

# Youth Wellness Hubs Ontario Brand Guide

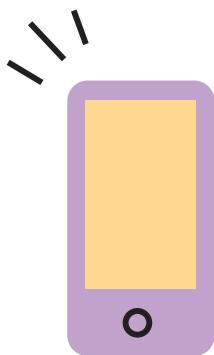
Your guide to using the Youth Wellness Hubs Ontario brand assets to create visually compelling and consistent graphic materials.



2021



# Wellness Your Way



The Youth Wellness Hubs Ontario (YWHO) Brand Guide is not intended to be an exhaustive compilation of camera-ready marketing materials; instead, it should serve as a resource toolkit for information and elements to use as you create your own communication & promotional items.

While the YWHO communications team recognizes that regional differences dictate the creation of individual regional- or hub-specific materials, we also understand the need for a common brand identity and look and feel. Please ensure that your communications team is fully aware of these requirements for all YWHO materials.

# What's Inside



**4**

Our Story

**5**

Our Brand

**6**

Brand Architecture

**7**

Our Logo

**8**

Logo Lockups

**10**

Logo Spacing

**11**

Logo Sizing

**12**

Logo Do's & Don'ts

**13**

Our Colours

**15**

Colours in Use

**16**

Typography

**18**

Fonts & Sizing

**19**

Graphic Elements

**22**

Using Graphic Elements

**23**

Photography

**24**

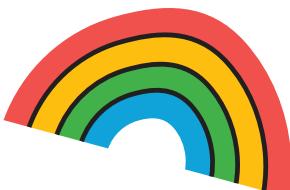
Photography Guidelines

**25**

Application Guidelines

**26**

File Directory



# Our Story



Between school, jobs, relationships and home, balancing life can be a challenge, especially for young people.

Finding help to face these challenges can be even tougher. For too long, the different services that young people need have been disconnected and hard to navigate, neglecting important aspects of their mental health and wellness. It's all about creating the space to help young people find the right services, at the right time, in the right place.

Youth Wellness Hubs Ontario offers a range of integrated supports to empower young people aged 12-25 to address their needs and forge new paths for wellness. Together, we're transforming the system to help young people build a foundation for a healthy future.



# Our Brand



## Brand Essence

A one-stop-shop, where young people can access the services they need at a time that is convenient for them. **Wellness your way.**

## Brand Position

In Ontario, young people are re-imagining mental health and wellness so that it works for them.

They are creating spaces for one another - one-stop-shops where they can walk in and get the support and guidance they need.

## Brand Voice

**Compassionate  
Stigma-Free  
Respectful  
Welcoming  
Collaborative  
Helpful**



# Brand Architecture



Youth Wellness Hubs Ontario was chosen as the name after a robust creation process which included input from youth as one of our internal stakeholders.

To ensure consistency of messaging, all hubs must follow the brand architecture guidelines. It is important that youth know what to expect wherever they see the YWHO brand.

---

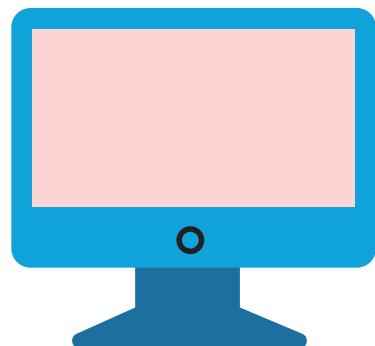
## Our brand should always be associated with

- **A primary focus on youth**
- **Consistency, safety and stability**
- **An emphasis on integration & wellness programs**
- **Being low barrier**
- **Equity and inclusion**

---

## Our brand should never be associated with

- **A sole focus on a specific program**
- **A referral required**
- **Cost**



# Our Logo



Find our logos in the **Logo Folder** of our brand directory in PNG, SVG, & .AI formats.

Our logo is a fresh, unique, and vibrant mark. Consistent and appropriate use of the logo is important to create awareness and recognition of Youth Wellness Hubs Ontario among youth, parents, service providers and the community at large.

