

**APATHY
IS BORING**

BRAND GUIDE



HEY!

On the following pages you'll find a guide that represents how our brand looks on the outside and influences how we show up in our every day messaging.

Our goal is to *support, educate* and *motivate youth* to be *active, contributing members* in Canada's democracy.

Our vision is a Canada where every young Canadian is an active citizen, and youth are engaged in all aspects of the democratic process.

This is more than just voting.

It is about setting up youth to find their lane for engagement and ultimately, take charge of the conditions they live in.

LOGO

**APATHY
ISBORING**

Primary [Full]

APATHY is BORING

Secondary [Full]



The primary logo consists of a large, bold, black capital letter 'A' positioned above the letters 'ISB'. The 'A' is significantly larger than the 'ISB', which are in a bold, sans-serif font. The 'I' and 'S' are connected, and the 'B' is positioned to the right of the 'S'.

Primary [Short]



The secondary logo consists of the letters 'AISB' in a bold, sans-serif font. The 'A' is significantly larger than the 'ISB', which are in a bold, sans-serif font. The 'I' and 'S' are connected, and the 'B' is positioned to the right of the 'S'.

Secondary [Short]

**L'APATHIE
C'EST PLATE**

Primary [Full]

L'APATHIE C'EST PLATE

Secondary [Full]

COLOUR VARIATIONS

Feature the bold icon against a backdrop of our colours. This captures attention and also shows exactly where each design is coming from.

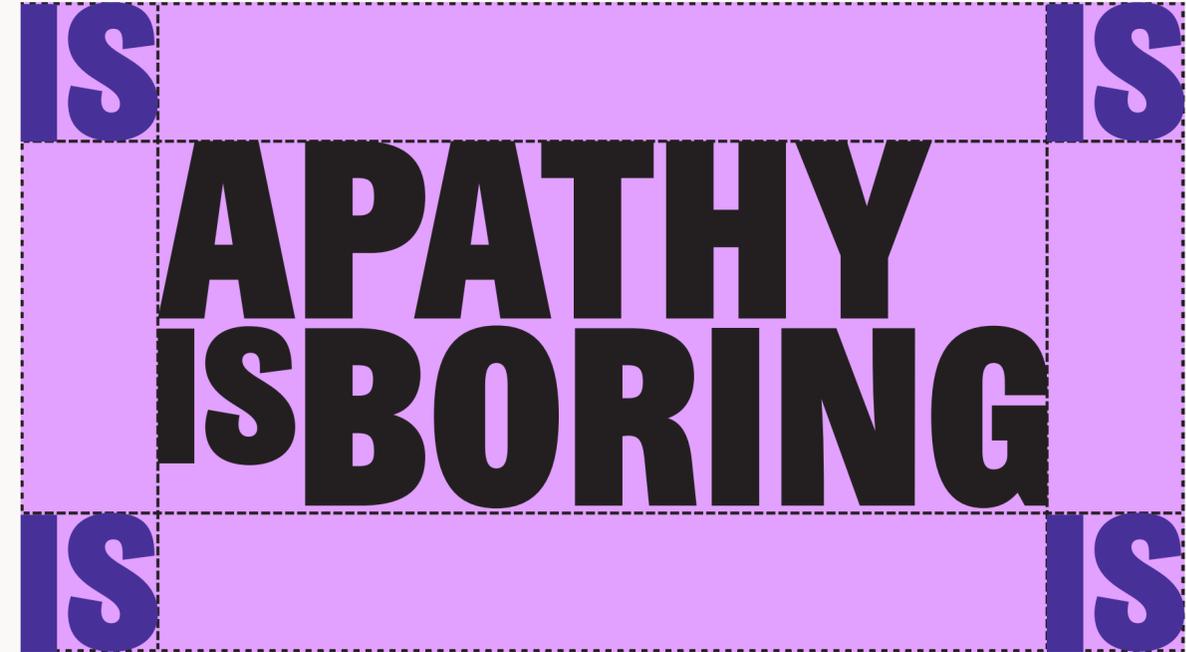


CLEAR SPACE & MINIMUM SIZE

For accessibility and clarity, make sure a standard clear space is used when placing elements around the logos.

Additionally, these minimums are to ensure legibility and visual performance. The logos shouldn't appear smaller than the sizes specified here.

For all logos [wordmarks and icons] the clear space should be equal to height of the "IS".



