



TEAL UP

for STRONG Military Kids

Version 1.0 - March 2025

BRAND GUIDELINES

tealup.ca

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BRAND INTRO

Teal Up for Military Kids is a Canadian initiative that celebrates and recognizes the resilience of military children, particularly during the **Month of the Military Child (MOMC)** in April.

Vision

To celebrate and honor the resilience of Canadian military children.

Mission

To raise awareness and foster community support for military children during the **Month of the Military Child**.



Values

Resilience

Acknowledging the strength of military children in facing constant change and challenges.

Adaptability

Celebrating children's ability to thrive in new environments and situations.

Community Support

Encouraging nationwide solidarity through visual representation.

Recognition

Honoring the unique experiences of children from military families.

LOGO OVERVIEW

Teal Up for Military Kids features a logo that embodies the campaign's purpose and values. Here's an overview of its key elements:

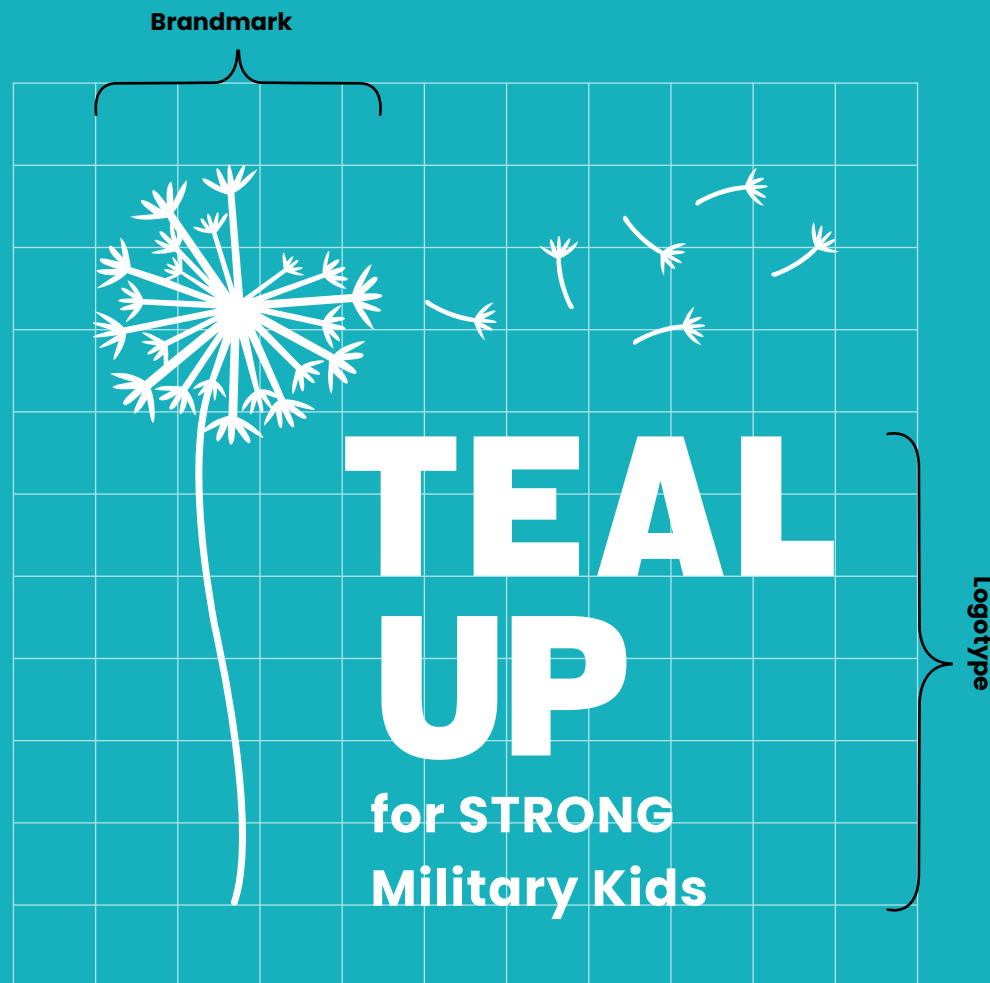
Color Scheme

Teal is the primary color represents unity among all branches of the Canadian military. Teal is a blend of blue (Air Force), green (Army), and blue/white (Navy), symbolizing inclusivity and support for military families.

Iconography

Dandelion is incorporated into the logo, serves as a powerful symbol for military children. It represents resilience, adaptability, and the ability to thrive in diverse environments. The analogy compares military children to dandelions, which can "put down roots almost anywhere" and are known for their strength and persistence.