The logo system is very flexible. It is available for use in a variety of lockups, backgrounds, languages and arrangements including special logo lockups for each hub to use.

Please use the guidelines on the following pages to ensure that our primary visual asset always stands out.

**youth**  
**wellness**  
**hubs**  
ONTARIO

**carrefours**  
**bien-être**  
**pour les jeunes**  
DE L'ONTARIO

# Logo Lockups

## Primary Logo

Our primary logo is used most, and should be used for all formal communications and marketing materials where the tagline is not necessary. The logo can be used in English, French or bilingual lockups.



## Tagline Logo

The tagline logo is an alternate version of our logo that displays the primary logo as well as the "Wellness Your Way" tagline in a spotlight holding shape in English and French.



## Hub Logos

Each of the youth wellness hubs will be provided with 4 versions of their hub logo. Each hub's name can be found in a spotlight holding shape in blue and green as well as in English and French.



## Simple Logo

Our brand icon can be used as the logo on applications where the audience is already well aware of what Youth Wellness Hubs Ontario is and is familiar with the acronym YWHO. It can be used in circumstances where the full logo will be too large, including social media profile images.



# Logo Lockups (continued)

## Primary Logo

Our primary logo is used most, and should be used for all formal communications and marketing materials where the tagline is not necessary. The logo can be used in English, French or Bilingual lockups.

A **dark mode** version of the logos is available for use on dark backgrounds or images!



## Tagline Logo

The tagline logo is an alternate version of our logo that displays the primary logo as well as the "Wellness Your Way" tagline in a spotlight holding shape in English and French.



## Simple Logo

Our brand icon can be used as the logo on applications where the audience is already well aware of what Youth Wellness Hubs Ontario is and is familiar with the acronym YWHO. It can be used in circumstances where the full logo will be too large, including social media profile images.



# Logo Spacing

It is essential for our logo to be seen far and wide with optimal clarity. It looks great big and small, but not too small. It's also important to make sure that the logo has space to breathe.

Use the following guidelines to make sure that the Youth Wellness Hubs brand always has a strong impact.

## Clear Zone

The clear zone may be used at times where the logo will appear with the logos of partner organizations or other design elements.

Whenever possible try to ensure that other design elements are placed outside of the clear zone. The height of 3-4 lowercase o's from the word "youth" in English or "carrefours" in French in all directions around the logo gives the logo space to breathe.



# Logo Sizing

## Minimum Size

Try to stay above the minimum size to make sure our logo is always clear and readable.

The same minimum size requirements also apply to the tagline and hubs logos.

				
2 inches 50.8 mm 144 pixels	0.5 inches 12.7 mm 36 pixels	1 inch 25.4 mm 72 pixels	0.3 inches 7.62 mm 22.4 pixels	

				
2 inches 50.8 mm 144 pixels	0.5 inches 12.7 mm 36 pixels	1 inch 25.4 mm 72 pixels	0.3 inches 7.62 mm 22.4 pixels	

	
1 inches 25.4 mm 72 pixels	1.5 inches 38.1 mm 108 pixels

## ✓ Logo Do's



Display full-colour logo on white

Display full-colour on light backgrounds



Display in dark mode on dark backgrounds

Display in dark mode on images

## ✗ Logo Don'ts



Rotate the logo

Adjust the proportions of logo elements



Adjust any of the logo fonts



Change the colours of the logo



Add drop shadows or other effects



Display the logo in any solid colour



Display the spotlight in colours other than blue or green



Display the primary logo on images

# Our Colours



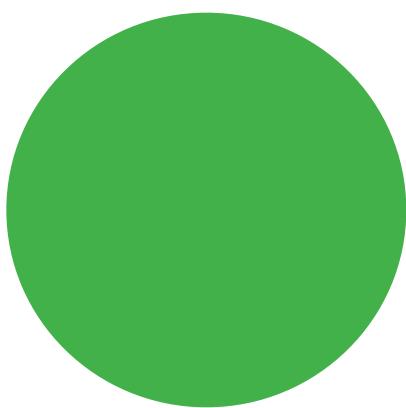
Our colour palette is dynamic, bright and diverse.

