

Children's Aid Foundation of Canada

Brand Playbook | January
2024



The Purpose of this Brand Playbook

Children's Aid Foundation of Canada is committed to working closely with partners to ensure communication efforts are aligned with its mission and vision – a country where every young person in and from care has access to resources to build strength and resilience so they succeed and thrive.

We are proud of our partnerships and the programs we support and want to work with you to communicate, promote, and amplify their impact and outcomes. Sharing stories about the lives of the children, youth, and families we serve is a recognition of the resilience and strength they demonstrate in overcoming barriers. It also helps us educate and build awareness among our community of donors, partners, agencies, and supporters and inspires the general public to learn more and become engaged with our work.

The Children's Aid Foundation of Canada Brand Playbook ensures consistency and cohesion in the language, style and use of our brand. It includes guidelines, logos, boilerplates, naming conventions, and messaging to assist partners in consistently communicating about the program and the Foundation.

Strategic Imperatives

Our mission

We believe that every young person across Canada deserves the opportunity to thrive.

Our vision

To create a future, with our community of donors, partners, and young people where the youth we serve have the strength and resilience to build a lifetime of their own unstoppable successes.

Our boilerplate

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of families, children, and youth involved in the child welfare system. We raise and grant funds, and design and deliver high-impact programs and services, in partnership with 114 child- and youth-serving partners across the country. Last year, we supported over 16,000* families, children, and youth. To learn more, visit cafdn.org.

*These are 2023-24 numbers and are updated annually.

Brand Language

Do's and Don'ts

Description	Our voice is:	Our voice is not:	Do:	Don't:
We tell the stories of people who have experienced care.	Compassionate and empathetic. Shows strength, resilience, and the subject's potential.	Trivial, sensationalist.	Quote the person. Tell the story in their voice. Honour their truths. Show their potential and successes as much as their hardships.	Use jargon, saviour, or overstated language, or focus exclusively on trauma.
We're committed to ensuring young people access the resources they need to achieve their goals and thrive.	Positive, insightful, empowering, and active.	Passive or dismissive.	Be champions for families, children, and youth who have experienced care. Centre their voice when expressing the need.	Use passive voice or ignore the work it takes from the individual to find success.
We're informed on the issues, offering insight, and sharing knowledge.	Confident, factual, compassionate, and people-centred.	Academic or corporate.	Reflect and share what we learn; invite discussion. Connect the intellectual subject to humanity. Back up your claims with proof.	Use one-way communication that speaks down to the audience.
We're authentic and modest as we communicate.	Honest, straightforward, and humble	Overpromising or simplistic.	Be direct; own the issues that we are committed to solving.	Oversell on brand promise.

Don't use vulnerable to describe children, youth, or families. It implies there is something inherently wrong with them and that they cannot deal with their life circumstances. **Systems and policies can lead to populations to experience vulnerability.**

Indigneous is used as an umbrella term that includes all First Nations, Métis, Inuit People in Canada. **When possible use the name of the community i.e. Cree or Mohawk.** Use community, people, nation, band, or language group. Don't use Canada's Indigenous Peoples or tribe.

Numbers: Spell out zero through nine. Use numerals for numbers 10 and above, except at the start of a sentence, for example: **"Forty one percent of the children in foster care are Black, even though the Black population of Toronto is only eight percent."**

Oxford or serial comma is used before the final conjunction in a list of three or more items, before 'and' or 'or'.

Consider: "They sent gifts to her sons, Kate and Sophie."

They sent gifts to her sons, Kate, and Sophie.

Saviour language in the context of our work implies our organization, donors, or partners as liberating or rescuing people in our priority populations from their hardship. It implies that the idea people we serve do not have agency and are seen as passive recipients of their own successes.

Stand Up for Kids brand is only used to reference the event and the Legacy Giving campaign, Stand Up for Kids night, and the Futures Transformed Campaign.

Youth is defined, within the Foundation's programming and publications, as between the ages of 12 and 29 unless otherwise specified.

When using the terms "youth" or "young people" in a context that differs from the above age range, please specify.

