



# Visual Identity Style Guide

Guidelines for proper use

# Table of Contents

- INTRODUCTION ..... 3
- BRAND CONCEPTS ..... 4
- CORPORATE PROFILE ..... 5
- CORPORATE SIGNATURE ..... 6
- MINIMUM SIZE AND SPACE REQUIREMENTS ..... 7
- CORPORATE COLOUR PALETTE ..... 8
- PREFERED AND ACCEPTABLE USE OF COLOUR ..... 9
- UNACCEPTABLE USE OF SIGNATURE ..... 10
- TYPOGRAPHIC STYLE ..... 11 - 12
- APPENDIX 1: COLOUR INTERPRETATIONS ..... 13
- CONTACT INFORMATION ..... 14

# Introduction

In 2007, [BALANCE for Blind Adults](#) - formerly known as [B.A.L.A.N.C.E.](#) - developed a new brand identity to better reflect and enhance its service assisting vision-impaired and blind adults in learning new skills. This document contains specific guidelines for the proper use of the new visual identity.

## WHAT IS A VISUAL IDENTITY?

A visual identity is the unique collection of characteristics that define a company's branding and marketing image. A strong visual identity establishes the recognizability of the company as a brand, and reinforces the company's philosophy, to better reach and serve its intended audience.

## WHAT IS A STYLE GUIDE?

This document is intended as a guide for the design and production of printed and electronic communications. It is not intended as a body of inflexible rules. It is a framework for consistent usage that protects the image of [BALANCE for Blind Adults](#) and promotes effective communication.

## WHY IS IDENTITY IMPORTANT?

Consistent application of the [BALANCE](#) identity guidelines strengthens the visibility and coherence of the company as a whole. It benefits each member of [BALANCE](#) by raising awareness and increasing the impact of individual communications. [BALANCE](#) participants may also benefit by identifying with and developing a stronger emotional relationship to the group.

## HOW TO USE THIS GUIDE

Refer to critical information as necessary. This guide provides:

1. General overview of the [BALANCE for Blind Adults](#) brand identity.
2. Specific guidelines for proper use in print and electronic publication.

## MORE QUESTIONS?

If you have questions regarding these visual guidelines, please contact [BALANCE for Blind Adults](#) at [info@balancefba.org](mailto:info@balancefba.org) or [416.236.4280](tel:416.236.4280).

# Brand Concepts

Visual identity is a representation of the brand. To properly convey the correct corporate image and communicate most effectively with a select audience, the visual identity must reinforce the core concepts of the brand.

Below is a brief summary of the key [BALANCE for Blind Adults](#) brand concepts.

## CONCEPTUAL MOTIFS

Human, Connection, People, Togetherness, Touching, Enclose, Network, Growth, Encircle, Worldly, Healing, Fullness, Pathway, New Beginning

## VISUAL MOTIFS

Rounded corners, smooth edges, big and bold, high contrast, circles, dots, clean, bright, humorous, light-hearted, lively, friendly, accessible, inviting, refreshing, welcoming, comforting

## IDEA STORM

independent self-sufficient taking charge  
realizing your dream success opportunities  
proactive empowerment dynamic  
choices building a new life catering to individual  
consumer driven driver's seat community your  
life is your choice living learning experience  
success challenges unique illumination  
experience / success journey adaptations  
connecting words life is not limited opening up  
the possibilities respect for participant stepping  
stones tapestry of threads being woven  
journey of life

## RELEVANT METAPHOR

Emotional balance, Balance in life, Equality, Stability, Comfort, Support

## KEY WORDS

People, Community, Togetherness, Blind / Vision-impaired, Support, Life, Choice, Learn, Ability, Skill, Dynamic, Active, Participation, Knowledge, Independence, Rehabilitation, Recovery

# Corporate Profile

BALANCE for Blind Adults is a private non-profit support service organization for vision-impaired and blind adults. Below is a brief summary of the company philosophy and conceptual framework.