A range of hues compliment our primary blue and green to showcase the diversity of our services and the inclusive atmosphere at our hubs. Our secondary palette includes vibrant warm tones to round out the whole palette. We also use a range of skin tones in our illustrations to show the diversity of the youth we service and our inclusive environment.

---

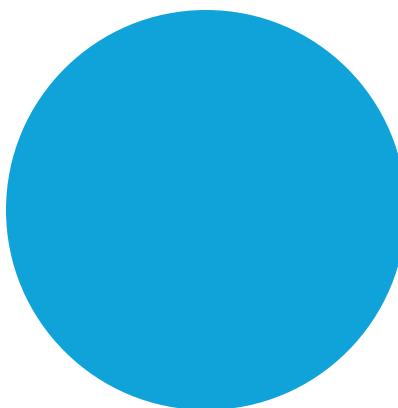
## Primary Palette

Our primary palette is predominantly used for our logos and guiding light accents.



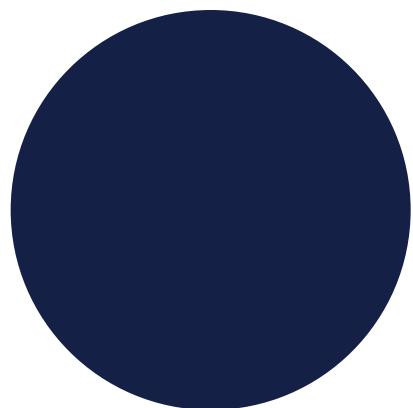
**YWHO Green**

**C 74 M 2 Y 100 K 0**  
**R 66 G 177 B 73**  
#42B149



**YWHO Blue**

**C 74 M 18 Y 2 K 0**  
**R 15 G 163 B 217**  
#0FA3D9



**YWHO Navy**

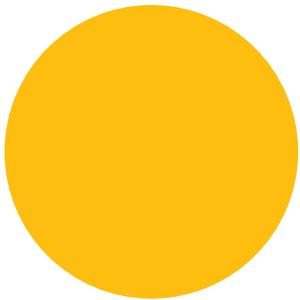
**C 100 M 92 Y 41 K 44**  
**R 21 G 32 B 70**  
#152046



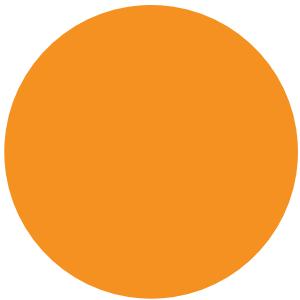
**CMYK** = print use.  
**RGB** = digital use.  
**#HEX** = web use.

## Secondary Palette

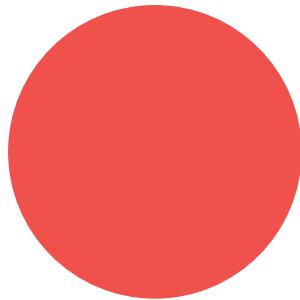
Our secondary colours are used in the icons and illustrations.



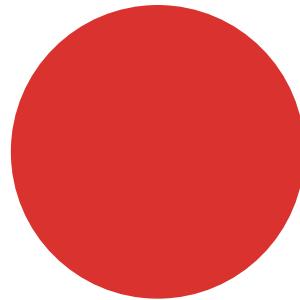
**Yellow**  
**C 0 M 27 Y 100 K 0**  
**R 254 G 190 B 16**  
**#FEBE10**