Social Media Handles

We encourage you to follow us on social and encourage our followers and supporters to engage with our content.

- **Facebook:** <https://www.facebook.com/cafdn>
- **Twitter/X:** www.twitter.com/cafdn
- **LinkedIn:** <http://www.linkedin.com/company/children's-aid-foundation>
- **Instagram:** <https://www.instagram.com/cafdn/>
- **TikTok:** <https://www.tiktok.com/@cafdn>

Use hashtags **#ChildWelfare** and **#ChildrensAidFoundationofCanada** and **#StrengthtoChangeLives**.

Only use #StandUpForKidsCanada when referring to the Stand Up for Kids: Futures Transformed campaign or another SUFK related property.

Partners can tag us on related content using @CAFDN or Children's Aid Foundation of Canada

When posting:

- Use appropriate language - reference this document's key message/copy section if you have any questions!
- Get creative with your content and add your own personality or flair!
- Send content for approval if it's been created from scratch, or modified from sent content.
- Add a link sticker to your post if posting to stories from Facebook or Instagram.
- Follow us on our accounts so we can stay in touch!

For more information about social media policies, please reach out to the Marketing and Communications team.

Foundation Brand Mark

Foundation brand mark

Children's Aid Foundation of Canada brand mark is an official symbol created to reflect the unique purpose, goals, and values of the organization.

Please note that the Foundation brand mark should never be stretched, condensed, or altered in any way.

The tagline "Strength to change lives" should be used in conjunction with the brand mark wherever possible. The two elements should be used as an intractable set except where the tagline is used as a headline and where the brand mark is too small for the tagline to be visible.

Horizontal Versions with Taglines



Horizontal Versions without Taglines



Vertical Versions with Taglines



Vertical Versions without Taglines



Reverse Versions on CAFC Blue and Black



Minimum Size And Clear Space

Use this formula as a guide to ensure that Children's Aid Foundation of Canada's brand mark always has adequate spacing around it. This allows it to be a clear and recognizable element across all communications.

Note that the horizontal version of the brand mark is preferred; the vertical version can be used where space is tight or the format calls for a square shape.

Horizontal Versions (Preferred when possible)



Height of two lines of type



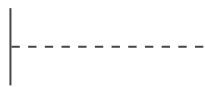
1 inch wide Minimum Space



Height of two lines of type



Height of two lines of type



0.75 inch wide Minimum Space

The “Strength To Change Lives” Tagline

The tagline “Strength to change lives” refers to the shared strength that results when Children’s Aid Foundation of Canada works together with its agency partners and donors to deliver life-affirming support for children, youth, and families in and from care, both in terms of tangibles (such as programs, healthcare, education, equipment, etc.) and emotional support (such as believing in kids, caring about them, and understanding their needs). It also refers to the inherent strength that children and young people have to survive abuse, neglect, and abandonment and move forward to reinvent their lives.

Since the tagline makes a significant promise, it should be used with discretion when not part of the brand mark. Feature the line as a headline or subhead that makes a powerful proclamation, or within sentences in which a strong statement is needed.

When the line is used as a headline (see example far right), it should not be used in the brand mark if the brand mark appears on the same page.

