

BRAND GUIDE

WELCOME!

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MOOD BOARD

Bright

Joyousness

Light

The *inspiration* for Little Mountain Neighbourhood House is **bright** and **light** with a touch of **Joyousness**. It's **clean and minimal**, with a subtle hint of darker shades of primary colours reflecting our neighbourhood's diversity.

While the brand's typical theme deals with **supporting families** and **new community members** of the community, there is an overall message for everyone. So the tone of the brand should facilitate a sense of **openness, empathy** and **positive reflection**.



Little Mountain Neighbourhood House offers free* counselling or art therapy



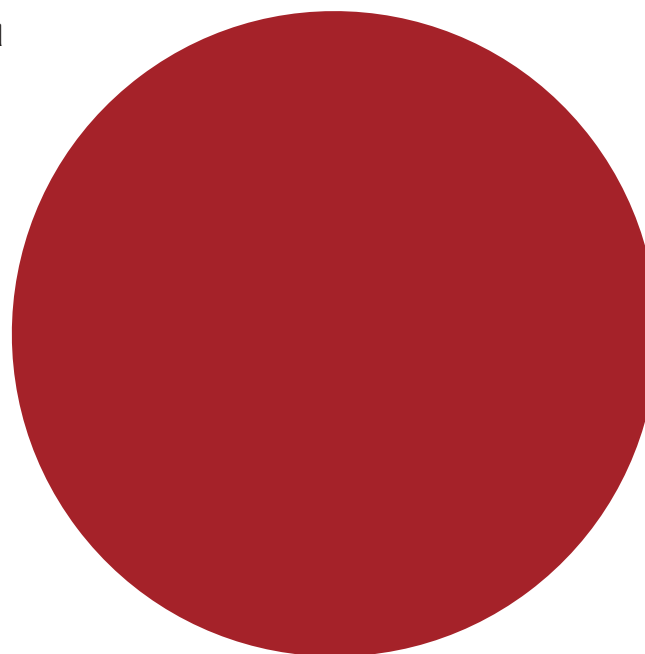
- *with membership (\$10)
 - *Sessions are done by intern counsellors
 - *registration required
 - *sessions done virtually
- more info:
lynette_vonoelffen@lmnhs.bc.ca
or call 236-862-2903



COLOR PALLETE

The primary color are key indicator of the whole LMNH and Youth Mental Health_LMNH brand design. Blood red and Black is often use for the bigger elemetns while grey and white is use as supporting colors that can be use for typography and design elemets.

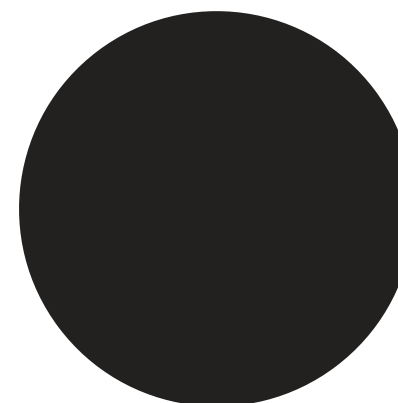
Blood Red



#a62229

C-24
M-98
Y-92
K-17

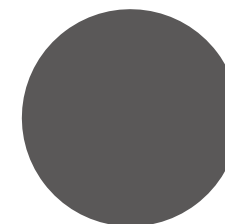
Mutt Black



#242121

C-70
M-67
Y-65
K-73

Grey



#5b5858

C-62
M-56
Y-54
K-29

LOGO FORMATS

The Primary (Stacked) Logo

This is the preferred presentation of the Little Mountain Neighbourhood House Logo. The Primary or Stacked treatment should be used in all possible cases.



The Secondary (Linear) Logo

Here the icon and wordmark are arranged side-by-side, in a linear format. The Secondary or Linear treatment of the logo may be used only when the height of the logo is restricted and a more horizontal design is necessary.



TYPOGRAPHY

Amino Family Typeface:

Heading : Amino-Alt (OTF) Regular- 3

Sub Heading: Amino (TT) Regular- 13

Body Text: Amino (TT) Regular- 5

Footer note: Amino (TT) Regular- 12

ICONS USAGE

The LMNH and YMH_LMNH icon may be used under the following requirements and uses described under this document:

Do not alter the LMNH icon in any way, including the colour, dimension and size.

Ensure the LMNH icon stands out from the surroundings text or background and is legible.

If, when using the LMNH icon or other brand assets as permitted, you include a trademark credit to give notice of your trademarks or other third party trademarks, add the following: "All other trademarks are the property of their respective owners."