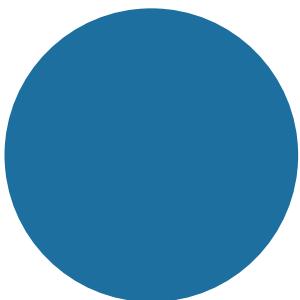
**Orange**  
**C 1 M 51 Y 99 K 0**  
**R 244 G 145 B 33**  
**#F49121**



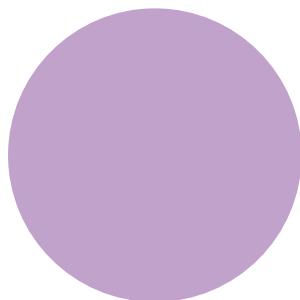
**Coral**  
**C 0 M 84 Y 70 K 0**  
**R 240 G 81 B 77**  
**#F0514D**



**Red**  
**C 9 M 95 Y 92 K 1**  
**R 217 G 50 B 47**  
**#D9322F**



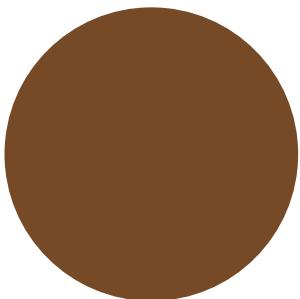
**Dark Blue**  
**C 88 M 52 Y 18 K 2**  
**R 28 G 111 B 159**  
**#1C6F9F**



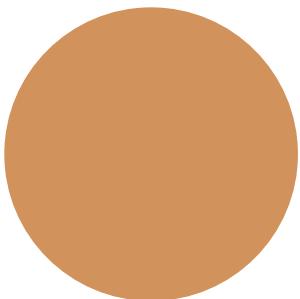
**Lilac**  
**C 23 M 38 Y 1 K 0**  
**R 193 G 162 B 202**  
**#C1A2CA**

## Neutral Palette

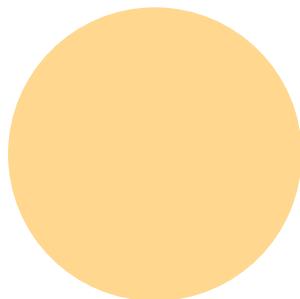
Our neutral palette consists of a diverse range of skin tones for our icons and illustrations.



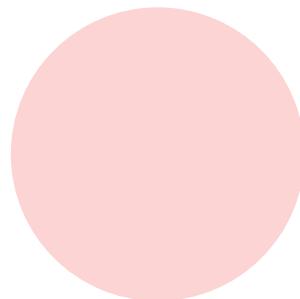
**Neutral 1**  
**C 38 M 67 Y 90 K 36**  
**R 118 G 74 B 39**  
**#764A27**



**Neutral 2**  
**C 17 M 46 Y 72 K 1**  
**R 209 G 146 B 91**  
**#D1925B**



**Neutral 3**  
**C 0 M 16 Y 50 K 0**  
**R 255 G 215 B 143**  
**#FFD78F**



**Neutral 4**  
**C 0 M 20 Y 9 K 0**  
**R 251 G 212 B 211**  
**#FBD4D3**

## Colour In Use

With the exception of icons and illustrations, which use our full palette, and the logo which uses our primary colours, navy and white are the colours we use as the backgrounds for our brand material. To maintain contrast and meet accessibility standards, **be sure to only use white text on navy backgrounds, and black or navy text on white backgrounds.**

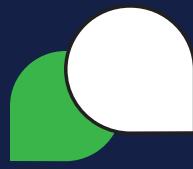
## This is a headline

This is small text



## This is a headline

This is small text



# Typography

You can get our fonts by downloading them from [Google Fonts](#) or our [Fonts Folder](#) in the brand directory.

Our typography system is clear, dynamic and full of personality. Like Youth Wellness Hubs Ontario, our typography sets an accessible and credible tone. Use the following guidelines to create a clear hierarchy and creative type system.