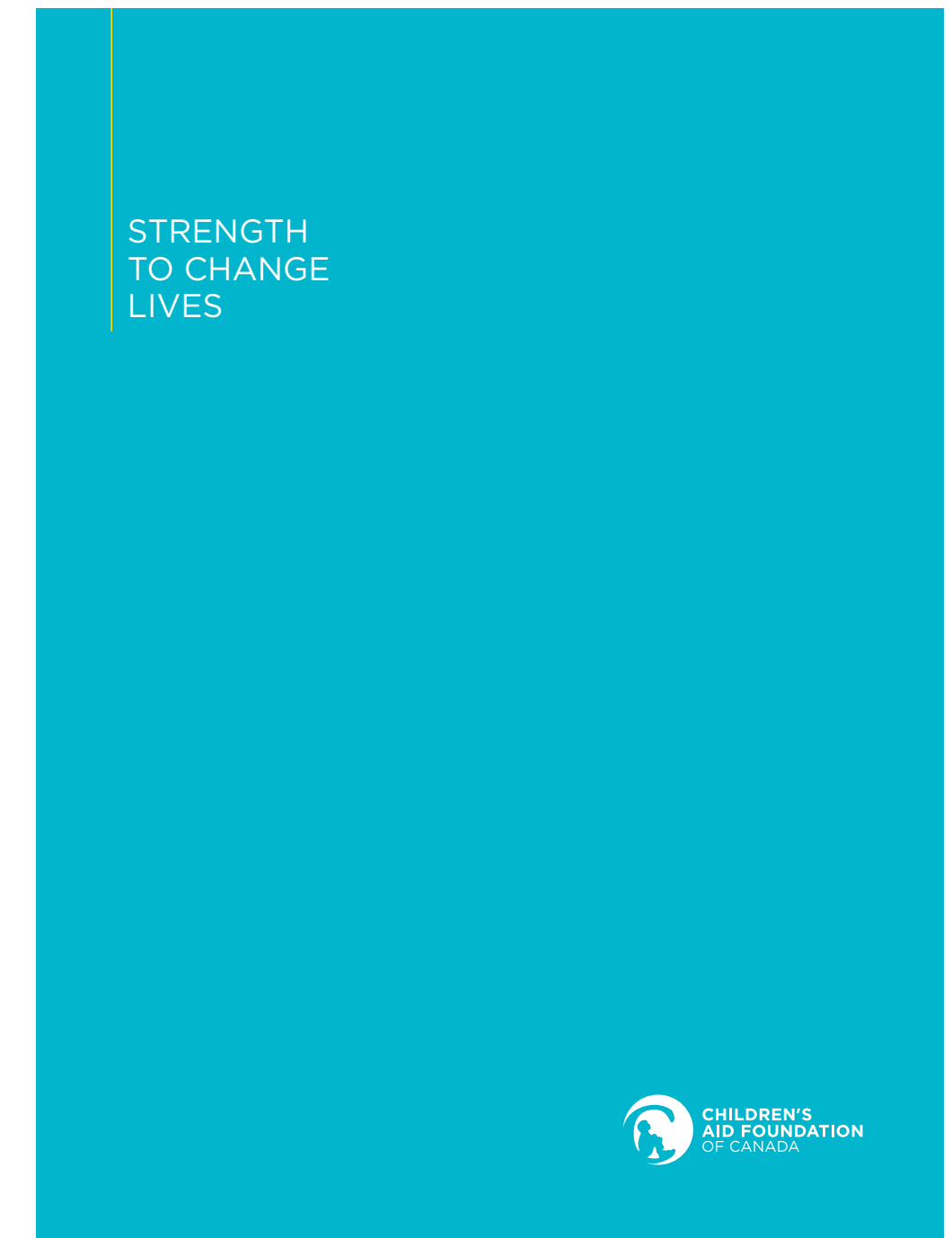
Horizontal Versions (Preferred when possible)



Vertical Versions



Example of Tagline Used As a Title



Foundation Brand Mark In Sponsorship Situations

The sponsorship partner logo must never exceed the height or width of Children's Aid Foundation of Canada's brand mark. The brand mark should always have slight dominance and must always be placed first and to the left of the partnership logo when using the horizontal format. The partnership logo should always be placed below the Foundation brand mark in the vertical format.

Horizontal Versions (Preferred when possible)



Vertical Versions



**CHILDREN'S
AID FOUNDATION
OF CANADA**
Strength to change lives.



**CHILDREN'S
AID FOUNDATION
OF CANADA**
Strength to change lives.



Proper Use Of The Brand Mark

As a general rule, it is best to place the brand mark at bottom left when possible, unless the background or page content call for another placement.

Proper use of the brand mark



Improper use of the brand mark



Colour Palette

Colour Palette

The colour palette for the campaign has been carefully selected from the Foundation's corporate colours, to reflect and underscore the warmth and uplifting promise conveyed by the imagery.

