

***LMNHS***  
***BRAND GUIDE***

***WELCOME!***

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## LMNHS COLOURS - ALL PROGRAMS

### *Bright - Joyousness - Light*

The inspiration for Little Mountain Neighbourhood House is bright and light with a touch of Joyousness. It's clean and minimal, with a subtle hint of darker shades of primary colours reflecting our neighbourhood's diversity.

While the brand's typical theme deals with supporting families and new community members of the community, there is an overall message for everyone. So the tone of the brand should facilitate a sense of openness, empathy and positive reflection.

**LMNHS General  
Colour Palette**



**Settlement Colour  
Palette**



**Child Care  
Colour Palette**



**Family Resource  
Colour Palette**



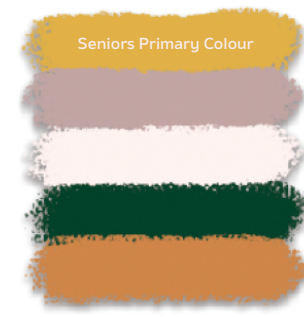
**Child and Youth Services  
Colour Palette**



**Community/Food Hub  
Colour Palette**



**Seniors  
Colour Palette**



## LOGO FORMATS

### *The Primary (Black Text) Logo*

This is the preferred presentation of the Little Mountain Neighbourhood House Logo. The Primary or landscape version should be used in all possible cases, where feasible.



### *The Secondary (White Text) Logo*

Here the icon and wordmark are arranged using the same formatting, but the text is white. This secondary logo may be used when the background must be dark and the text needs to be readable. Only use this version if no other option is possible.



## TYPOGRAPHY

### **Amino Family Typeface: \*\***

**Header : Amino-Alt (OTF) Regular- 3**

**Sub Headers: Amino (TT) Regular- 13**

Body Text: Amino (TT) Regular- 5

*Footer note: Amino (TT) Regular- 12*

*\*\* The Amino-Alt fonts can be installed onto computers at the office. They can be found in the Marketing share, in this folder:*

*M:\LMNHS Branding\Fonts*

*Otherwise contact Michael for assistance.*

## LMNHS LOGO AND ICON USAGE

The LMNHS logo may be used under the following requirements and uses, described below:

- Do not alter the LMNHS logo or icon in any way, specifically the colour, fonts or proportion. Adjusting size is okay, as long as the logo text is still readable.
- Ensure the LMNHS logo or icon stands out from the surrounding text and legible over the background.
- Avoid using the LMNHS logo over busy/colourful backgrounds, as it will not be readable.
- If, when using the LMNHS logo or icon or other brand assets as permitted, you include a trademark credit to give notice of your trademarks or other third party trademarks, add the following: "All other trademarks are the property of their respective owners."

\*The LMNHS Icon (bottom right) may be used sparingly and only in cases where the space is extremely limited and/or the design cannot be changed. Generally, applying the LMNHS logo in its entirety is preferred to using the LMNHS icon alone.

LMNHS Primary Logo



**LITTLE MOUNTAIN  
NEIGHBOURHOOD HOUSE**  
NEIGHBOUR HELPING NEIGHBOUR

*\*LMNHS Icon*



## LMNHS LOGO POSITIONING

The LMNHS logo on the top right is our primary logo and it should be placed at the top of any document, poster, social media post etc. that we are hosting. It should be prominent, visible, un-obstructed and readable. This placement ensures it is the first thing a viewer sees and thus identifies the program to our brand. Conversely, don't make the logo too large as to over-shadow the rest of your design. Placing the logo top left, or to a lesser extent, centered is preferred.

**\*\* Please Note:** The LMNHS logo should only be used on a white or light coloured background, or any design that it will be completely visible on.



**LITTLE MOUNTAIN  
NEIGHBOURHOOD HOUSE**  
NEIGHBOUR HELPING NEIGHBOUR

### Proper use of LMNHS QR Codes

e.g. Website QR



**Note:** LMNHS has various QR codes, but they are used in material going to print, such as posters and banners; not for social media. It is not part of our logo and should not be used in this manner. If you want to use a QR code, keep it separate from the main LMNHS logo in your composition.



# COLOUR PALETTES

## GENERAL LMNHS PROGRAMS



HEX: #a52228  
 RGB: 165 34 40  
 CMYK: 24 99 93 18

HEX:#390341  
 RGB: 57 3 65  
 CMYK: 77 100 36 50

HEX: #fff1c9  
 RGB: 255 241 201  
 CMYK: 0 4 24 0

HEX: #a6baa1  
 RGB: 166 186 161  
 CMYK: 37 16 40 0

HEX: #6e001d  
 RGB: 110 0 29  
 CMYK: 33 100 80 47

\*This palette has been uploaded to Canva.

### ***General LMNHS Programs - Colour Palette Usage:***

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top is the primary colour for this palette which is also our logo's colour.

