

BRAND IDENTITY GUIDELINES

2023



LA LECHE LEAGUE
CANADA



www.LLLC.ca



office@LLLC.ca



LLL BRAND IDENTITY GUIDELINES

Introduction

Our brand is the face of La Leche League Canada (LLL). It reflects who we are as an organization. In order to build a valued and trusted brand, we must communicate it clearly and consistently at every point of contact with both internal and external audiences. This means everyone in the organization has a role to play in our brand identity, especially our volunteer Leaders.

The foundation of our brand is our logo identity system, which includes both the name and logo. The LLL brand includes consistent messaging in the forms of text and photos.

Licence to Use the LLL Name and Logo

The LLL logo and name La Leche League Canada (LLL) are the exclusive property of La Leche League International (LLI). LLI has granted LLL the exclusive right to use the LLL logo and name. For more information see the La Leche League Canada *Direct Connect Entity (DCE) Connection Agreement* and the *LLL Policies and Standing Rules (PSR)*.

"LLL agrees that the marketing, advertising, promotional and educational materials it develops, if any ("Promotional and Educational Materials"), shall comply with the branding guidelines established by LLI from time to time, including the "LLI Brand and Style Guidelines." If LLI believes that any Promotional and Educational Materials created or distributed by LLL fail to meet the quality standards required hereunder, LLI shall notify LLL. If LLL does not cure any defect properly identified in LLI's notice within 90 days, LLL shall cease using such Promotional and Educational Materials." (*La Leche League Canada's DCE Connection Agreement with La Leche League International*).

Authorized Use of the LLL Logo

LLL Leaders, Groups and Area may use the LLL logo and names for LLL purposes, providing the use adheres strictly to these LLL Brand Guidelines. These uses include: advertising LLL meetings and events, communicating with parents and other Leaders, fundraising, and promoting LLL generally to further its purpose.

Leaders are required to use our name and logo on every piece of promotional material: social media posts, printed materials, products for sale or offered as gifts on behalf on LLL. (The exemption is text-only posts that share Group meeting information on Group social media pages.)

Leaders are encouraged to use pre-approved LLL social media graphics.

Pre-approved materials using the LLL name and/or logo include:

- graphics found in the LLL Information Sheets
- Instagram and Facebook posts found on the national LLL social media accounts called "La Leche League Canada,"
- posters, leaflets, banners, etc., found in the Leader section of the LLL website.

Any Leader, Group or Area wishing to use the LLL logo and/or name to create their own social media infographic, or any printed material, or item for promotion or sale, must strictly abide by the LLL Brand Guidelines and LLL Social Media policy, and must submit the proposed design for approval to the National Office, at least **seven (7)** days prior to its intended use.

See *LLL Logo and Name Protection* for more information. If you have any questions about using the LLL name and logo, please contact office@llc.ca.



VISUAL IDENTITY STANDARDS

LLLC has established visual standards for using, placing and supporting the logo correctly.

The LLLC logo includes:

The maple leaf background

The “Lisa” logo inside an oval

The “La Leche League Canada” wordmark

This logo has been trademarked by La Leche League International and cannot be changed, altered, or combined with any other image.



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Logo Variations

LLLC Logo (Primary)

Use this version wherever possible first.



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LLLC Logo (without Wordmark)

The LLLC logo without wordmark may only be used once the primary logo has identified the brand, or if wording in the material clearly identifies the product as belonging to La Leche League Canada.

The La Leche League Canada wordmark should never be used without the maple leaf Lisa logo.



VISUAL IDENTITY STANDARDS

Clear Space around the Logo

LLLC Logo (Primary)



LLLC Logo (Without Wordmark)



The LLLC logo should always be surrounded by an adequate amount of vacant space to ensure its legibility is not impacted by any other components. The ratio of logo to clear space should be maintained in all sizes of logo use.

Typeface

La Leche League Name in logo
UBUNTU (regular) 14 pt in Bold

Text in documents - Arial (regular) 12 pt

Logo Colours

Primary Colour - Blue:

RGB: R:23 G:98 B:172

HTML: #1762AC CMYK: 87,43,0,33

Use first wherever possible.



Reversed Logo - White

For use over dark backgrounds or photographs.



Secondary Colours - Teal (RGB: R:107 G:186 B:167

HTML: #6bbaa7, CMYK: 58,6,40,0), Orange (RGB: R:251

G:161 B:0, HTML: #fba100, CMYK: 0,42,100,0), Grey (RGB:

R:169 G:169 B:169, HTML: #A9A9A9, CMYK: 0,0,0, 0.34)

and Pink (HTML: #e41f67).

For image overlays that do not allow for legible use of our primary blue or white reversed logo.



LLLC Logo (without Wordmark)

Note: This version may be used on subsequent pages or areas of materials once the primary logo has identified the brand.





EXAMPLES OF LOGO MISUSE

Gradients, patterns, variations, and colours outside of the defined LLLC brand must not be used.



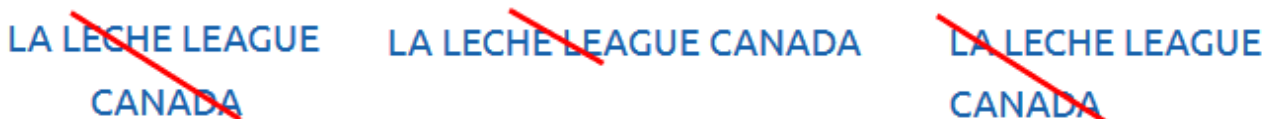
The logo should not be fuzzy, stretched, warped, faded, placed with a background, or placed without enough clear space surrounding the logo as defined within the LLLC brand.



Wordmark should not be displayed alone.



Wordmark typeface should not be altered, moved, or recoloured.





EXAMPLES OF INAPPROPRIATE PICTURES

Examples of pictures **NOT** to use. Other examples not shown below: mitts on hands, poor latching, unsafe babywearing.



No bottles



No pacifiers



No hats on newborns



No unsafe sleep



No unsafe car seats



No swaddling



No bottle graphics

Examples of graphics to **NOT** create. Other examples: the logo overlays not being legible: blue logo on dark background (orange on orange background, etc), no French language with LLLC logo (reposting from French language sites is fine).



White logo on light background.



Writing on face



Multiple logos, logo cut off, not enough space around logo and face cut off.