Colour weight (shading/tint) can be adjusted depending on the visual use.

Our brand turquoise blue (PMS 3125) and to a lesser extent our grey (PMS 446) must always be the takeaway colour in any communication.

Dominant use of these colours must ground every message, representing about 50% of its visual impact. Our colour statement can be established through headlines, subheads, photography, infographics, or other graphic elements. Like the Tiffany blue, it must anchor all our work.

Brand Mark Colours

PMS 3125	WHITE	PMS 446	Process Black
C 67	C 0	C 69	C 0
M 0	M 0	M 52	M 0
Y 18	Y 0	Y 54	Y 0
K 0	K 0	K 19	K 100
R 0	R 255	R 99	R 35
G 171	G 255	G 105	G 31
B 194	B 255	B 104	B 32
# 00ABC2	#FFFFFF	# 636968	# 231F20

Primary Colours

PMS 3125	PMS 446	PMS 315	PMS 310
C 67	C 69	C 100	C 44
M 0	M 52	M 7	M 0
Y 18	Y 54	Y 23	Y 10
K 0	K 19	K 33	K 0
R 0	R 99	R 32	R 91
G 171	G 105	G 103	G 208
B 194	B 104	B 121	B 230
# 00ABC2	# 636968	# 206779	# 5BD0E6

Secondary Colours

These are to be used sparingly as complementary accents to the primary palette, depending on the application.

PMS 207	PMS 485	PMS 382	PMS 7404
C 5	C 0	C 33	C 0
M 95	M 73	M 0	M 10
Y 39	Y 92	Y 85	Y 100
K 16	K 1	K 0	K 0
R 175	R 228	R 153	R 253
G 76	G 93	G 194	G 207
B 100	B 80	B 33	B 65
# AF4C64	# E45D50	# 99C221	# FDC441

Typography

Typography

Consistent typography is essential in order to maintain a unified look across all communications. All primary copy typography, including headlines, subheads, and body copy, should be set in Gotham. A second typeface, Chunk Five, can be used as a system font.

Please note that the font family should never be stretched, condensed, or altered in any way. Only the font styles listed in this Brand Playbook should be applied.

Headlines: Gotham Medium or Chunk Five

Sub Heads: Gotham Medium or Chunk Five

Body Copy: Gotham Light (This will read clearly on PMS colours and when the type size is large enough on CMYK colours.)

System Fonts: Arial Family

Display Font: Chunk Five

PRINT FONTS

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo Slab 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo Slab 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SYSTEM FONT

Arial Family of Fonts
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DISPLAY FONT

Chunk Five
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hyphens should not be used to divide words at the end of a line. When the full word cannot fit on the remainder of the line, put the entire word on the next line.

Quotations should only be typeset in Gotham Book upper and lower case. A range of type sizes may be used depending on whether the quote is meant to be a focal point and as the space allows.

Quotations may be reversed out of a corporate teal coloured box. In this case they should be centered in the box with an equal amount of teal border on all sides.

“I’ve had so many labels attached to me – I can now say I’m a college graduate.”

Chantelle, Social worker and former youth in care

“Through the National Campaign for Child Welfare, we look to break the cycle of poverty, abuse and neglect facing thousands of children and youth across the country – and create opportunities for these young people to be empowered, find their voice, and change the trajectory of their own lives.”

Lynn Factor, O.Ont, BAASS, MSW, LLD, Board Member,
Children’s Aid Foundation of Canada

“I’ve had so many labels attached to me – I can now say I’m a college graduate.”
Chantelle, Social worker and former youth in care

