INCREASING ACCESS TO WORKSITES

INTERNAL COMMUNICATIONS PRODUCTS STYLE GUIDE

MANDATORY ELEMENTS

TYPOGRAPHY

HEADER 1

abcdefghijklMNOPQRSTUVWXYZ

DIN Pro Condensed Black

HEADER 2

abcdefghijklMNOPQRSTUVWXYZ

DIN Pro Condensed Medium

body (90% to 100% Black)

abcdefghijklMNOPQRSTUVWXYZ

Asap Complete Family

COLOR PALETTE

	HEX	RGB	CMYK
	#4C5516	77, 86, 37	64, 46, 100, 39
	#005B7F	0, 91, 127	95, 61, 31, 12
	#C1272D	193, 39, 45	17, 98, 93, 7
	#809B28	128, 155, 40	38, 3, 100, 28

This green is used for titles and sub-titles

This green is used to add visual interest to non-essential and non-textual graphical elements

HORIZONTAL BAR

This bar appears on all products. It can be placed at the top, bottom, or both as applicable (i.e., in the footer of a social media post.

FIP

Government of Canada Gouvernement du Canada

Canada

Use your departmental signature (or the Government of Canada's signature) when the message is focused on issues related to your department's mandate. For social media, use your department's social media footer.

OPTIONAL ELEMENTS

BACKGROUND IMAGE

This background image can be added as a way to increase visual interest in layouts.

ICONS

A series of icons in this style already exists. These icons need to be displayed proportionately across products. New icons can be developed in the same style by either stylizing artwork from Shutterstock or hand drawing them.

For all source files and existing icons, search for the 'Coronavirus Shared Files' group on GCconnex.

EXAMPLES

Canada.ca Web banner 1400 x 338

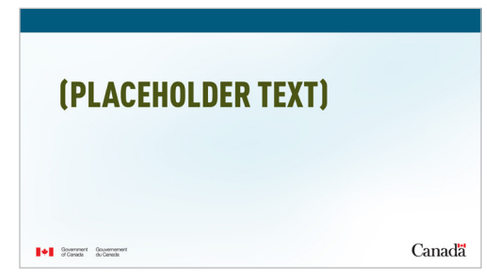
Infosite banner 554 x 70

Canada.ca feature button 360 px x 203 px

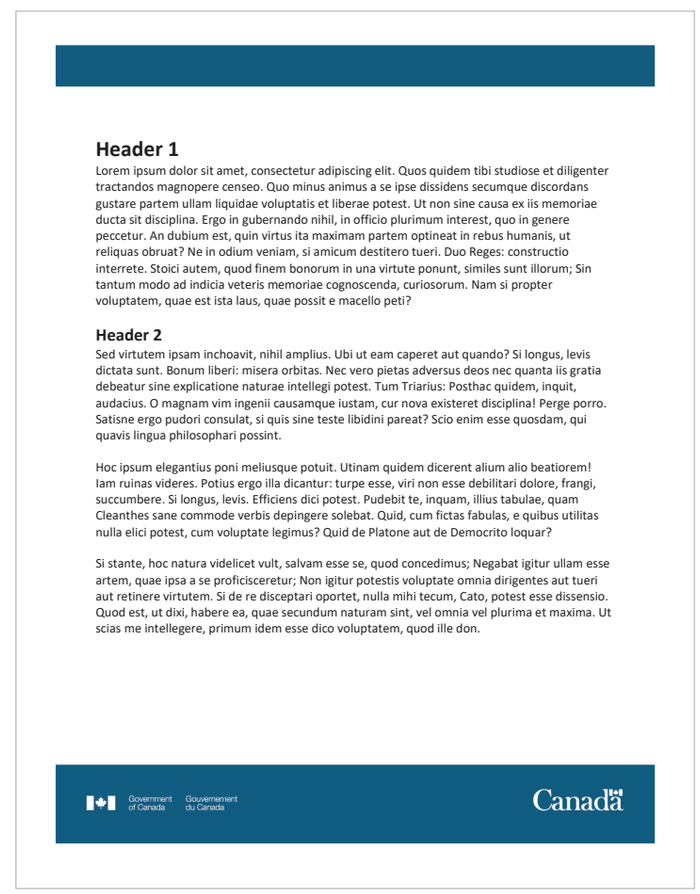
Social media 1200 x 628

Canada.ca initiative button 355 px x 113 px

Infosite initiative 171 x 80



Powerpoint Template



Header 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quos quidem tibi studiose et diligenter tractandos magnopere censeo. Quo minus animus a se ipse dissidens secumque discordans gustare partem ullam liquidae voluptatis et liberae potest. Ut non sine causa ex iis memoriae ducta sit disciplina. Ergo in gubernando nihil, in officio plurimum interest, quo in genere peccetur. An dubium est, quin virtus ita maximam partem optineat in rebus humanis, ut reliquas obruat? Ne in odium veniam, si amicum destitero tueri. Duo Reges: constructio interrete. Stoici autem, quod finem bonorum in una virtute ponunt, similes sunt illorum; Sin tantum modo ad indicia veteris memoriae cognoscenda, curiosorum. Nam si propter voluptatem, quae est ista laus, quae possit e macello peti?

Header 2

Sed virtutem ipsam inchoavit, nihil amplius. Ubi ut eam caperet aut quando? Si longus, levis dictata sunt. Bonum liberi: misera orbitas. Nec vero pietas adversus deos nec quanta iis gratia debeatur sine explicatione naturae intellegi potest. Tum Triarius: Posthac quidem, inquit, audacius. O magnam vim ingenii causamque iustam, cur nova existeret disciplina! Perge porro. Satisne ergo pudori consulat, si quis sine teste libidini pareat? Scio enim esse quosdam, qui quavis lingua philosophari possint.

Hoc ipsum elegantius poni meliusque potuit. Utinam quidem dicerent alium alio beatiorem! Iam ruinas videres. Potius ergo illa dicantur: turpe esse, viri non esse debilitari dolore, frangi, succumbere. Si longus, levis. Efficiens dici potest. Pudebit te, inquam, illius tabulae, quam Cleanthes sane commode verbis depingere solebat. Quid, cum fictas fabulas, e quibus utilitas nulla elici potest, cum voluptate legimus? Quid de Platone aut de Democrito loquar?

Si stante, hoc natura videlicet vult, salvam esse se, quod concedimus; Negabat igitur ullam esse artem, quae ipsa a se proficisceretur; Non igitur potestis voluptate omnia dirigentes aut tueri aut retinere virtutem. Si de re disceptari oportet, nulla mihi tecum, Cato, potest esse dissensio. Quod est, ut dixi, habere ea, quae secundum naturam sint, vel omnia vel plurima et maxima. Ut scias me intellegere, primum idem esse dico voluptatem, quod ille don.

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Word Template