

Brand Guidelines 101

The LFS **voice** is:

- Warm and friendly yet also informative.
- Caring and inclusive.
- People-centric and community-minded.
- Accessible to people from all walks of life.

Lethbridge Family Services 

Since 1910

Immigrant Services

Our **logo** can be set horizontally or stacked, whichever works best with your design.

The logo can be blue, black, or white: whichever is **most clear and legible** on the background.

Lethbridge Family Services 

Since 1910

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Advancement and Communications

Use **Bridgelines** to differentiate our service departments when it's important for the viewer to know which department or initiative the document is coming from. General documents can use the general LFS logo.

We like our logo to be easy to read. Keep the size legible and always give it breathing room.

Do NOT make changes to the logos. Use the files as they are.

Because of our mandate (and because it's the right thing to do!), LFS is committed to **accessible** and **inclusive** use of branding and language. When creating a document, design, or presentation, ask yourself 'is this going to be viewable and readable for everyone?' **Here are some tips:**

- Create high contrast between the text/logo and its background (either light-on-dark or dark-on-light).
- Essential information must be accessible to people who have difficulty reading English.
- Avoid colloquial language or jargon.
- Limit sentences to max 25 words.
- Use fonts that are easily readable (those mentioned in the font section of this guide). Avoid font variations that are too decorative.
- Print materials on non-glare surfaces.
- Do not use all caps and avoid italic fonts for essential information.
- Use a minimum font size of 11pt for printed documents. Use a minimum of 24pt for signage or text viewed from a distance (like labels).
- Justify the left margin; keep a ragged right margin and do not hyphenate line-to-line.
- Use simple colours, do not overuse bright colours).

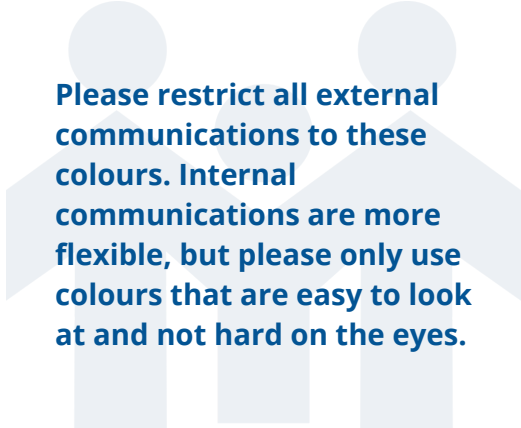
Someone should be able to tell within a second that a document or design is from LFS, just from the colours. This helps us build recognizable communications and keeps us distinct from other organizations.

Primary Colours

Delft Blue Hex #3b55a2 RGB 59 85 162 CMYK 87, 75, 2, 0 Pantone 7455 C	Marigold Hex #fbb040 RGB 251 176 64 CMYK 0, 35, 84, 0 Pantone 2011 C	Smoke Grey Pearl Hex #666769 RGB 102 103 105 CMYK 60, 51, 49, 19 Pantone 18-0000 Tpx	White Hex #ffffff RGB 255 255 255 CMYK 0, 0, 0, 0	Navy Hex #1a4e8a RGB 26 78 138 CMYK 97, 77, 18, 4 Pantone 4153 C
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Secondary Colours

Dark Teal Hex #0075B0 RGB 0 117 176 CMYK 88, 49, 8, 1 Pantone 307 C	Mid-Teal Hex #188CC2 RGB 24, 140, 194 CMYK 80, 33, 6, 0 Pantone 640 C	Simple Blue Hex #004ea8 RGB 0 78 168 CMYK 98, 78, 0, 0 Pantone 2145 C
Sunflower Blue Hex #9ACEEB RGB 154 206 235 CMYK 37, 6, 2, 0 Pantone 543 C	Pale Goldenrod Hex #EBEDCB RGB 235, 237, 203 CMYK 8, 2, 24, 0 Pantone 7499 C	Honey Hex #D1C07D RGB 209, 192, 125 CMYK 20, 20, 61, 0 Pantone 4525 C



Any of the following font families are allowed:

Open Sans Regular
Open Sans Condensed
Open Sans Bold
Open Sans Extra Bold

Helvetica
or Helvetica Neue
Helvetica Bold

Calibri Regular
Calibri Bold

Arial Regular
Arial Narrow
Arial Bold

Roboto Regular
Roboto Condensed
Roboto Bold

These are common, readable, sans serif fonts—please avoid using fonts not on this list.

Contact info icon set:



Language tips:

- Proofread! Use tools like spellcheck, readability statistics, and web extensions like Grammarly.
- LFS isn't an 'agency'. We're a non-profit organization.
- 'Workers' is the preferred term to 'employees', as it encompasses contractors and volunteers.
- On the first reference, use our full name: Lethbridge Family Services. Use LFS (with no dots) once our full name has been established.
- Lethbridge Family Services or LFS must always precede a Department name. For example, "LFS, Home Services Department".
- LFS uses the Canadian/British spelling of words.
- Use abbreviations and acronyms only for internal communications with your team when it's obvious.
- Use an Oxford comma in list sentences. This makes our writing more logical, clear, and straightforward.
- A hyphen is only for hyphenating words (e.g. decision-making process) and for date and time ranges and phone numbers. In writing, you may use a long dash with no spaces to separate one thought from another—similar to a semicolon.

The creation of any new LFS branding or social media accounts requires approval from the Department of Advancement & Communications.

Thank you for being a good brand ambassador!