Brand Applications

Brand Applications

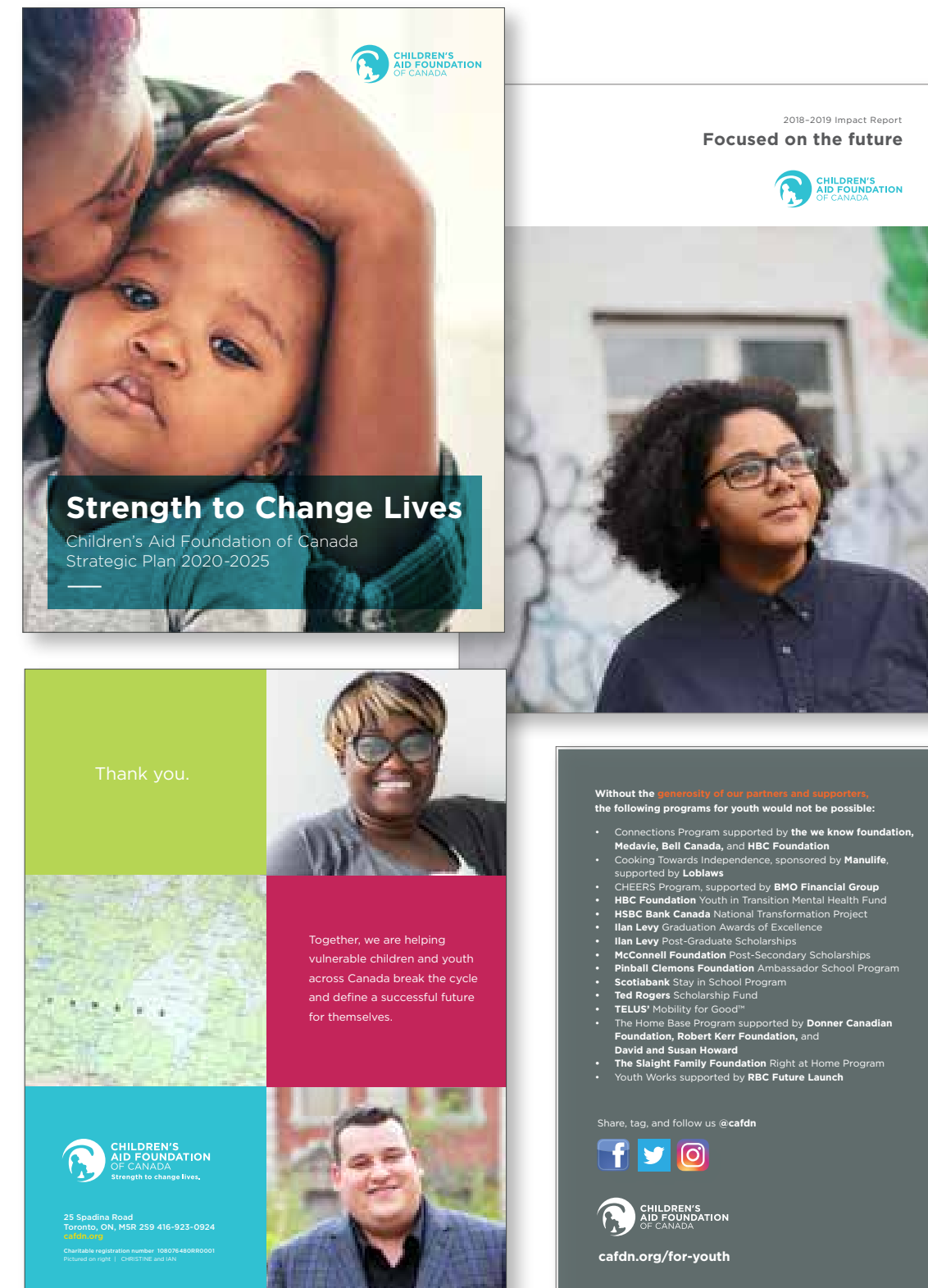
Here are some examples of current layout and design to demonstrate the ways in which our brand guidelines are being consistently applied across various communications.



Using the brand mark and using quotes

There should be a distinct tonal difference between the brand mark and the photograph or coloured background on which it sits; e.g., place a white brand mark against a dark or colourful background and a blue or black brand mark against a light background.

EXAMPLES



An Accent Line to accompany headlines

A vertical or horizontal line can be used as an optional design element to frame a headline, and give it visual strength. The weight of the line should relate to the weight of the headline typeface.

