

**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
IS BORING**

Primary [Full]

APATHY_{is} BORING

Secondary [Full]

AisB

English

L'AisB

French

**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.



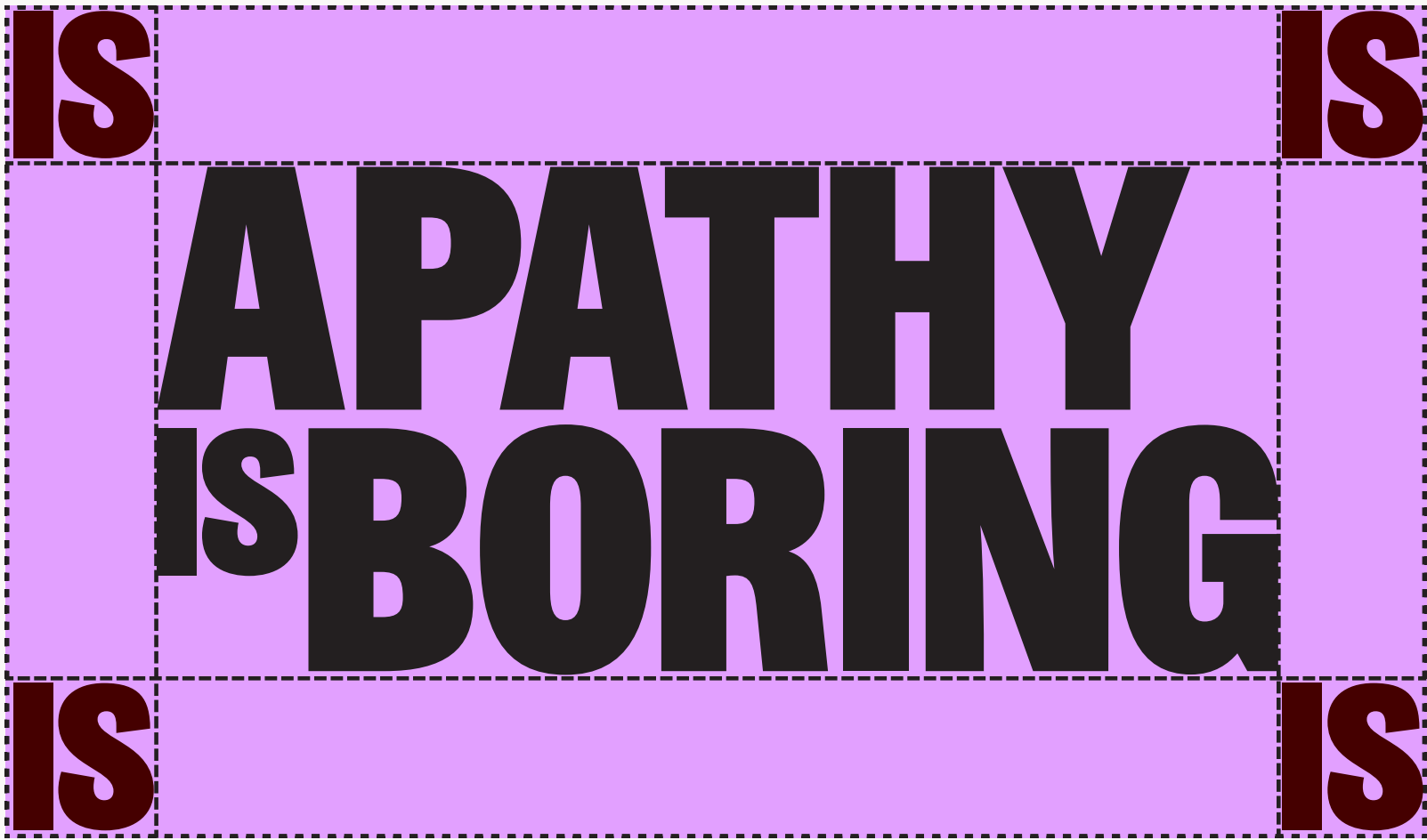
TRY TO AVOID USING THE TERTIARY COLOURS AS LOGO COLOUR WAYS.

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 icon] the clear space should be equal to height of the "IS".



Minimum Height [Primary]	Minimum Height [One-Line]
APATHY IS BORING L'APATHIE C'EST PLATE Digital: 30px Print: 8mm	APATHYisBORING AisB Digital: 20px Print: 5mm

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.

WISB

COLOUR

PALLETE

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

Lemon

Pantone 107 C

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

Lavender

Pantone 2562 C

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

Light

Pantone P 1-1 U

HEX: #FAF9F7
RGB: 250 249 247
CMYK: 0 0 1 2

Plum

Pantone 7421 C

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

Dark

Pantone Neutral Black C

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

Pear

Pantone 583 C

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

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.