## Open Sans

Our typeface is called Open Sans, designed by Steve Matteson. Open Sans has a technical quality about it, and the shapes of the letterforms allow the typeface to connect well with topics such as wellness, healthcare and has a welcoming nature. Those details along with its simple and accessible nature, make it a great typeface for short or long pieces of text.

**Regular**  
**Bold**  
**Extrabold**



---

Open Sans Regular

ABCDEFGHIJKLM 1234567890

NOPQRSTUVWXYZ !@#%^&\*()>?<

abcdefghijklmn

opqrstuvwxyz



---

Open Sans Bold

ABCDEFGHIJKLM 1234567890

NOPQRSTUVWXYZ !@#%^&\*()>?<

abcdefghijklmn

opqrstuvwxyz



---

Open Sans Extrabold

ABCDEFGHIJKLM 1234567890

NOPQRSTUVWXYZ !@#%^&\*()>?<

abcdefghijklmn

opqrstuvwxyz



# Fonts & Suggested Sizing

## Heading 1

Open Sans Extrabold, 50 pt  
Vertical Space: 60 pt

## Introduction Text

Open Sans Regular, 14 pt  
Vertical Space: 25 pt

## Heading 2

Open Sans Bold, 32 pt  
Vertical Space: 38 pt

## Body Text

Open Sans Regular, 10-12 pt  
Vertical Space: 12-16 pt

## Heading 3

Open Sans Bold, 22 pt  
Vertical Space: 26 pt

## Call Out/ Quote

Open Sans Bold, 12 pt  
Vertical Space: 14 pt

## Details / Captions

Open Sans Regular, 10 pt  
Vertical Space: 12 pt

The text sizes shown here are for general materials of letter sized pages. Feel free to adjust the sizing and hierarchy proportionally for larger or smaller materials.

# Heading 1

Youth Wellness Hubs Ontario (YWHO) is an initiative that aims to bring the right services to youth (and their families) at the right time and in the right place.

## Heading 2

Youth Wellness Hubs Ontario (YWHO) is an initiative that aims to bring the right services to youth (and their families) at the right time and in the right place.

## This is a Heading 3

YWHO is a critical step toward improving Ontario's mental health and addiction services for youth and young adults.

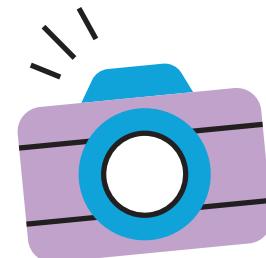
**"This is a testimonial from a Youth Wellness Hubs Ontario service provider"**

- Name Here

## Section Divider

<sup>1</sup> Providing rapid access to easily identifiable mental health and substance use services with walk-in, low-barrier services and clear service pathways.

# Graphic Elements



Youth Wellness Hubs Ontario uses a series of simple custom graphic elements to create a vibrant and consistent look across different applications. These graphic devices typically take the form of vector illustrations and holding shapes which are used to frame content.

It is important to consider that promotional material aligns with real life YWHO Hub offerings. For example, if we are using images like the pride flag in promotions there should be something available for 2SLGBTQ+ youth when they come

to the YWHO site. What we indicate in promotions and images should line up with what is available when a young person comes through YWHO's 'doors'. This alignment and transparency is essential to building trust with youth.

Find graphic elements in the **Graphic Elements** folder of our brand directory. Use **.SVG** files for vector-based applications that require scalability. Use **.PNG** files if you require a transparent background.



# Graphic Elements

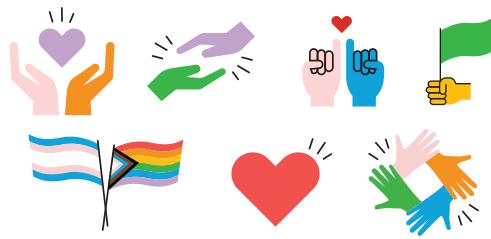
## Icons

Icons are an engaging and dynamic way to add a playful twist to applications. These icons can be used throughout the Youth Wellness Hub Ontario branded materials.