**LITTLE MOUNTAIN
NEIGHBOURHOOD HOUSE**
NEIGHBOUR HELPING NEIGHBOUR

Logo



Icon

POSITIONING

The LMNH icon on the top right is our primary logo colorway, and it should be used with Black, White and duo-toned photography. The icon in the middle is the primary logo for our Youth Mental Health platform. The icon in the bottom right corner. Do not alter the LMNH icon in any way, including the colour, dimension and size.

****Please Note:** The LMNH Blood Red logo and the YMH_LMNH Black logo should only be used on a black or white background. For any other background, you should use the white logo for both the LMNH and YMH_LMNH.

- The primary logo should be used on a light coloured background.
- The white logo should be used on a dark coloured background.

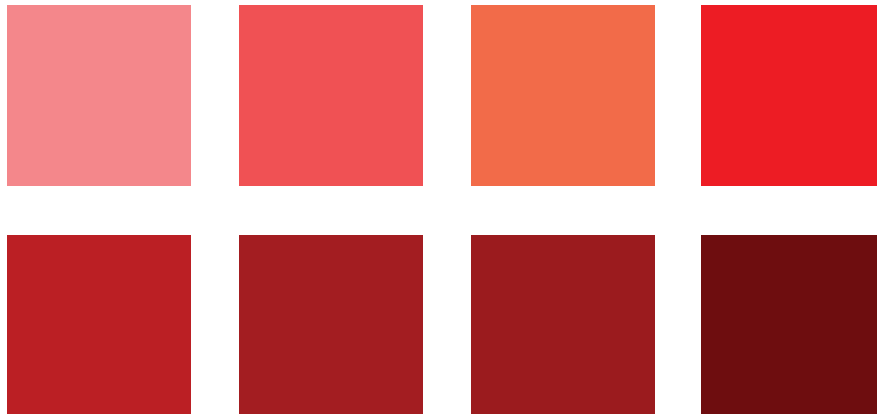


ICONS FOR PROGRAMS

LMNHS House Icon



#a4232a



Product icons are the visual expression of a brand and product, including its services and tools. While each icon is visually distinct, all product icons for a brand should be unified through concept and execution.

This icon can be used for maps or any other digital format materials to indicate the house's location.

Colour Palette

It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

ICONS FOR PROGRAMS

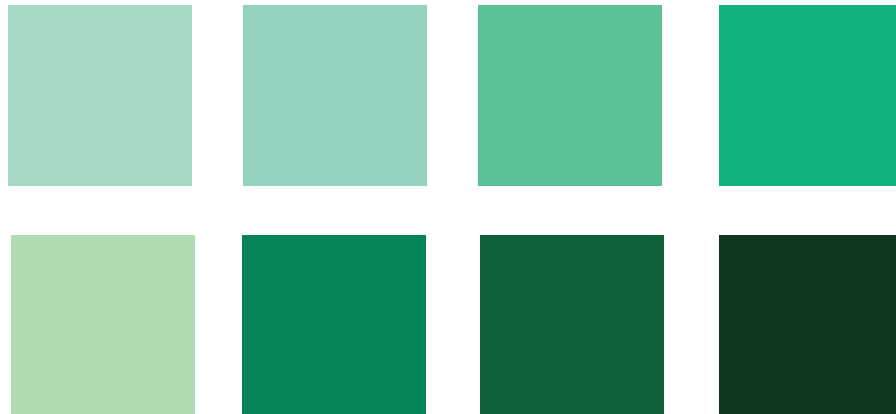
Food Distribution Program Icon



#45bd92

These guidelines are a starting point to ensure that our product icon colours and key elements reflect our brand identity.

Use this icon for any use regarding the food distribution program necessary.



Colour Palette

It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

ICONS FOR PROGRAMS

LINC Program Icon



#89c444

Each logo has a specific colour; make sure you use the right colour to match the brand guide. To make sure our icon is legible and maintains its integrity, keep the area surrounding it free of other elements. The minimum clear space is half the width of the icon.



