



OKANAGAN ANGLICAN CAMP

BRAND GUIDE 2022

LOGO

PRIMARY LOGO



SECONDARY LOGO



The secondary logo is only to be used if you are unable to use the primary logo. Example: If the logo needs to be placed on a light colour.

ALT MARKS + ICONS



COLOURS AND FONTS

FONTS

PRIMARY FONT – BEAR HUG

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Secondary Font - Roboto Slab - Regular

a b c d e f g h i j k l m n o
p q r s t u v w x y z

COLOURS

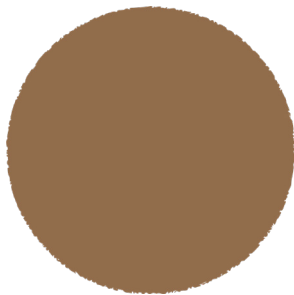


LAKE BLUE

Hex Code: 2c4356

R:44 **G:**67 **B:**86

C:85 **M:**67 **Y:**46 **K:**35



CABIN BROWN

Hex Code: 926d4c

R:146 **G:**109 **B:**76

C:37 **M:**53 **Y:**73 **K:**17

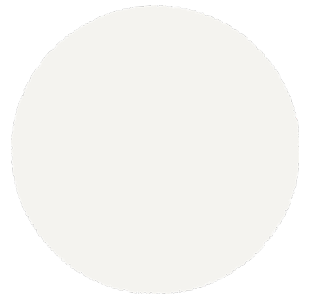


PINE GREEN

Hex Code: 557a65

R:85 **G:**122 **B:**101

C:69 **M:**36 **Y:**64 **K:**15



LIGHT SAND

Hex Code: f4f3ef

R:244 **G:**243 **B:**239

C:3 **M:**2 **Y:**4 **K:**0

BRAND DO S AND DONT S



DO NOT
Distort the logo
in anyway.



DO NOT
Manipulate or
recreate the logo
in anyway.



DO NOT
Change colours.



DO NOT
Place logos on a
similar colour. For
dark colours, use light
logo. For light colours,
use dark logo.



DO NOT
Tilt the logo.



DO NOT
Apply effects
like shadows or
outlines.



DO NOT
Use logo without
background over
busy images.



DO
Use logo with
background over
busy images.

SOCIAL MEDIA TEMPLATES

NOT JUST A
SUMMER CAMP

—
CAMP OAC

“

A wonderful experience..
life long friends and
lasting memories.

GEORGIA K

“

My children have grown up at
Camp OAC and have formed
amazing friendships and
developed essential life skills.

SUSAN P

A SAFE PLACE
FOR EVERYONE

—
CAMP OAC