Here are some examples of how this line can be used to anchor a headline or subhead.



Campaign Imagery

Campaign Imagery

Photography is used to illustrate children and youth and their stories with authenticity and emotion.

The photographic style should be real and photojournalistic, never staged or artificial, capturing the beauty and true emotion of believable children and young people in the moment. Photographs embody the journey young people have had – conveying their vulnerability and also their inherent strength.

The presence of a warm light source represents how Children's Aid Foundation of Canada shines a light on kids' challenges and experiences and celebrates their resilience, empowerment, and potential. The light source is the key to bringing the photography to

life. Natural light is preferable, and artificial light should look as natural as possible. Subjects should never be flooded with light or made to appear flat. Shadows may be gently cast on the subject's features to create dimension and convey emotion, but must never appear menacing or dark.

Stock imagery may be used when representing the children, youth, and families we serve whose identities need to remain protected.

Unless is a concern regarding anonymity, please ensure faces are visible. See more on establishing identity on the next page.

Please only use stock images approved by the Marcomm team.



Establishing Identity Or Anonymity

Children and youth in our photographs should always be identified by their first name only. Wherever possible, also include their role or context. This is particularly important when using real photography of former youth in care. For example: “John, Former youth in care” is okay for stock photography, but use: “Matthew, student, Youth Advisory Council member, former youth in care” when using photos of young people we work with.

When young children can't be identified or youth choose to be anonymous, photograph them looking out a window, from the profile or from behind. Create partial

silhouettes so that we can see colour and skin, with perhaps a shadow around the eyes to conceal identity.

When featuring photos of youth who must remain anonymous, use a pseudonym and footnote (example: Aaron*, Former youth in care *name and visual identity protected)

When using an approved quote from a youth, use a pseudonym and footnote (example: - Aaron*, Former youth in care *name and visual identity protected)



JOHN*

Crisis and Permanence

Jason, John and Lindsay - ages 8, 7 and 1 were brought into care after their parent was found to be using drugs and neglecting the children. Transitioning from a biological family into foster or kinship care is a traumatic experience for any child and, depending on the nature of the situation, children may arrive with nothing but the clothes on their back. The few possessions they may arrive with are often packed in garbage bags.

Through the support of the Ted and Loretta Rogers Foster Care Transition Program, the brothers and sister were provided comfort kits - backpacks filled with age-appropriate items and supplies that aid in their comfort, well-being, and sense of security as they faced one of the most overwhelming experiences of their lives. The children immediately bonded with their teddy bears, feeling a strong sense of comfort having these new friends to love and hug. They were able to choose an additional item, and they decided on an e-tablet to share, which they will use to help with homework and for a bit of extra fun during play time. The children were very excited to have their own possessions, and they now feel a sense of belonging and stability that comes with knowing that people care for them.

*Name and visual identity protected




Icons are an effective way of communicating. They can quickly give a visual snapshot of what the text is saying. They primarily appear in the Foundation brand turquoise blue (PMS 3125). They are also commonly white, reversed out of the brand turquoise blue.

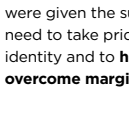

Stand Up for Kids – The national campaign for child welfare

We are thrilled to announce that we have surpassed our \$60 million campaign target! We couldn't have achieved this goal over the last **five years** without the support of our community of committed donors, volunteers, agency partners, youth, and child welfare advocates.

WHAT WE HAVE ACHIEVED TOGETHER

113,546 children and youth were supported, creating **transformational change in their lives**

<p>32,581 were helped to find loving, permanent relationships or comforted in times of crisis</p> 	<p>31,421 were provided health supports and opportunities for camp, recreation, and other activities to help them thrive</p> 	<p>20,588 were supported to achieve an education</p> 
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<p>11,576 were given the support they need to take pride in their identity and to help them overcome marginalization</p> 	<p>17,380 were helped to transition from child welfare into an independent future</p> 	<p>CAMPAIGN FUNDRAISING:</p> <ul style="list-style-type: none"> Signature Events 12% Community Giving 10% Foundation Giving 24% Individual Giving 24% Corporate Giving 29%
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WHAT'S NEXT?
There is tremendous momentum behind this campaign and so much more we can do to improve outcomes for the young people and families we serve. Stay tuned to learn what we have planned next!