## BALANCE IS...

Responsive, Empathetic Individualized,  
Personalized, Empowering, Holistic, Tailored,  
Non-clinical, Highly personal, Not institutional,  
Highly relational, Real-world training, Not theory,  
Very applied, Personally focused, Client-centric,  
Empowered, Self-defined, Unique,

## FOCUS

Independence  
Self sufficiency  
Mobility  
Functionality

## PARTICIPANT FUNCTIONS

grievement, coping, adjustment, regaining,  
re-learning, positive frame for "loss", personalized  
service, self reliance, self responsibility

## COMPETITOR CASE STUDY

CNIB		BALANCE
Client	vs	Participant
Scheduled	vs	Tailored
Impersonal	vs	Personal
Clinical	vs	Empathic
Institutional	vs	Holistic
CNIB-centered	vs	Client-centered
Planned	vs	Responsive

# Corporate Signature

## WHAT IS A CORPORATE SIGNATURE?

The **BALANCE** Corporate Signature is the key component of **BALANCE** visual identity. It's the primary expression that graphically presents **BALANCE** across all visual materials throughout the company and publicly. Correct use of the **BALANCE** Corporate Signature is essential in establishing a single, unified corporate branding image.

### BANNER



### THUMBNAIL



### COMPONENTS

The **BALANCE** Corporate Signature consists of two components: the custom drawn **BALANCE** symbol (Logo Figures) and the logotype (**BALANCE For Blind Adults**). Under no circumstances should any component of the **BALANCE** Corporate Signature be redrawn, modified or altered in any way.

### REPRODUCTION

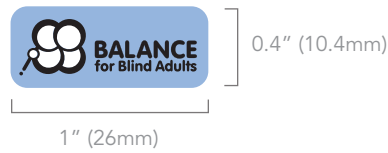
Reproduction of the **BALANCE** Corporate Signature must always be completed using the approved electronic file art provided from **BALANCE For Blind Adults**. Never attempt to reproduce the **BALANCE** Corporate Signature from photocopies or scanned printed materials.

# Minimum Size and Space Requirements

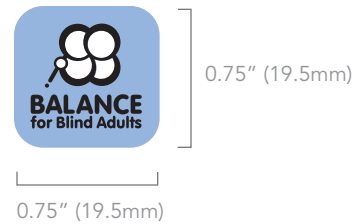
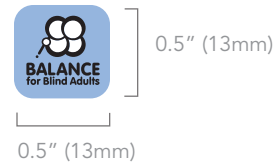
## MINIMUM SIZE

The **BALANCE** Corporate Signature must never appear smaller than shown in the demonstration below. The minimum size will assure that the **BALANCE** Corporate Signature is clearly legible in all forms of reproduction.

### BANNER



### THUMBNAIL



## MINIMUM CLEARSPACE REQUIREMENTS

Always maintain a minimum amount of clearspace around the **BALANCE** Corporate Signature as shown in this demonstration. This will ensure that the **BALANCE** Corporate Signature is always properly staged and properly visible.

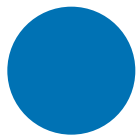
A minimum distance of X equals to the height of the letter "L" in "Blind" must be maintained around the entire **BALANCE** Corporate Signature. When using the Logo Figures alone, X equals to half the diameter of the largest circle.



# Corporate Colour Palette

## CORPORATE COLOUR PALETTE

The proper use of colour enhances the communication of the Corporate identity. Always use the correct colour specifications when using either four-colour process reproduction, match colour reproduction, or RGB (web, electronic) reproduction.



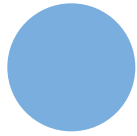
Balance Deep Blue  
PANTONE DS 215-1 C  
C=100 M=40 Y=0 K=10  
R=0 B=95 G=170  
#005ea9



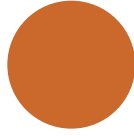
Balance Bright Orange  
PANTONE DS 215-5 C  
C=0 M=60 Y=100 K=0  
R=225 B=102 G=0  
#ff6600



Balance Fresh Green  
PANTONE DS 215-5 C  
C=40 M=0 Y=100 K=10  
R=122 B=182 G=24  
#7ab618



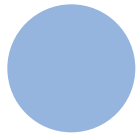
Balance Sky Blue  
PANTONE DS 215-5 C  
C=50 M=20 Y=0 K=0  
R=91 B=158 G=217  
#5b9ed9



Balance Burnt Orange  
PANTONE DS 215-5 C  
C=20 M=70 Y=100 K=0  
R=207 B=80 G=22  
#cf5016



Balance Olive Green  
PANTONE DS 215-5 C  
C=15 M=5 Y=0 K=0  
R=85 B=101 G=26  
#55651a



