



OPPORTUNITY FOR  
ALL YOUTH

# BRAND MANUAL

Opportunity for All Youth (OAY) is a coalition of Canadian companies working together with community employment agencies and governments to take action to provide jobs and training opportunities to youth, and aims to change the way companies employ and work with youth.

## CONTENTS

File Types	2
Structure	5
Clearance	6
Sizing	7
Formats	8
Unacceptable Uses	10
Colour Palette	11
Typography	13
Contact Info	14

# FILE TYPES

The Opportunity for All Youth logo is available in several different file types. File selection is determined by the media, as outlined below:

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## FOR WEB AND SCREEN

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OAY Logo English Horizontal RGB Black-PNG.png

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OAY Logo English Horizontal RGB Black-SVG.svg

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OAY Logo English Horizontal RGB Colour-PNG.png

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OAY Logo English Horizontal RGB Colour-SVG.svg

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OAY Logo English Horizontal RGB Knockout-PNG.png

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OAY Logo English Horizontal RGB Knockout-SVG.svg

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OAY Logo French Horizontal RGB Black-PNG.png

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OAY Logo French Horizontal RGB Black-SVG.svg

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OAY Logo French Horizontal RGB Colour-PNG.png

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OAY Logo French Horizontal RGB Colour-SVG.svg

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OAY Logo French Horizontal RGB Knockout-PNG.png

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OAY Logo French Horizontal RGB Knockout-SVG.svg

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OAY Logo Bilingual Horizontal RGB Black-PNG.png

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OAY Logo Bilingual Horizontal RGB Black.svg

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OAY Logo Bilingual Horizontal RGB Colour-PNG.png

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OAY Logo Bilingual Horizontal RGB Colour.svg

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## FOR PRINT

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OAY Logo English Horizontal CMYK Black-EPS.eps

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OAY Logo English Horizontal CMYK Black-JPG.jpg

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OAY Logo English Horizontal CMYK Black-PDF.pdf

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OAY Logo English Horizontal CMYK Colour-EPS.eps

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OAY Logo English Horizontal CMYK Colour-JPG.jpg

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OAY Logo English Horizontal CMYK Colour-PDF.pdf

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OAY Logo English Horizontal CMYK Knockout-EPS.eps

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OAY Logo English Horizontal CMYK Knockout-JPG.jpg

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OAY Logo English Horizontal CMYK Knockout-PDF.pdf

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OAY Logo French Horizontal CMYK Black-EPS.eps

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OAY Logo French Horizontal CMYK Black-JPG.jpg

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OAY Logo French Horizontal CMYK Black-PDF.pdf

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OAY Logo French Horizontal CMYK Colour-EPS.eps

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OAY Logo French Horizontal CMYK Colour-JPG.jpg

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OAY Logo French Horizontal CMYK Colour-PDF.pdf

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OAY Logo French Horizontal CMYK Knockout-EPS.eps

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OAY Logo French Horizontal CMYK Knockout-JPG.jpg

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# FILE TYPES (CONT)

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OAY Logo Bilingual Horizontal RGB Knockout-PNG.png  
OAY Logo Bilingual Horizontal RGB Knockout.svg

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OAY Logo Bilingual Stacked RGB Black-PNG.png  
OAY Logo Bilingual Stacked RGB Black.svg  
OAY Logo Bilingual Stacked RGB Colour-PNG.png  
OAY Logo Bilingual Stacked RGB Colour.svg  
OAY Logo Bilingual Stacked RGB Knockout-PNG.png  
OAY Logo Bilingual Stacked RGB Knockout.svg

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OAY Logo Symbol RGB Black-PNG.png  
OAY Logo Symbol RGB Black-SVG.svg  
OAY Logo Symbol RGB Colour-PNG.png  
OAY Logo Symbol RGB Colour-SVG.svg  
OAY Logo Symbol RGB Knockout-PNG.png  
OAY Logo Symbol RGB Knockout-SVG.svg

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OAY Logo French Horizontal CMYK Knockout-PDF.pdf

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OAY Logo Bilingual Horizontal CMYK Black-EPS.eps  
OAY Logo Bilingual Horizontal CMYK Black-JPG.jpg  
OAY Logo Bilingual Horizontal CMYK Black-PDF.pdf  
OAY Logo Bilingual Horizontal CMYK Colour-EPS.eps  
OAY Logo Bilingual Horizontal CMYK Colour-JPG.jpg  
OAY Logo Bilingual Horizontal CMYK Colour-PDF.pdf  
OAY Logo Bilingual Horizontal CMYK Knockout-EPS.eps  
OAY Logo Bilingual Horizontal CMYK Knockout-JPG.jpg  
OAY Logo Bilingual Horizontal CMYK Knockout-PDF.pdf

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OAY Logo Bilingual Stacked CMYK Black-EPS.eps  
OAY Logo Bilingual Stacked CMYK Black-JPG.jpg  
OAY Logo Bilingual Stacked CMYK Black-PDF.pdf  
OAY Logo Bilingual Stacked CMYK Colour-EPS.eps  
OAY Logo Bilingual Stacked CMYK Colour-JPG.jpg  
OAY Logo Bilingual Stacked CMYK Colour-PDF.pdf  
OAY Logo Bilingual Stacked CMYK Knockout-EPS.eps  
OAY Logo Bilingual Stacked CMYK Knockout-JPG.jpg  
OAY Logo Bilingual Stacked CMYK Knockout-PDF.pdf

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OAY Logo Symbol CMYK Black-EPS.eps  
OAY Logo Symbol CMYK Black-JPG.jpg  
OAY Logo Symbol CMYK Black-PDF.pdf

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# FILE TYPES (CONT)

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OAY Logo Symbol CMYK Colour-EPS.eps

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OAY Logo Symbol CMYK Colour-JPG.jpg

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OAY Logo Symbol CMYK Colour-PDF.pdf

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OAY Logo Symbol CMYK Knockout-EPS.eps

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OAY Logo Symbol CMYK Knockout-JPG.jpg

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OAY Logo Symbol CMYK Knockout-PDF.pdf

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# STRUCTURE

The Opportunity for All Youth logo is comprised of two parts: the logotype and symbol.