Colour Palette

It is permissible to use the following colours in any combination of text, geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

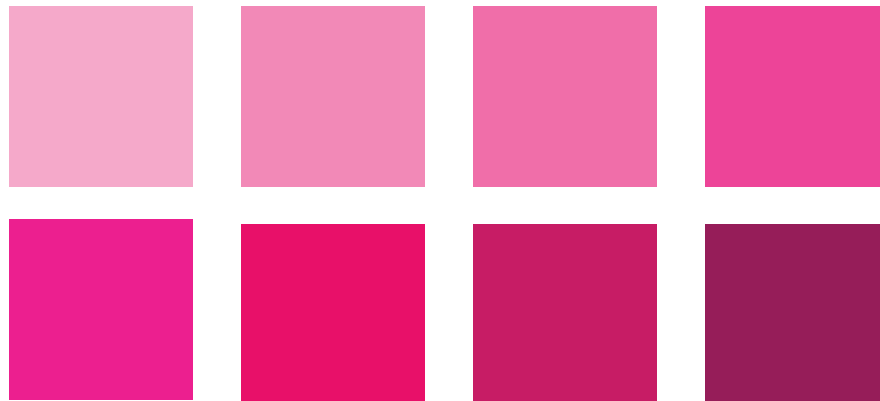
ICONS FOR PROGRAMS

Family Resources Program Icon



#ed3588

All the different program icons should not be used in advertisements unless expressly approved by the marketing members.



Colour Palette

It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

ICONS FOR PROGRAMS

Child & Youth Program Icon



#157dba

To achieve a good definition, the icon must contrast with any background colour. To maintain visual integrity, depict the name in either black or white or use a colour from the following colour palette.



Colour Palette

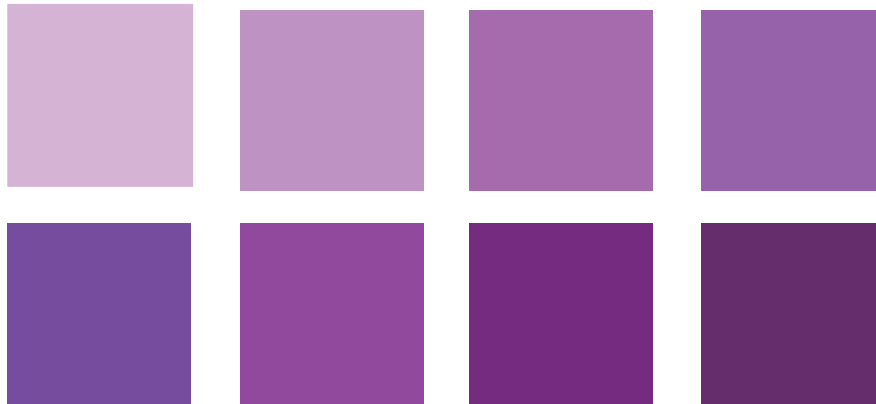
It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

ICONS FOR PROGRAMS

Childcare Program Icon



#904a9d



No icon may be recreated, deleted, cropped, or reconfigured. All icon is provided as PNG file.

The icons may be reproduced directly from the digital file. It should never be reproduced from previously printed/published materials.

Colour Palette

It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

ICONS FOR PROGRAMS

Seniors Program Icon



#ffc34

We want to protect our logo, so follow the guidelines outlined in our brand policies. Do not modify or distort our logo. Do you have questions about how to use our logo or other brand features properly? Please email us at infobrand@lmnhs.bc.ca.



Colour Palette

It is permissible to use the following colours in any combination of text geometric shapes and other graphical elements to create any digital materials such as posters, banners, leaflets etc.

USE OF LOGO/ICON

AVOID



Avoid making an icon larger than the headline on a poster. Be consistent with the size on all material except if mention otherwise.

For any other cases, please contact infobrand@lmnhs.bc.ca.

Newcomers to Zoom Sessions - A virtual space fit with others, & learn new things.

For more info & to register

Little Mountain N
3981 Main St. Van
604.879.710



Avoid changing the logo. Use only the files that are on supplied logo folder.

Join us for **FREE Citizenship E**
Via ZOOM
We will study the "Discover Can
prepare for the citizen
Sept 30 , Oct 07, 14, 21 , 2
(6) Wednesdays 5:00

Requirements: Permanent residents ; at l
applied for citizenship or ready to file an
****** Childminding available with advance notice**
Please register : Alma 604 879-7104 alma_
Arely arely.rodriguez@lmr



Avoid stretching or any distortion of the logo proportions.



Transitions Art Therapy Workshop
For Middle Eastern Women
And Physical Literacy for their Children



Avoid using the secondary logo on social media posters. Use icon instead.

