IMPROVE**CARE**NOW
Community Branding Guide

ICN Logos + Icons

ImproveCareNow Horizontal Logo w/ TM
* use trademark symbol on the first instance of ICN logo

ImproveCareNow Vertical Logo w/ TM
* use trademark symbol on the first instance of ICN logo

ICN Word Cloud Heart Icon

ICN Coproduction Icon

ICN CIRCLE Community Icon

ICN LOOP Blog Icon

ICN PAC Logo
Patient Advisory Council

ICN SWAP Group Logo
Social Workers & Psychologists

ICN PFAC Logo Variations
Parent / Family Advisory Council

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ICN Color Palette

NOTE: the ImproveCareNow brand includes four main colors, plus white & black. Transparency can be applied to augment any ICN brand color.

hexadecimal #00aeef
R0 **G**174 **B**239

hexadecimal #39b54a
R57 **G**181 **B**74

hexadecimal #026333
R2 **G**99 **B**51

hexadecimal #414142
R65 **G**65 **B**66

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ICN Canva Fonts

Fonts in the **Open Sans** family are our standard font for use in Canva (canva.com)

Large Heading
SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna.

Accent Font = Yellowtail (or similar handwriting font)

Other ICN Fonts

Calibri & **Arial** are approved standard fonts for use in other programs (i.e., Word, Publisher, etc.)

Freestyle Script & **Calibri Light** are approved as accent fonts for use with the ICN brand.

| Calibri |
| Arial |

| Calibri Light |
| *Freestyle Script* |

Note that ImproveCareNow is spelled WITHOUT spaces: you are free to use the abbreviation "ICN" after the first instance of the fully spelled out name (e.g., "ImproveCareNow (ICN)")

ICN Resource Disclaimer

This approved disclaimer must be included on all toolkits & resources available to the public:

This document was created by members of the ImproveCareNow Community. Do not rely on the information in these documents or resources to diagnose or treat any health condition. This information does not constitute medical advice and is not intended to be a substitute for professional medical advice, diagnosis, or treatment.

Disclaimers posted at http://improvecarenow.org/icn_tools_disclaimer apply to this document.

* substitutes for "document" include appropriate terms describing the project, such as: resource, web-tool, webpage

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