### ***Typography***

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
 RGB: 255 255 255  
 CMYK: 0 0 0 0

HEX: #000000  
 RGB: 0 0 0  
 CMYK: 75 68 67 90

## COLOUR PALETTES

### SETTLEMENT PROGRAMS



Settlement Primary Colour

HEX: #2fa949  
RGB: 47 169 73  
CMYK: 78 6 100 1

HEX: #352e3b  
RGB: 53 46 59  
CMYK: 60 60 39 66

HEX: #e0e784  
RGB: 224 231 132  
CMYK: 15 0 62 0

HEX: #f9ebeb  
RGB: 249 235 235  
CMYK: 1 7 4 0

HEX: #1f3162 RGB:  
31 49 98 CMYK: 100  
90 33 24

\*This palette has been uploaded to Canva.

#### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Settlement's programs.

#### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
RGB: 255 255 255  
CMYK: 0 0 0 0

HEX: #000000  
RGB: 0 0 0  
CMYK: 75 68 67 90

## COLOUR PALETTES

### COMMUNITY/FOOD HUB PROGRAMS



HEX: #f8aa45  
 RGB: 248 170 69  
 CMYK: 1 38 83 0

HEX: #f0d6a6  
 RGB: 240 214 166  
 CMYK: 5 14 38 0

HEX: #a95ea4  
 RGB: 169 94 164  
 CMYK: 35 75 1 0

HEX: #e7f7cc  
 RGB: 231 247 204  
 CMYK: 9 0 24 0

HEX: #4f5471  
 RGB: 79 84 113  
 CMYK: 75 67 36 17

\*This palette has been uploaded to Canva.

#### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Community/Food Hub programs.

#### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
 RGB: 255 255 255  
 CMYK: 0 0 0 0

HEX: #000000  
 RGB: 0 0 0  
 CMYK: 75 68 67 90

# COLOUR PALETTES

## FAMILY RESOURCE PROGRAMS



Family Resource Primary Colour

HEX: #e958a6  
RGB: 233 88 166  
CMYK: 4 80 0 0

HEX: #0a3c79  
RGB: 10 60 121  
CMYK: 100 86 25 11

HEX: #bf524f  
RGB: 191 82 79  
CMYK: 19 80 67 6

HEX: #fefccf  
RGB: 254 252 207  
CMYK: 1 0 22 0

HEX: #380486  
RGB: 56 4 134  
CMYK: 93 100 10 8

\*This palette has been uploaded to Canva.

### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Family Resource programs.

### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
RGB: 255 255 255  
CMYK: 0 0 0 0

HEX: #000000  
RGB: 0 0 0  
CMYK: 75 68 67 90

## COLOUR PALETTES

### CHILD AND YOUTH SERVICES



HEX: #2c88bd  
 RGB: 44 136 189  
 CMYK: 78 37 7 0

HEX: #6a508b  
 RGB: 106 80 139  
 CMYK: 69 78 17 3

HEX: #e7f0d8  
 RGB: 231 240 216  
 CMYK: 9 1 18 0

HEX: #000f82  
 RGB: 0 15 130  
 CMYK: 100 97 15 13

HEX: #25010a  
 RGB: 37 1 10  
 CMYK: 59 76 63 81

\*This palette has been uploaded to Canva.

#### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Child and Youth Services programs.

#### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
 RGB: 255 255 255  
 CMYK: 0 0 0 0

HEX: #000000  
 RGB: 0 0 0  
 CMYK: 75 68 67 90

## COLOUR PALETTES

### CHILDCARE PROGRAMS



HEX: #91469b  
 RGB: 145 70 155  
 CMYK: 49 86 0 0

HEX: #fdf8e2  
 RGB: 253 248 226  
 CMYK: 1 1 12 0

HEX: #6f6fa5  
 RGB: 111 111 165  
 CMYK: 64 59 10 1

HEX: #f9ebeb  
 RGB: 249 235 235  
 CMYK: 1 7 4 0

HEX: #09242b  
 RGB: 9 36 43  
 CMYK: 88 67 60 68

\*This palette has been uploaded to Canva.

#### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Childcare programs.

#### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.