Minimum Height [Primary]	Minimum Height [One-Line]
<p>APATHY isBORING A isB</p> <p>Digital: 30px Print: 8mm</p>	<p>APATHYisBORING AisB</p> <p>Digital: 20px Print: 5mm</p>

DON'T DO THESE THINGS

In order to preserve the look and feel of the brand, avoid misusing our logo in any of these ways!



Don't squash, stretch, skew or distort the logo in any way.



Don't rotate or flip the logo.



Don't change elements' position or scale individual elements.



Don't replace the colours or alternate colours within the logo.



Don't reproduce the logo a low resolution.



Don't alter the letters, proportion or spacing.



Don't alter the transparency or add any effects for emphasis.



Don't place the logo on a background that would be low contrast.

COLOUR

PRIMARY

Our primary colours are bold, bright and powerful, they leverage the dynamic personality of our brand.

These colours are designed to be eye-catching, and create a feeling of energy and excitement.

Lavender

Pantone 2562 C

HEX: #E2A0FF
 RGB: 226 160 255
 CMYK: 11 37 0 0

Lemon

Pantone 107 C

HEX: #FFDD2A
 RGB: 255 221 42
 CMYK: 0 13 84 0

Dark

Pantone Neutral Black C

HEX: #231F20
 RGB: 35 31 32
 CMYK: 0 11 9 86

Light

Pantone P 1-1 U

HEX: #FAF9F7
 RGB: 250 249 247
 CMYK: 0 0 12

SECONDARY

Our secondary colours compliment and enhance the primary palette.

Incorporating these tones, inspired by our diverse communities we can bring a more rounded tone to the overall look and feel.

Pear

Pantone 583 C

HEX: #B4C616
 RGB: 180 198 22
 CMYK: 9 0 89 22

Plum

Pantone 7421 C

HEX: #450000
 RGB: 69 0 0
 CMYK: 7 100 35 64

Grape

Pantone 7672 C

HEX: #473198
 RGB: 71 49 152
 CMYK: 53 68 0 40

Mint

Pantone 3305 C

HEX: #024238
 RGB: 2 66 56
 CMYK: 97 0 15 74

COLOUR USAGE

If you plan to use type on colour it's super important to ensure that we are adhering to the colour contrast accessibility standards.

All combinations [shown by the dots] pass AA contrast ratios for small and large text sizes.

The image displays seven color swatches, each with a label and four dots representing text contrast combinations. To the left are two reference boxes: 'Light' (white background) and 'Dark' (black background). Each reference box contains four dots in different colors: black, purple, red, and green in the 'Light' box; and white, lime green, yellow, and pink in the 'Dark' box.

Color	Dot 1	Dot 2	Dot 3	Dot 4
Light	Black	Purple	Red	Green
Dark	White	Lime Green	Yellow	Pink
Lemon	Black	Red	Green	Purple
Lavender	Black	Red	Green	Purple
Pear	Black	Red	Green	Purple
Plum	White	Lime Green	Yellow	Pink
Mint	White	Lime Green	Yellow	Pink
Grape	White	Lime Green	Yellow	Pink



TYPE



RINGOLD

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + - ? / “ [] : ; ~ .

Usage:

Major Titles, Headlines, Short Phrases
Should be used in larger sizes. Use discretion.

Weight: One option “Sans”. All Caps
Minimum Size: 8pt / Use discretion.

P22 Mackinac Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + - ? / “ [] : ; ~ .

Medium *Medium Italic* **Bold** ***Bold Italic***

Usage:

Headlines, Body Copy, Quotes, Captions.
Use discretion.

Weight: Medium & Medium Italic, Bold & Bold Italic
Minimum Size: 6pt / Use discretion.

How to Scale:

When using **Inter** and **P22 Mackinac Pro** in the same sentence
follow this formula in order for them to be equal size:

(pt size of **Inter**) / (96.7%) = pt size of **P22 Mackinac Pro**

Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + - ? / " [] : ; ~ .

Regular *Regular Italic* **Bold** ***Bold Italic***

Usage:

Body Copy, Quotes, Captions. Use discretion.

Weight: Regular & Regular Italic, Bold & Bold Italic
Minimum Size: 6pt / Use discretion.

How to Scale:

When using **Inter** and **P22 Mackinac Pro** in the same sentence follow this formula in order for them to be equal size:

(pt size of **P22 Mackinac Pro**) x (**96.7%**) = pt size of **Inter**

HEADER



GET INVOLVED IN POLITICS.