This logo serves as a visual representation of the campaign's mission to honor and celebrate the unique experiences of Canadian military children during the Month of the Military Child.



LOGO VERSIONS

Primary Logo

Logo is designed for prominent use on promotional materials, event signage, digital platforms, merchandise, and official correspondence, ensuring a cohesive representation of support for military families.

Secondary Logo

Logo offers a simplified design suitable for applications with limited space. It can be utilized as a social media icon, on small-scale promotional items, in digital thumbnails, and on secondary merchandise.

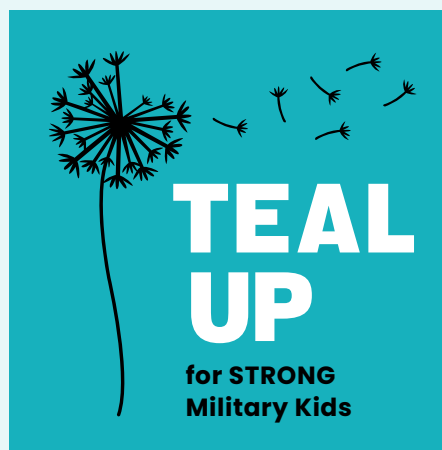
Logomark

Can be used independently in various contexts where the full logo may not fit. This includes applications like app icons, badges, or smaller merchandise items.

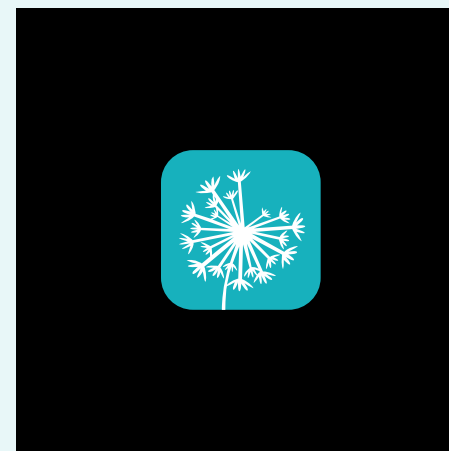
Primary Logo



Secondary Logo



Logomark

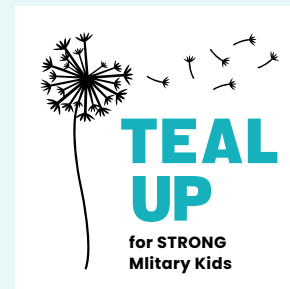


LANGUAGE VERSIONS

The Teal Up for Military Kids logo is available in both English and French to support Canada's bilingual communication needs. Both versions maintain identical visual design, including the dandelion icon and teal color palette.

Select the appropriate language version based on the target audience, ensuring consistent brand representation across all materials.

English Logo



French Logo



Bilingual Logo



CLEARSPACE & MINIMUM SIZES

Clearspace

To protect the clarity and visual integrity of the logo, the height of 'T' is used to calculate the minimum clear space as an exclusion zone.

Maintain sufficient clear space around the logo to ensure it stands out and remains easily recognizable, preventing visual clutter and enhancing our brand's professionalism.

Minimum Size

Adhere to the minimum size requirements for our logo to ensure clarity and impact, as a logo that is too small may lose essential details and compromise our brand presence.

Clearspace



Minimum Sizes

Digital Logo: 165 x 62px



Icon/Logomark: 44 x 44 px



Print Logo: 2 x 0.7in



COLOUR VERSIONS & LOGO INVERSE

Logo variations, including different color and inverse versions, are essential for ensuring visibility and legibility across various backgrounds and media. Use the appropriate version based on the application context to maintain brand consistency while adapting to different design environments.

Colour Versions



Logo Inverse



LOGO USAGE

Only the logo variations specified on pages 4-6 are approved for use. Ensure that the logo is clearly visible against its background in all applications.

The examples provided demonstrate common misuses of the logo and improper background choices that can affect legibility and contrast. Please adhere to these guidelines carefully.



Do not alter element positioning or sizes.



Do not change the typeface.



Do not add effects or outlines.



Do not stretch, distort or rotate.



Do not change colours or apply gradient.



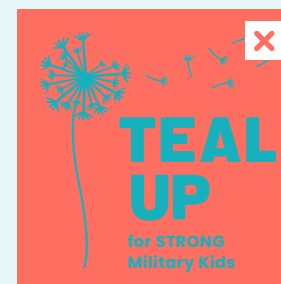
Respect the logo clear space.



Do not overlay on busy background.



Do not overlay on pattern or texture background.



Ensure the contrast is high for better legibility.