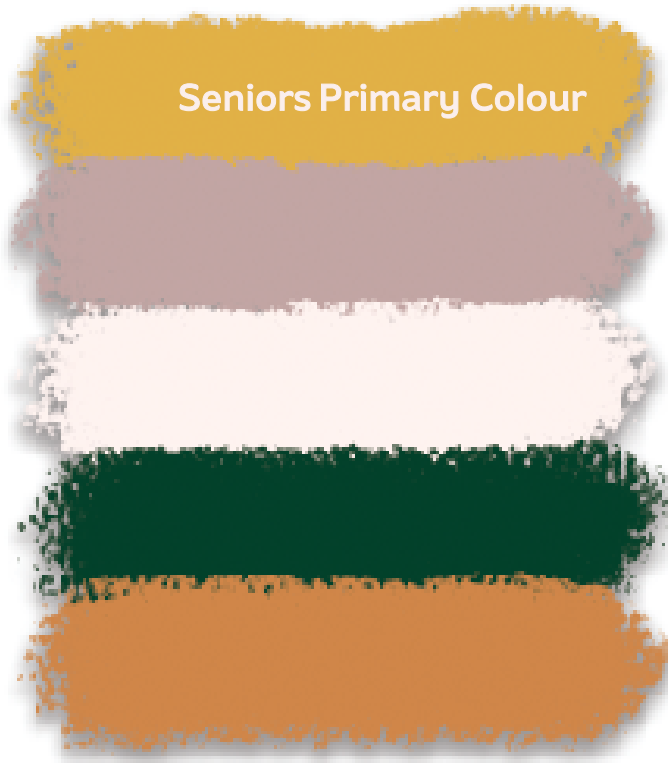


HEX: #ffffff  
 RGB: 255 255 255  
 CMYK: 0 0 0 0

HEX: #000000  
 RGB: 0 0 0  
 CMYK: 75 68 67 90

## COLOUR PALETTES

### SENIORS PROGRAMS



Seniors Primary Colour

HEX: #dcb32f  
 RGB: 220 179 47  
 CMYK: 15 27 96 0

HEX: #bfa6a3  
 RGB: 191 166 163  
 CMYK: 26 34 30 0

HEX: #fbefec  
 RGB: 251 239 236  
 CMYK: 1 5 4 0

HEX: #053e23  
 RGB: 5 62 35  
 CMYK: 88 45 91 57

HEX: #c7863e  
 RGB: 199 134 62  
 CMYK: 24 52 90 0

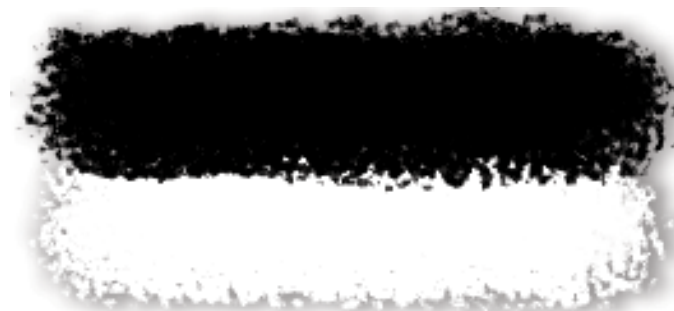
\*This palette has been uploaded to Canva.

#### *Colour Palette Usage:*

It is permissible to use the following colours in any combination of text, geometric shapes and with other graphical elements, like photographs - to create any digital materials such as posters, banners, leaflets and social media posts, etc. The colour at the top, is the primary colour for Seniors programs.

#### *Typography*

Additionally, you can of course make use of black and white for text or highlight colours in your designs, in addition to the LMNHS General colour palette.



HEX: #ffffff  
 RGB: 255 255 255  
 CMYK: 0 0 0 0

HEX: #000000  
 RGB: 0 0 0  
 CMYK: 75 68 67 90

## USE OF LOGO/ICON - THINGS TO AVOID



Avoid making our logo larger than the headline on a poster. Be consistent with the size on all material except if mentioned otherwise.



Avoid stretching or any distortion of the logo proportions. It must remain in its original proportion, regardless of size.



Avoid using the LMNHS logo over "busy" backgrounds or backgrounds too similar in colour, because it makes our logo unreadable.



Avoid changing the logo. Use only the files that are in supplied logo folder, Canva account, or the Marketing share.



Avoid using the secondary logos on print and social media posts. Use main logo instead.



## SPACING AROUND LMNHS LOGO

### *Minimum clear space*

The minimum clearance space around the logo is approximately equal to one-half the height of the LMNHS logo. This does not need to be exact, just use your best judgment when placing our logo into your design. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area. This same criteria should also be employed when placing partner logos at the bottom of your designs.

### *Minimum size*

There is no "minimum" size per se, however, when re-sizing the LMNHS to a smaller size, the text in the logo should still be easily readable.



# MOCK UP

Here is an example design in three different formats, created in Canva: poster size (8.5 X 11), and two others, resized for social media. Facebook (landscape) and Instagram (square). In this example, we are using the LMNHS General colour palette and Amino font family for text.

When re-sizing from a poster for social media, elements within the original design will need to be adjusted to fit that formatting. This will take only a couple minutes.

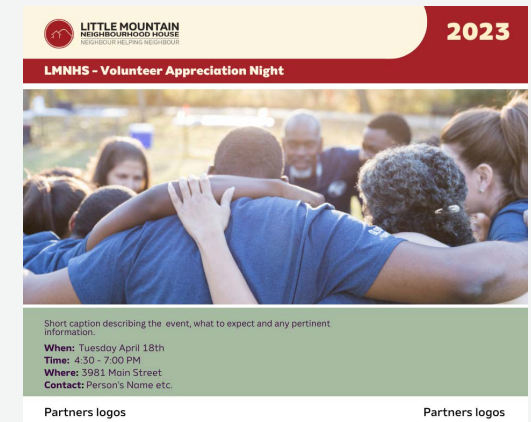
**8.5 X 11 Poster**



**Instagram (Square)**



**FaceBook (Landscape)**



***THE END***