PRIMARY

Light

Dark

Lemon

Lavender

SECONDARY

Plum

Mint

TERTIARY

Pear

Grape

COLOUR - USAGE

12



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.

ALLS

EXAMPLES

AisB



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
is BORING

LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet.

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.



AisB



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

APATHY_{is}BORING

LOREM IPSUM
DOLOR SIT AMET

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



GET
INVOLVED

AisB

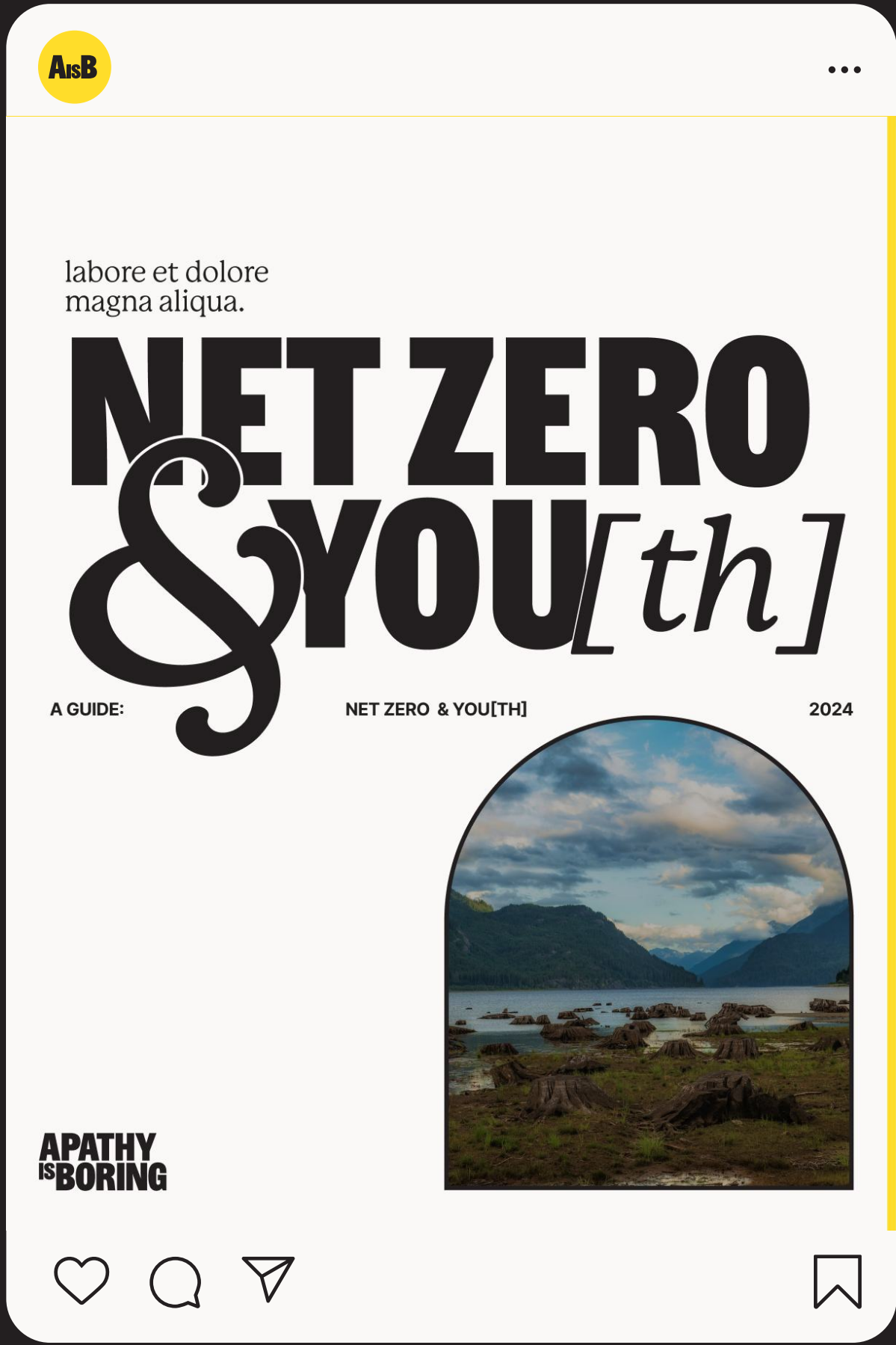


LOREM IPSUM
DOLOR SIT AMET

Lorem ipsum dolor sit amet.

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

AIS



**L'APATHIE
C'EST PLATE**