TO REGISTER CONTACT SILVA AT 604-879-7104 EXT 320
CELL 206-962-5195
EMAIL: SILVA.ABOKHARI@LMNHS.BC.CA
NUMBER OF PARTICIPANTS IS LIMITED TO 15 WOMEN
THE RECEIVING RESIDENTS WILL BE READY TO BE PICKED UP ON
WEDNESDAY, FROM LITTLE MOUNTAIN NEIGHBOURHOOD
HOUSE FOR THOSE WHO REGISTER

برامج الطبخ المجتمعية لتعليم مجموعات
صغيرة من نساء الشرق الأوسط كيفية
طهي وصفات جديدة عبر
الانترنت

مدة البرنامج ٩-١١:٣٠ - ٣٠ كانون الثاني ٢٠٢١
يقصّر عدد المشاركين إلى ١٥
التسجيل الرجاء اتصالوا مسبقا للحصول على معرف الاجتماع ورمز
الوصول
ون مكموات الوصفة جاهزة للاستخدام أيام الأزمات للأشخاص الذين
لقدوا بالتسجيل

LITTLE MOUNTAIN
NEIGHBOURHOOD HOUSE
3981 Main Street, Vancouver 11000

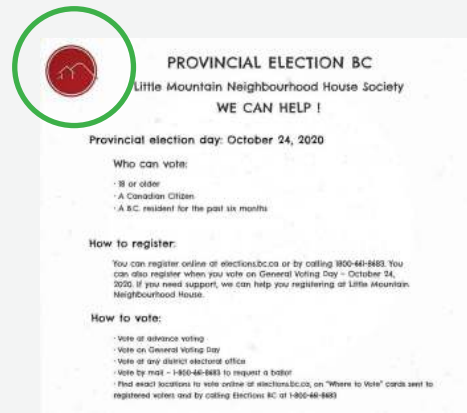
Avoid using the Primary logo on posters made for digital marketing.

GRAPHIC VARIATION



It is important to be consistent with the LMNH brand logo/icon.

Do not put the logo/icon anywhere other than the position mentioned in the document



The only place it is permitted to place the LMNH logo/icon is either on the left-right corner or the bottom left corner of the page.

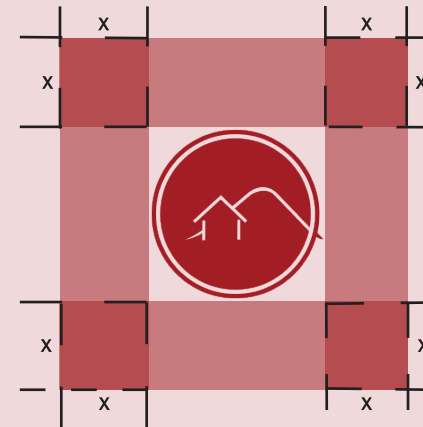
SCALING

Minimum clear space

The minimum clear space around the signature is equal to one-half the height of the Apple logo, measured from the top of the leaf to the lower edge. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size

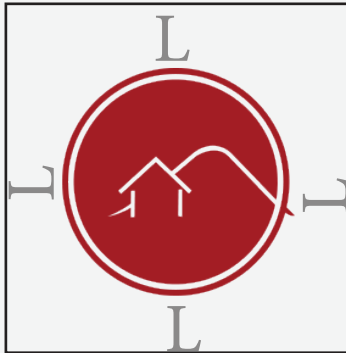
The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible. Make sure the Apple channel signature is smaller than your store or company identity.



MOCK UPS



Minimum Size 12.3 mm or 46.4 pixels.



For the minimum performance, it is recommended that the minimum size for the reproduction of the artwork be 12 mm across. This roughly equates to 46 pixels.

To protect the integrity of the LMNH brand and achieve maximum recognition, it is essential to assist graphics elements or another company logo not to be in direct contact with the LMNH logo artwork. Imagine a container around the artwork; any other element should be at least 'L's width away from the logo.

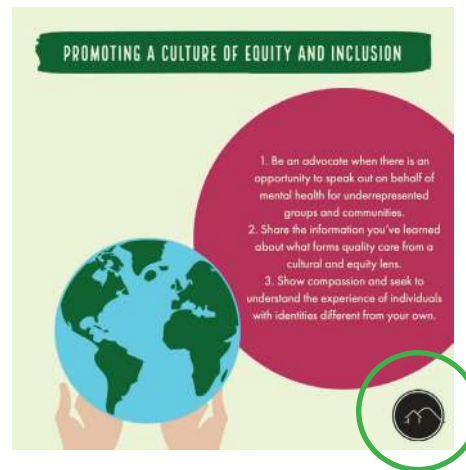
***YOUTH MENTAL
HEALTH_GUIDE***

GRAPHIC VARIATION



It is not okay to put the logo anywhere but the placement mentioned below.

The placement of the logo in posters, banner or any other marketing material is important for the organization's brand.



The only two place the YMH_LMNH icon should be placed is on top Left-hand corner of the page or bottom of the page.

THE END