- ✓ Only display the icons in the colors that they are provided in.
- ✓ Icons should always be small enough so that they do not distract from key messages.
- ✓ Try to match the icons to the content you are working with.
- ✗ Do not flip or rotate the icons.
- ✗ Avoid adding effects such as shadows or gradients.



Activities & Communication



Support & Acceptance



Wellness

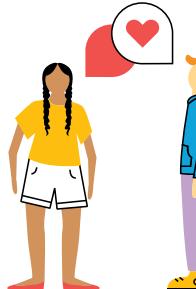
## Value Illustrations

Another important component of the Youth Wellness Hubs Ontario brand are the value illustrations. Bringing youth to the forefront, these illustrations display support and care in their gestures, allowing them to portray the values of YWHO.

- ✓ Only display the illustrations in the colors that they are provided in and on light backgrounds.
- ✓ Use one illustration per page or per application.
- ✓ Try to match the illustrations to other icons and to the content you are working with.
- ✓ Illustrations should only be included if they can be demonstrated by YWHO and the sites it is used by.
- ✗ Do not flip or rotate the illustrations.
- ✗ Avoid adding effects such as shadows or gradients.



Youth-Driven



We All Matter



Stigma Stops Here



All-In-One



Nothing About Us Without Us



Safe Space

Make the icons your own! Use our colours and simple shapes and styles to create new icons that represent your hub and young people in your area!



## Guiding Lights

Taking inspiration from the logo holding shapes, guiding light elements can be used to shed a light on Youth Wellness Hubs Ontario's values. Used in light or dark backgrounds, the spotlights can hold icons, photos or words within them to create engaging and dynamic compositions.

- ✓ Only display the guiding lights in blue or green with white or navy circles.
- ✓ Use 1-2 guiding lights maximum per application.
- ✓ When using two guiding lights, ensure the bottom one is larger than the top one.
- ✓ When using two guiding lights ensure they are different colours.
- ✓ Resize and rotate the guiding lights to best fit your composition.
- ✓ Ensure the guiding lights are always bleeding off the right side of the page.
- ✓ Guiding lights can hold images or icons.
- ✗ Do not place text in the guiding lights.
- ✗ Avoid adding effects such as shadows or gradients.
- ✗ Avoid placing the guiding lights on the left side of the canvas.

 **Dark mode icons** are available in the Icons folder for placing on navy guiding light circles!



 Navy circle spotlights go on white backgrounds while white circle spotlights go on navy backgrounds.



# Using Graphic Elements

The graphic elements can be mixed and matched in a multitude of ways. Here are some easy rules to follow to create simple yet striking compositions with the Youth Wellness Hubs Ontario graphic elements.

- ✓ Use a combination of icons, illustrations, spotlights, images and text.
- ✓ Try to use either illustrations or images.
- ✓ Use at least 1 icon, or at most 5 icons per canvas.
- ✓ Follow type hierarchy guidelines to showcase the most important information in an eye catching way.
- ✓ Use white or navy as background colours.
- ✓ Place images in spotlight circles.
- ✓ Have fun with it!

## Mental Health Week

Name it, don't numb it!



wellness  
your way  
**youth  
wellness  
hubs**  
ONTARIO



## Call for Volunteers!

Visit [youthhubs.ca](http://youthhubs.ca) for more info on how to sign up!



The Studio Presents...