CAPTION



Join your *community* in action.

SUBHEAD



GET INVOLVED, BECAUSE APATHY IS BORING

BODY



Apathy is Boring (A is B) is a Canadian, *non-partisan* and youth-led.

A charitable organization that supports and educates youth to be active and contributing citizens in Canada's democracy.

EXAMPLES



8.
**CONNECTING
TOMORROW'S
CHANGE MAKERS**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit amet.

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET



ASK THE QUESTION

WHAT'S THE WORLD FOR
IF YOU CAN'T MAKE IT UP
THE WAY YOU WANT IT?

AisB

APATHY
isBORING

LOREM IPSUM
DOLOR SIT AMET
Lorem ipsum dolor sit amet.

**GO VOTE
GO VOTE
GO VOTE
GO VOTE**



APATHYisBORING

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET



Become a

**CHANGE!
MAKER!**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit amet.



A
ISB



MAKE
the **WORLD**
yours.

LOREM IPSUM
DOLOR SIT AMET
What's the world for if you can't
make it up the way you want it?

**GET
INVOLVED**

LOREM IPSUM
DOLOR SIT AMET
What's the world for if you can't
make it up the way you want it?

APATHY *is* BORING



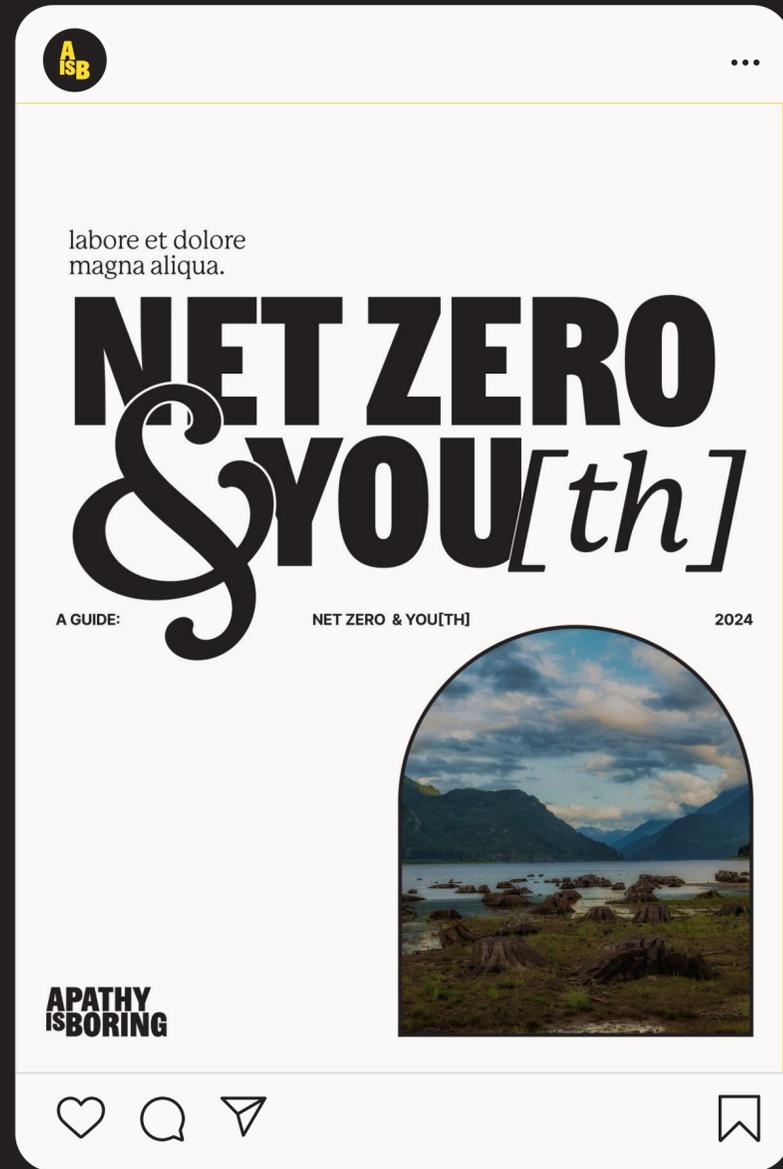
**GET
INVOLVED**

LOREM IPSUM
DOLOR SIT AMET
Lorem ipsum dolor sit amet.



What's the world for if you can't make it up the way you want it?

A
ISB



**L'APATHIE
C'EST PLATE**