Balance Logo Blue  
PANTONE DS 207-6 C  
C=40 M=20 Y=0 K=0  
R=125 B=165 G=218  
#7da5da



Balance Maroon  
PANTONE DS 215-5 C  
C=50 M=100 Y=100 K=0  
R=143 B=20 G=36  
#8f1424



Balance Light Blue  
PANTONE DS 215-5 C  
C=15 M=5 Y=0 K=0  
R=199 B=223 G=244  
#c7dff4



Balance Navy Blue  
PANTONE DS 213-2 C  
C=90 M=65 Y=30 K=20  
R=16 B=59 G=97  
#103761

## FOUR COLOUR PRESS REPRODUCTION (CMYK)

Refer to the CMYK values listed above.

## MATCH COLOUR AND SPOT COLOUR PRESS REPRODUCTION (PANTONE)

Refer to the PANTONE codes listed above. Please note the colours throughout this guide have not been accurately measured by Pantone, Inc. and may not exactly match PANTONE Color Standards.

## WEB AND ELECTRONIC SCREEN COLOUR REPRODUCTION (RGB)

Refer to the RGB values listed above. For web use, refer to the Hexidecimal values.

# Preferred and Acceptable Use of Colour

## CORPORATE COLOUR PALETTE

The examples below show correct color usage for the **BALANCE** Corporate Signature and background colours. Contact **BALANCE For Blind Adults** if you have specific questions regarding use of the **BALANCE** Corporate Signature on other background colours.

### FULL COLOUR



**PREFERRED**  
Full colour Corporate Signature on white background



**ACCEPTABLE**  
Black Corporate Signature on white background

### HALF COLOUR



**PREFERRED**  
Black and white Corporate Signature on coloured background



**ACCEPTABLE**  
Black Corporate Signature on coloured background

### ONE COLOUR



**PREFERRED**  
Coloured Corporate Signature on white background



**ACCEPTABLE**  
White Corporate Signature on dark background

### COMPLEMENTARY COLOURS



**PREFERRED**  
Dark Corporate Signature on light background



**ACCEPTABLE**  
Light Corporate Signature on dark background

# Unacceptable Use of Signature

## IMPORTANT!

Do not modify, reposition, or distort the appearance or geometry of the [BALANCE Corporate Signature](#). The sole exception is the tagline, which may be removed from the Signature as necessary. Contact [BALANCE For Blind Adults](#) if you have specific questions regarding use or colours.

### BACKGROUNDS



**UNACCEPTABLE**  
Corporate Signature on a multi-colour or gradiated background



**UNACCEPTABLE**  
Corporate Signature on photographic or patterned background

### GEOMETRY



**UNACCEPTABLE**  
Stretching, distorting, skewing, modifying of Corporate Signature



**UNACCEPTABLE**  
Moving, repositioning, seperating, removing or redrawing elements of Corporate Signature

### COLOURS

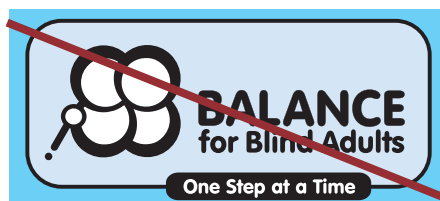


**UNACCEPTABLE**  
Clashing or illegible colour combinations, outline fonts, or using coloured fills within the Logo Figures

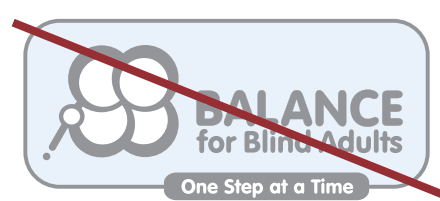


**UNACCEPTABLE**  
Inaccurate or tinted Corporate Palette reproduction

### TREATMENT



**UNACCEPTABLE**  
Mixing Corporate Palette colours with clashing non-Palette colours and backgrounds



**UNACCEPTABLE**  
Transparency, low saturation, or fades

# Typographic Style

Typography plays a major role in shaping a corporate brand. To help create a consistent identity for all printed and electronic materials generated by [BALANCE for Blind Adults](#), a standard family of typefaces has been chosen for exclusive use in all media (marketing materials, corporate communications, business forms, signage, web site, etc.)

