



Boys & Girls Clubs of Canada



BRAND TIP SHEET

BGCBRAND.COM

This Brand Tip Sheet contains guidelines for using fonts, colours, and photos that make up the brand identity of Boys and Girls Clubs of Canada.

This tip sheet should be shared with corporate partners, graphic designers, and printers to ensure that communications and marketing materials meet our brand standards.

FONTS

Interstate Regular is the font used on all Boy and Girls Club logos. Do not use Interstate Regular in body text as this dilutes the visual impact of our logo.

Please use Galano Grotesque font for body copy and Veneer for headlines in your layout. Arial can be used as a free font option if needed.

GALANO GROTESQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

VENEER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+

ARIAL REGULAR (free font option)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

COLOURS

Below is the refreshed Boys and Girls Club brand colour palette to be used on communications and marketing materials. Using this colour palette consistently will help us build a common look and feel and stronger brand identity. Ensure colour accuracy on all your promotional materials by matching colours to the PantoneColour System provided below.


PRIMARY BRAND COLOURS

 Pantone - 368
CMYK - 57, 0, 100, 0
RGB - 102, 204, 0
HEX - 7ac143

Icon = Green / Word Mark = Black

SECONDARY BRAND COLOURS

 CMYK - 4, 0, 93, 0
RGB - 251, 238, 35
HEX - fbee23

 CMYK - 0, 43, 100, 0
RGB - 250, 159, 0
HEX - fa9f00

 CMYK - 0, 87, 171, 0
RGB - 240, 73, 74
HEX - f0494a

 CMYK - 70, 0, 36, 0
RGB - 46, 188, 180
HEX - 2ebcb4

 CMYK - 66, 45, 0, 0
RGB - 90, 131, 211
HEX - 5a83d3

 CMYK - 80, 75, 0, 0
RGB - 79, 87, 166
HEX - 4f57a6

 CMYK - 90, 10, 0, 0
RGB - 0, 165, 229
HEX - 00a5e5

 CMYK - 100, 95, 36, 31
RGB - 32, 38, 86
HEX - 202656

PHOTOGRAPHY

Photos used in all marketing and promotional materials should be:

- In focus
- Colour corrected (where possible)
- High resolution

Professional quality photos can be downloaded from bgcbrand.com

The photo library includes:

- Images that reflect the age range and cultural diversity of Clubs
- Photos that reflect Club spaces providing positive experiences for children and youth
- Expressive close-ups of children's faces
- Young people in productive, engaging activities
- Images showing positive child-adult relationships

Photos used in materials should ideally not include clothing with corporate branding or slogans. If they exist, they should be photoshopped out where possible.

Children, youth and adults / staff must have signed the **BGCC media consent form** in order for photos to be used nationally.

If photos are used only at the Club level, the Club media release must be signed.

HELP US BUILD A STRONG BRAND

Please contact our national communications team with any brand questions at 905.477.7272 or bgcc_communications@bgccan.com