## LOGO

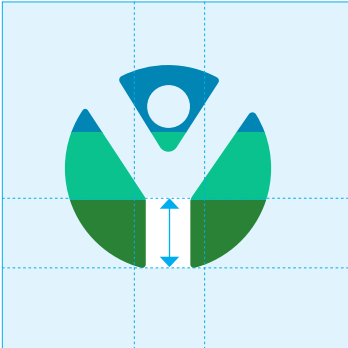


There are two other arrangements of the logo — abbreviated version and symbol only. The full version should be used whenever possible. The symbol version can be substituted when space is lacking and only on OAY-issued communications materials.

# CLEARANCE

To maintain the visual integrity of the logo, no elements—other logos, type, or images—should encroach upon the “X” space around the logo.

## X MEASUREMENT



# SIZING

We recommend the following sizing minimums for print and web applications.

## FOR PRINT



The absolute minimum size of the logo to be used for print is 0.375" in height.

## FOR WEB



The absolute minimum size of the logo to be used for web is 50px in height.

# FORMATS

The Opportunity for All Youth logo has three arrangements, as well as a symbol only option, and comes in French and English formats.

## SYMBOL ONLY



## HORIZONTAL/BILINGUAL



## HORIZONTAL



## STACKED/BILINGUAL



There are two arrangements of the logo—horizontal, horizontal bilingual, and stacked bilingual. The horizontal version should be used whenever possible, with the other version being substituted when appropriate: when space is lacking, when application varies, when both languages are required, requiring a vertical arrangement, etc. The symbol-only version of the logo should be employed judiciously and is intended for use as an icon in applications where the organizational name will also be present.



# FORMATS (ALTERNATIVE)

Each format and language is offered in full back and knockout versions to accommodate various applications; for example, photo overlay.

## FULL BLACK



## KNOCKOUT



The logos are also offered in both full black and knockout versions to accommodate a specific uses and needs; for example, black and white only printing or photocopying, overlay on top of organizational photos, or high-contrast.

# UNACCEPTABLE USES



**DO NOT STRETCH**



**DO NOT ADD SHADOW**



**DO NOT RECONFIGURE**



**DO NOT TILT**



**DO NOT CHANGE TYPEFACE**



**CHOOSE RIGHT FORMAT FOR BACKGROUND/APPLICATION**

# PALETTE

Materials issued by Opportunity for All Youth should draw on the palette below. When possible, the colours of the main logo should be used for general materials, or materials that require a longevity of function.

An array of secondary and tertiary colours provide options for differentiating focus or add additional tone to the brand. The secondary palette encourages warmth and activity; the tertiary palette offers neutral, shade, and tone complements to the primary palette.

## PRIMARY PALETTE



**CMYK** 84 / 37 / 13 / 0  
**RGB** 5 / 133 / 181  
**Hex** #0585B5



**CMYK** 73 / 0 / 61 / 0  
**RGB** 48 / 184 / 140  
**Hex** #30B88C



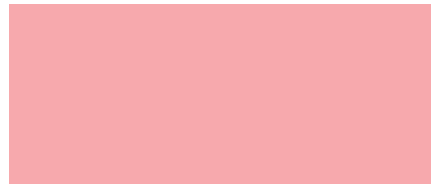
**CMYK** 83 / 25 / 100 / 11  
**RGB** 43 / 132 / 64  
**Hex** #2B8440

# SUPPORTING PALETTES

## SECONDARY PALETTE



**CMYK** 0 / 18 / 89 / 0  
**RGB** 255 / 207 / 53  
**Hex** #FFCF35



**CMYK** 0 / 41 / 20 / 0  
**RGB** 247 / 169 / 173  
**Hex** #F7A9AD



**CMYK** 89 / 76 / 16 / 3  
**RGB** 55 / 82 / 142  
**Hex** #37528E

## TERTIARY PALETTE



**CMYK** 75 / 25 / 23 / 0  
**RGB** 54 / 151 / 178  
**Hex** #3697B2



**CMYK** 93 / 55 / 38 / 17  
**RGB** 6 / 93 / 118  
**Hex** #065D76



**CMYK** 12 / 11 / 11 / 28  
**RGB** 169 / 167 / 167  
**Hex** #A9A7A7

# TYPOGRAPHY

## PRIMARY TYPEFACE

### Source Sans Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## SECONDARY TYPEFACE

### OSWALD

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

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Opportunity for All Youth's primary typeface, used for body copy, is Source Sans Pro. It is an extremely accessible sans serif, available for both print and web and in several different weights and styles, providing sufficient variety for a number of text applications.

Some applications (e.g. primary headings) will call for a second typeface. In these cases, Oswald should be used. It's a free sans serif font available for desktop and for web through Google fonts, and it's the font used in OAY's logo. Headings are preferably set with a tracking of 20 to increase the legibility of all-caps.

# CONTACT

These guidelines should cover most potential applications of the Opportunity for All Youth logo. However, if you are still unsure of how to use the identity, please contact Opportunity for All Youth for clarification:

**[info@opportunityforall youth.ca](mailto:info@opportunityforall youth.ca)**