## Movie Mondays!

Pride Edition



Monday,  
June 23 @ 8pm  
Main Hall

wellness  
your way  
**youth  
wellness  
hubs**  
ONTARIO



# Photography

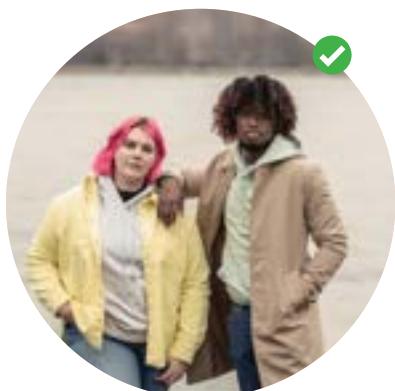
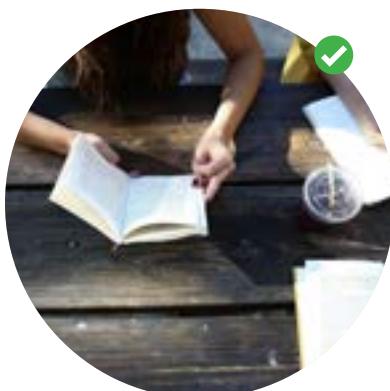
While we mainly rely on our illustrations for visual effect, we appreciate the use of photographs when appropriate. Our photographs capture our young people in action and showcase our diverse service offerings.



Find a collection of approved photos in the **Photo Folder** of our brand directory in JPEG format.

## Photo Guidelines

- ✓ Photographs should be cropped full bleed, clear and sharp with natural lights and shadows.
- ✓ Any text should be placed with high contrast for legibility. To improve contrast consider adding a black overlay over the image.
- ✓ Every photo should emphasize young people. Other elements in the photo should not distract from them.
- ✓ Human subjects should be diverse, inclusive, and positive (This includes racial diversity, gender diversity, diverse abilities and neurodiversity).
- ✓ Show close up details of actions and services.
- ✓ Images should feel authentic, and should express optimism and hope to align with the guiding light that YWHO is.
- ✗ Avoid using photo filters or overly stylized images.
- ✗ Avoid overly set up shots that look too "stock image" like.



# Find the Files You Need



All of the brand files are located in the Youth Wellness Hubs Ontario Brand Assets folder in Dropbox. Use this directory to find them.

---

## File Types

Most files are available in a variety of formats. Use this guide to determine which file format to use.

### SVG

SVG files are vector files which can be scaled to any size without becoming pixelated. These files can be opened and edited in Adobe Illustrator or Photoshop.

### AI

AI files are vector files which can be scaled to any size without becoming pixelated. These files can be opened and edited in Adobe Illustrator or Photoshop.

### PNG

PNG files are raster files which are ideal for use in digital environments such as social media graphics or on the web. These files can be used in the Adobe Creative Suite or other graphics programs. PNG files take advantage of transparent backgrounds. PNG's can be scaled to a point, after which they become pixelated.

### JPEG

JPEG files are raster files which are ideal for use in digital environments such as social media graphics or on the web. These files can be used in the Adobe Creative Suite or other graphics programs. JPEG's can be scaled to a point, after which they become pixelated.

NOTE: When an EPS file is requested, an SVG or AI file may be sent in its place.



# File Directory



## Branded Templates

### Pathway

Youth Wellness Hubs Ontario Brand Directory >  
Branded Templates

All the branded templates are available as editable PDFs.  
Design oriented templates are available as InDesign files,  
while everyday use templates are available as Microsoft  
Suite Templates.

**Brochure / Business Card / Envelope / Folder /  
Letterhead / Powerpoint Presentation**

## Fonts

### Pathway

Youth Wellness Hubs Ontario Brand  
Directory > Fonts

The Youth Wellness Hubs Ontario fonts are available  
and can also be downloaded from the internet.

**Open Sans** - <https://fonts.google.com/specimen/Open+Sans>

## Graphic Elements

### Pathway

Youth Wellness Hubs Ontario Brand Directory >  
Graphic Elements

All the graphic elements are available as an Adobe  
Illustrator working file and in multiple ready-to-use  
formats.

**Guiding Lights / Icons / Illustrations**

## Logos

### Pathway

Youth Wellness Hubs Ontario Brand  
Directory > Logos

The Youth Wellness Hubs Ontario Logos are available in  
the following arrangements in our multiple variations.

**Hubs / Primary / Simple / Tagline**



# It's Your Turn!

# Design Away.