## COLLATERAL TYPEFACE

**Avenir** was chosen for its contemporary appearance, its compatibility with the [BALANCE Corporate Signature](#), and its high degree of readability in all sizes and weights in print and electronic media.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()[ ]-+?<>\ /,.;'""`

Avenir Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()[ ]-+?<>\ /,.;'""`**

Avenir Romain / Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()[ ]-+?<>\ /,.;'""`

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()[ ]-+?<>\ /,.;'""`**

## LOGO TYPEFACE

**VAG Rounded** and **AG Book Rounded** were chosen for their friendly appearance, and compatibility with each other as complementary display faces. In [BALANCE](#) collateral materials, headlines and large call outs may also be rendered in **VAG Rounded**.

VAG Rounded Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()[ ]-+?<>,.;'""`\ /**

AG Book Rounded

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**! \$% &\*()[ ]- /,.;'""`**

# Typographic Style (Continued)

## MARKETING COMMUNICATIONS

The following are style recommendations for effective and compatible typesetting for various forms print and electronic collateral. Style may vary according to use.

### PRINT COLLATERAL

Design Element	Family	Face	Setting	Colour
Headlines, subheadlines, larger text blocks	Avenir	Heavy, Black	Caps	Deep Blue, Dark Blue, Maroon, Burnt Orange, Olive Green
Body text	Avenir	Book	11pt. / 16pt.	75% Black
Quotes and callouts	Avenir	Light, Heavy	Best fit	Best fit

### ELECTRONIC COLLATERAL

Design Element	Family	Face	Setting	Colour
Screen font	Arial, Verdana	Regular, Bold	Best fit	See hexadecimal values in Corporate Colour Palette

## Naming Conventions

Proper and consistent use of the Corporate Name in **all written references** is critical. This includes email messages and handwritten statements. Do not modify the spelling, capitalization, phrasology, or punctuation beyond these guidelines.

### LONG NAME FORMAT

#### PREFERRED

BALANCE for Blind Adults

#### ACCEPTABLE

Balance for Blind Adults

#### UNACCEPTABLE

BALANCE For Blind Adults  
BALANCE FOR BLIND ADULTS  
balance for blind adults

### SHORT NAME FORMAT

#### PREFERRED

BALANCE

#### ACCEPTABLE

Balance

#### UNACCEPTABLE

BBA  
BFBA  
Bfba  
BfBA

# Appendix 1: Colour Interpretations

Colour is the visual language of emotion. Below is a brief summary of what each basic shade of colour may evoke or represent in a viewer.

**RED** — Vitality, robust, virile, passion, alert, attention, danger, medical, critical

Red is power – punchy, vibrant, full of life, attention-drawing, and passionate. Red gets noticed – it is one of the strongest colour statements that can be made.

**YELLOW** — Bright, cheerful, happiness, smiles, sun, warmth, energy, genuine

Yellow is positivity – with radiant energy, it can bring smiles to faces and warmth to the heart. Yellow is intense – used wisely, it adds a spark to even the bluest matters.

**ORANGE** — Alive, fun, flamboyance, jovial, exuberant, active, fruitfulness, enthusiastic, adventure, wholesomeness, community, rebirth, health, happiness

Orange is fun – life is awakened, alive, and reborn. It is the party everyone can be a part of. Orange brings people together.

**BROWN** — Neutrality, strength, welcoming, stability, natural, Earthy, subdued, patient, wise, basic, trusting

Brown is a stable colour. It conveys a comfortable certainty and trusting patience. Brown is the base from which everyone can find home.

**GREEN** — Life, health, harmony, growth, beauty, peace, tranquility, vibrance, bright, fresh

Green is a revitalizing colour - vibrant, peaceful, and fresh. It symbolizes new potential, new growth, and new hope. Green affirms life.

**BLUE** — Integrity, calm, cool, soothing, modern, stable, honesty, trust

Blue is a reliable colour – many people trust it as their favourite colour. It is low-energy and emotionally soothing. Blue conveys a sense of trust and responsibility.

**VIOLET** — Regal, mystic, magic, beauty, uplifting, creativity, spirituality

Purple is the colour of the soul. It is the mystic throne of beauty and valour upon which creativity sits. Purple is magical.

Address questions, requests for additional copies of the [BALANCE for Blind Adults Visual Style Guide](#) or copies of final electronic art files to [info@balancefba.org](mailto:info@balancefba.org)

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