

LESBIAN AND GAY LIBERATION IN CANADA BRAND STANDARDS MANUAL

The Lesbian and Gay Liberation in Canada (LGLC) project is working to build an interactive digital resource for the study of LGBT history in Canada. The project takes Don McLeod's books, *Lesbian and Gay Liberation in Canada: A Selected Annotated Chronology Volumes 1 and 2* and will convert them into a visual and interactive database that will allow users to explore the people, places, events, and publications that defined the history of gay liberation in Canada between 1964 and 1981. While being a pilot project within the Canadian Writing Research Collaboratory, this project will be available as part of an interdisciplinary, open-access library database, for use by researchers and students worldwide.

The LGLC identity reflects this mission. It captures these historical movements while transcending to current struggles today.

CONTENTS

| | |
|----------------------|----|
| File Types | 2 |
| Structure | 3 |
| Spacing | 4 |
| Colour Palette | 6 |
| Typography | 9 |
| Don'ts | 11 |
| Contact Info | 12 |

FILE TYPES

LGLC's logo is available in several different file types. File selection is determined by the media, as outlined below:

FOR PRINT (HIGH-RES)

Main Identity

LGLC Logo Black.eps

Symbol only

LGLC Logo Icon Black.eps

FOR WEB (LOW-RES)

Main Identity

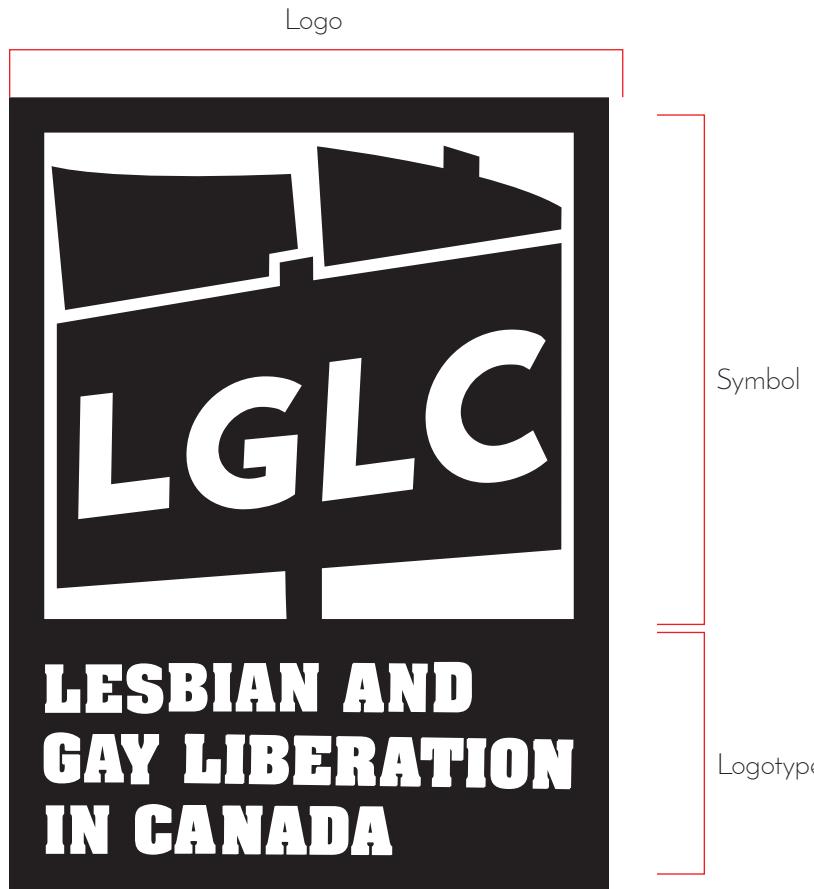
LGLC Logo Black.jpg

Symbol only

LGLC Logo Icon Black.jpg

STRUCTURE

FULL VERSION (WITH TAGLINE AND WEBSITE)

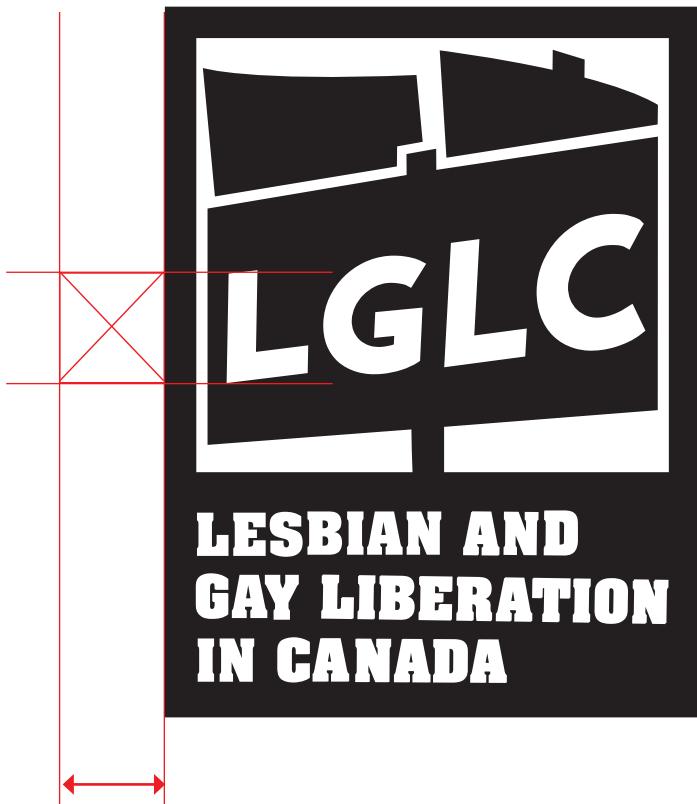


The Lesbian and Gay Liberation in Canada's logo is comprised of two parts: the logotype and symbol.

