a natural array of characteristics across time and space.
- ▶ Within the design concepts, the repetition of design elements with variation evokes a network of diverse people and groups that are in harmony with one another.
- ▶ The geometrical arrangement of the various motif items reflects the industrial nature of the network's intended target audience. This is kept deliberately subtle to leave room for future growth of the DDNC's identity and mission.



Logo Variations

The DDNC logo is provided in both horizontal and vertical layouts, as well as with and without the tagline. Please feel free to choose the variations that suit your project best.



Clearspace

The minimum clear space of the logo is the width of the **D** in **DDNC**.



Logo Do's and Don'ts

Please use **only** the logo versions provided. Do not alter the design or colouring in any way.

BEST

Whenever possible, please use the full colour logo versions against a white background.



ACCEPTABLE

Choose a white version when needed against a coloured or photographic background.

Take care that the logo is legible and clear. Avoid areas of the background that are busy or too faint.










AVOID

Never place a coloured version of the logo against a coloured or photographic background.

Avoid using a version of the logo with the tagline when legibility would be impaired.



Colours

		CMYK	RGB	HEX
Red		15c 95m 100y 5k	201 52 24	#c93418
Orange		5c 45m 100y 0k	245 156 9	#f59c09
Yellow		5c 15m 100y 0k	247 216 6	#f7d806
Gold		15c 20m 100y 0k	227 189 52	#e3bd34
Green		40c 25m 100y 5k	156 152 44	#9c982c
Blue		35c 15m 0y 0k	139 194 244	#8bc2f4
Black		0c 0m 0y 100k	0 0 0	#000000 (#000)

Fonts

All fonts are available at fonts.google.com and are free for commercial use without attribution.

MAIN TEXT

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz1234567890(!?&%\$.,:;)

Regular *Italic*
Bold ***Bold Italic***
Light *Light Italic*

Noto Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz1234567890(!?&%\$.,:;)

Regular *Italic*
Bold ***Bold Italic***

PAGE HEADER

PT Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz1234567890(!?&%\$.,:;)

Regular *Italic*
Bold ***Bold Italic***



DDNC 

SERIF ALTERNATE

Alegreya

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqrstu
vwxyz1234567890(!?&%\$.,:;)

Regular *Italic*
Medium *Medium Italic*
Bold ***Bold Italic***
ExtraBold ***ExtraBold Italic***
Black ***Black Italic***