IMPACT REPORT 2018-2019 | 1

Together, we are supporting kids in care

8,228 kids were given support

This year, in collaboration with 38 partners, 8,228 kids were helped to successfully gain access to sports and arts lessons and other enriching opportunities that enabled them to explore their interests and passions, and build their confidence.

PROGRAM SPOTLIGHT
IGNITE THE SPARK
For many children and youth in foster care, there is a negative stigma attached to being a "foster kid" that can be a barrier to their success. Generously founded by Andrea Weissman-Daniels and Mark Daniels in 2010, the IGNITE THE SPARK FUND has supported 1,056 kids in care to date by enabling them to pursue enrichment activities that have the potential to change the trajectory of their lives. Such activities can help them to not only have a chance to explore their interests and develop new athletic, creative, and leadership skills, but also to build confidence, self-esteem, and friendships, and have the opportunity to be a "basketball player" or "singer" instead of a "foster kid." This year, the program expanded beyond Toronto to Kingston, ON and Winnipeg, MB and, in the upcoming year, we're excited to further expand in Manitoba and nationally thanks to gifts from Medalist Capital and The Winnipeg Foundation.

"As caring parents, supporting the IGNITE THE SPARK FUND was really a very easy decision for us," says Riley Keast, Partner at Medalist Capital. "Giving kids a chance to discover their identities and passions is so critical to their development, and we are very proud at Medalist Capital to be able to further grow this program across Canada."

"I am so excited that I now get to play soccer on a team. Thank you for giving me this time with my friends and for letting me play my favourite sport, I love it so much!"
- TAMESH*, IGNITE THE SPARK FUND beneficiary
(*name and visual identity have been protected)

To learn more about how we're supporting kids in care, visit cafdn.org/impactreport2018-19

6 | CHILDREN'S AID FOUNDATION OF CANADA

STAND UP FOR KIDS™
CHILDREN'S AID FOUNDATION OF CANADA

The need

An estimated **63,000** children and youth in Canada are in foster or group homes.

The average youth in care moves between **7 foster homes**, disrupting their lives with each move.

Exposure to trauma is almost universal amongst children and youth in the child welfare system.

Over **235,000** children are identified as at risk of abuse and neglect

46% of kids in care in Ontario graduate from high school, compared with 83% of their peers.

Of children and youth in care, **82% have been diagnosed with special needs.** These can include physical, cognitive, emotional, behavioural, and social difficulties.

Youth leaving care are at a **greater risk of experiencing incarceration, homelessness, unemployment,** and reliance on public assistance.

Youth involved in the child welfare system are **200 times more likely to become homeless** than the general population.

Communications and Marketing

As partners, we often look for opportunities to amplify the programs we support on social media through public announcements, traditional media, reports, publications, and other activities.

If you are planning external communications for a program, kindly consider the following framework. We're happy to support your efforts and discuss opportunities for collaboration.

Type	Review Required	Level of Review	Examples
Public announcements, external facing materials, using the Foundation logo or requesting a quote.	Yes	Seven days for review and approval of using the logo and quote. We request a review of the scripts of the videos/multimedia being developed.	<ul style="list-style-type: none"> • Press releases • Website • TV/radio • Announcements • Brochures • Videos • Murals
Opportunistic communications (time-sensitive activities).	No	Pre-approved key messages on the partnership can be prepared. Once approved, they can be incorporated into time-sensitive materials without the need for further approvals from the Foundation.	<ul style="list-style-type: none"> • Media interviews • Responsive media engagements • Tweet
Social media	No	Please tag the Foundation in any posts about our partnership or program. Please see social media in the playbook page for handles.	Instagram, Facebook, LinkedIn, Tik Tok, X posts.