There is one other arrangement of the logo – symbol only. The full version should be used whenever possible. The symbol version can be substituted when space is lacking and only on LGLC-issued communications materials.

SPACING

X MEASUREMENT



The “X” represents the height of the first “L”. This measurement will be the basis for the spacing guidelines. The space surrounding the logo should be equal to or greater than the height of the “L” in the word “LGLC” in the identity.

To maintain the visual integrity of the logo, no elements – other logos, type, or images – should encroach upon the “X” space around the logo. Logo spacing is outlined over the following pages.

SPACING

SPACING AROUND LOGOS: FULL VERSION



SPACING AROUND LOGOS: SYMBOL



COLOUR PALETTE

Materials issued by LGLC should utilize the palette below. If limited by a one-colour option, black can be used.

PRIMARY COLOURS



CMYK: 0 / 0 / 0 / 100

RGB: 0 / 0 / 0

Hex: #231F2



CMYK: 0 / 100 / 100 / 0

RGB: 237 / 28 / 36

Hex: #ED1C24



CMYK: 100 / 87 / 33 / 23

RGB: 0 / 51 / 102

Hex: #1C3664



CMYK: 0 / 100 / 0 / 0

RGB: 236 / 0 / 140

Hex: #EC008C

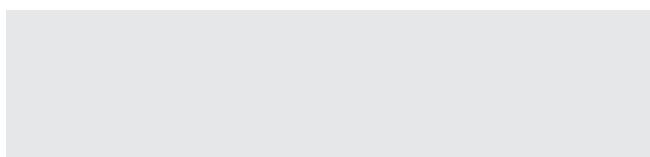


CMYK: 3 / 26 / 89 / 0

RGB: 246 / 190 / 56

Hex: #F6BE38

GREY TONES



Grey tint of black can be used for variety.

CMYK: 0 / 0 / 0 / 10

RGB: 230 / 231 / 232

Hex: #E6E7E8

COLOUR PALETTE

Tints of 80% and 60% of the primary palette can be used for variety.

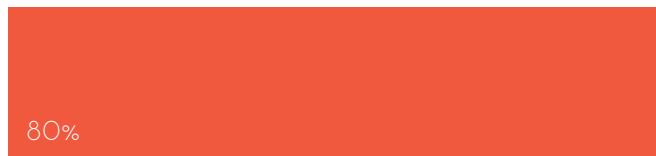
SECONDARY COLOURS



CMYK: 0 / 0 / 0 / 80

RGB: 88 / 89 / 91

Hex: #58595B



CMYK: 0 / 80 / 80 / 0

RGB: 241 / 91 / 64

Hex: #F15B40



CMYK: 0 / 0 / 0 / 60

RGB: 128 / 130 / 133

Hex: #808285



CMYK: 0 / 60 / 60 / 0

RGB: 245 / 132 / 102

Hex: #F58466



CMYK: 80 / 69 / 26 / 18

RGB: 68 / 80 / 120

Hex: #445078



CMYK: 0 / 80 / 0 / 0

RGB: 239 / 91 / 161

Hex: #EF5BA1



CMYK: 60 / 52 / 20 / 14

RGB: 106 / 109 / 143

Hex: #6A6D8F



CMYK: 0 / 60 / 0 / 0

RGB: 242 / 135 / 183

Hex: #F287B7

COLOUR PALETTE

Tints of 80% and 60% of the primary palette can be used for variety.

SECONDARY COLOURS



CMYK: 2 / 21 / 71 / 0

RGB: 248 / 201 / 101

Hex: #F8C965



CMYK: 2 / 16 / 53 / 0

RGB: 250 / 213 / 137

Hex: #FAD589

TYPOGRAPHY

PRIMARY TYPEFACE: JOSEFIN SANS

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular (Body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold (Secondary headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LGLC's primary typeface is Josefin sans. It is available in several different weights and styles, providing sufficient variety for a number of applications.

Josefin sans is a web-friendly typeface.

SECONDARY TYPEFACE: AACHEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Some applications (headings) will call for a second typeface. In these cases, Aachen std should be used.

TYPOGRAPHY & COLOUR

Large Heading

Lore ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sagittis dui non lectus volutpat feugiat.

LOREM IPSUM DOLOR

Lore ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sagittis dui non lectus volutpat feugiat. Donec sit amet vehicula enim. Pellentesque urna mi, auctor vitae tempus at, rutrum non nisi. [Curabitur convallis](#) mattis justo, a fringilla urna lacinia id. Vivamus vestibulum mi eu nisl pellentesque tincidunt.

Main heading

Aachen std | Colour: black | Size: 18 pt +

Secondary heading

Josefin sans | Colour: blue | Size: 14 pt +

Tertiary heading

Josefin sans | Colour: blue | Size: 11 pt +

Copy

Josefin sans | Colour: blue | Size: 10 pt +

LGLC applications should use the following styles and colours as a base for all LGLC materials.

80% magenta should be used for links. Red and orange should be used for other intercative materials (eg. menus, maps, and graphs, etc.).

DON'TS



Do not stretch



Do not stretch



Do not place on an angle



Do not reconfigure



Do not use effects e.g. drop shadows



Do not change colour

CONTACT INFORMATION

These guidelines should cover most potential applications of Lesbian and Gay Liberation in Canada's logo. However, if you are still unsure of how to use the identity, please contact LGIC for clarification:

www.lglc.ca