

Brand Style Guide

Brand Introduction
Cooperatively-run
non-profit social media
for Canadians.

Values
Inclusivity
Community
Reliability

Mission
To create a new kind
of online community
in Canada.

Contact Information

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Logo Usage



Logo captures the collaborative essence by showcasing individuals paddling together, symbolizing progress and the cooperative spirit central to the organization.



Typeface & Typography

Nunito Bold

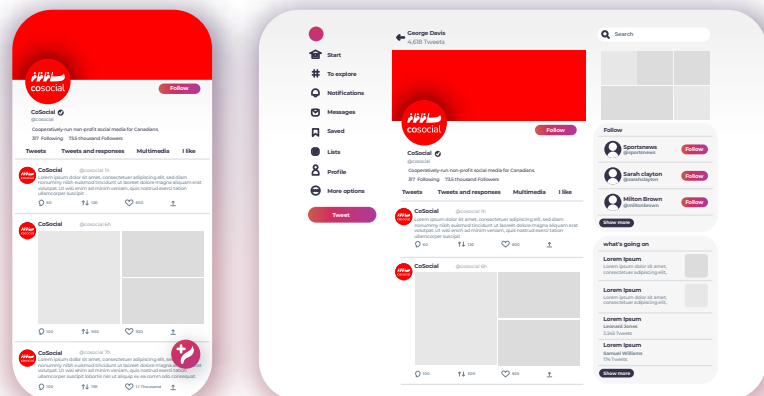
Nunito Medium

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Usage Examples



Colour Palettes



Canadian Red
#FE0000
RGB 254, 0, 0
CMYK 0, 100, 100, 0



Cool Grey
#2A3442
RGB 42, 52, 66
CMYK 82, 70, 51, 49

Colour Usage



Red takes the top spot in the color hierarchy for CoSocial's branding. It's crucial for conveying the essence of the organization, representing Canadian nature, impact, and energy. Primarily used for graphic elements.

Grey signifies the seriousness of the cause and complements the vibrant warmth of red. It serves as a supporting element to balance the overall visual impact. Primarily used for copy.

Logo Variants



Social Avatars

For "social" avatars requiring a square 1:1 crop, a specific logo variant is necessary to ensure optimal display.