COLOUR PALLETE

Primary Colour

The primary color represents the brand's core identity and is used most frequently across all materials, playing a crucial role in brand recognition and establishing visual personality.

Secondary Colour

Secondary colors complement the primary color, providing visual flexibility and depth in design, typically including a neutral light color for backgrounds and a neutral dark color for text.

Accent Colour

Accent colors are used to add depth and emphasis to a color palette, enhancing visual interest and drawing attention to key elements in a design.

Primary Colour

TEAL

HEX #17B1BD
RGB 23 177 188
CMYK 74 7 27 0
PANTONE 7466 C

60%

40%

20%

Secondary Colours

COAL

HEX #36454F
RGB 54 69 79
CMYK 78 62 51 39
PANTONE 7545 C

60%

40%

20%

LAVENDER

HEX #E6E6FA
RGB 230 230 250
CMYK 8 7 0 0
PANTONE 7443 C

60%

40%

20%

Accent Colours

CORAL

HEX #FF6F61
RGB 255 111 97
CMYK 0 71 58 0
PANTONE 170 C

60%

40%

20%

GOLD

HEX #FFD700
RGB 255 215 0
CMYK 113 100 0
PANTONE 012 C

60%

40%

20%

PLUM

HEX #8E4585
RGB 142 69 133
CMYK 50 86 17 2
PANTONE 7656 C

60%

40%

20%

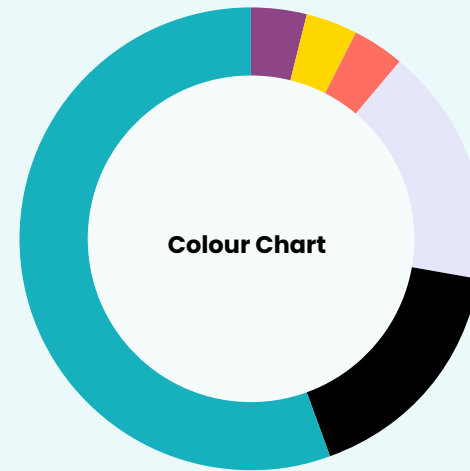
COLOUR USAGE

Colour Chart

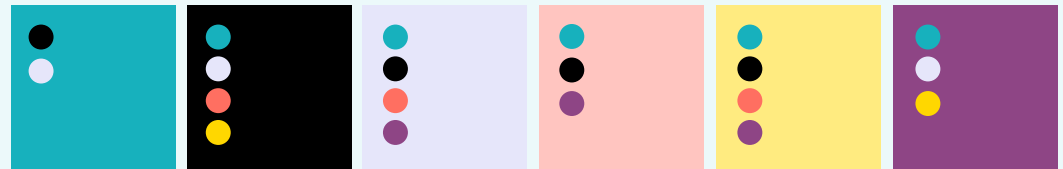
This chart illustrates the brand's color palette and recommended usage proportions. The primary color is teal, followed by charcoal and lavender, with coral, gold, and plum as accent colors.

Colour Combinations

The color swatches demonstrate how the colors in our brand palette work harmoniously together while ensuring sufficient contrast. Examples are provided for reference.



Colour Combinations



Colour Usage Examples



TYPOGRAPHY PALLETE

Primary Font

Lorimer No 2 is the primary display font for headlines and promotional materials, delivering a modern and impactful visual design.

Secondary Font

Poppins functions as the secondary font for body text and supporting information, ensuring clear and readable communication.

Digital Font

When Lorimer No 2 and Poppins are unavailable, Open Sans serves as the digital fallback font, maintaining professional readability across platforms.

Note: Fonts are available for download in Teal Up website (Information Portal).

Aa

Lorimer No 2
Primary Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr St Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#\$%^&*?/)

Aa

Poppins
Secondary Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr St Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#\$%^&*?/)

Aa

Open Sans
Digital Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr St Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#\$%^&*?/)

TYPOGRAPHY USAGE

Here is an example of how typography is used with clear visual hierarchy to ensure consistency and legibility.

Keep the line height and letter spacing in standard size and avoid full justification to prevent uneven spacing.

Header

Lorimer No 2, Black
26px – 36px

Call to Action/Highlight

Poppins, Bold
20px – 24px

Article Title

Poppins, Bold
18px – 20px

Body

Poppins, Regular
14px – 16px

Footer

Poppins, SemiBold
10px – 12px

CONSEQUUNTUR MAGNI DOLORES

**Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolore eu
fugiat nulla pariat.**

Neque Porro Quisquam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim laborum.

Teal Up for Military Kids

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TEAL UP

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Contact Details

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Brand Assets

Download Brand Package:
[Brand Guidelines Version: 1.0 – March 2025](#)