



FCSSAA

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Brand Language

Building Value Through Connection

For over 50 years, the Family and Community Support Services Association of Alberta (FCSSAA) has served as a value-based organization helping shape the preventive social support landscape of Alberta. We are a collective voice that unites and empowers a network committed to strengthening people and communities, turning the momentum of ideas into action. By fusing the power of passionate people, high value services, bold ideas, and resolute advocacy, we find our true purpose – creating meaningful, positive impact for the benefit of all.

Alberta's unique FCSS preventive programming is understood to be an essential service contributing to our quality of life.

Our mission is to be the voice of FCSS programs in the province. We support and strengthen FCSS programs through:

- 1. Promotion of evidence-based research**
- 2. Professional development**
- 3. Current tools and resources**
- 4. Communication and coordination**
- 5. Collaboration**

Stronger Together

The goal of the FCSS is to harness the power of prevention to strengthen communities across Alberta. In turn, the goal of the FCSSAA is to strengthen the FCSS community. We embrace our role as advocate, facilitator, and conduit, enabling clear and productive communication between the members of our organization both internally and with our external stakeholders. By connecting, liaising, and engaging on behalf of the FCSS, we drive change, and advocate for essential funding that allows the FCSS to succeed in their important mission.

We listen first, then seek out pragmatic solutions. As educators who strive to assist the FCSS, we manage and maintain a resource hub that allows our members to access information tailored to their needs. Sharing this bank of knowledge, as well as facilitating the bold exchange of ideas and cross-collaboration, is a mutually empowering process that fosters growth and provides a unified voice to champion preventive social programs across Alberta.

Ultimately, the FCSSAA brings people together. We provide the tools to empower our members to help forge resiliency within the communities where they live and work – and resilient communities are thriving communities.

The FCSS, the FCSSAA, and the people of Alberta – together, we are stronger.

	Knowledgeable Ally	Opportunity Cultivator	Community Partner
Identity	Resolute Advocate	Community Collaborator	Information Conduit
Value	Honest Commitment	Aligning Mutual Convictions	Resource Hub
Experience	Inspired	United	Empowered

For the FCSS community in search of education, communication, and support to help them achieve their full potential, the FCSSAA offers a unique membership that encourages growth, understanding, and development. We are driven by our commitment to providing intrinsic member value, information, and resources to promote our common cause and defend our mutual interests, and in so doing, we strengthen our members' capacity for improvement and growth. We embrace our role as advocates and facilitators, driving systemic change that nurtures Alberta's communities so individuals and families can benefit and thrive.

Logo

This logo embodies the FCSSAA's purpose-driven nature and its relationship of mutual progress with the FCSS. Each chevron in the icon represents the FCSS, branching out from the FCSSAA in the center. The chevrons collectively form a cog, working together as equals to continue to turn the 'whole' forward as one. Using a lower case font as well as rounded geometric counters emphasizes this feeling of comradery further, resulting in a logo with a friendly agreeability.



fcssaa
Family and Community Support
Services Association of Alberta

Safe Space

Keep a clear space around the logo to ensure that the integrity of the logo itself is maintained. For all versions, the minimum clearance zone is the size of the width of the icon in the image, and will be determined by the overall size of the logo on the page. This provides a guide for using the logo in conjunction with other graphic forms. As a general rule, try to keep other graphics from encroaching within the clearance zone, as shown here.



Minimum Size

It is very important not to make the logo smaller than the minimum size indicated here, as this will compromise clarity and legibility. In addition, note that each version of the logo has a different minimum size requirement; adhere to the correct guidelines for the version used.



30mm



16x16
(favicon)

Guidelines

- ❌ Do not stretch, condense, or distort the logo along any axis. Do not use low-res files or versions.
- ❌ Do not reposition, manipulate, or otherwise add effects to the logo. Do not crop.



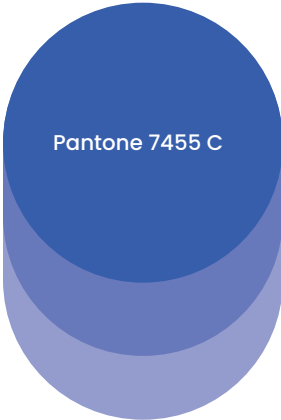
Colour

The color palette for FCSSAA is meant to capture the essence and the vibrancy of the communities, people, and resources which make up the organization. The palette is very colourful, yet slightly soft. The fun and engaging colours will grab attention, and the softer tones can be easily adapted through different mediums without vibrating aggressively off of a viewer's eyes.

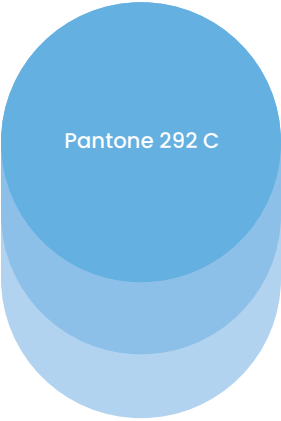
Primary Colours



CMYK: 66/57/51/28
RGB: 84/86/90
HEX: 54565a



CMYK: 85/70/0/0
RGB: 56/92/173
HEX: 385cad



R 101, G 178, B 232
C 55, M 16, Y 0, K 0
HEX: 65b2e8



HEX: fcd06e
R 254, G 209, B 109
C 0, M 18, Y 67, K 0

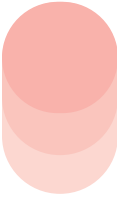
Secondary Colours



Pantone 714 C
CMYK: 0/40/68/0
RGB: 254/170/97
HEX: feaa61



Pantone 631C
CMYK: 70/10/17/0
RGB: 54/176/200
HEX: 36b0c9



Pantone 169C
CMYK: 0/36/24/0
RGB: 255/180/170
HEX: ffb4ab

Typography

The primary typeface for FCSSAA is Sofia Pro. The fonts chosen for FCSSAA are meant to illicit a feeling of approachability. The main header font has an open and rounded quality to it, keeping things playful and welcoming. They are fun and hint at exuberance with uniquely designed characters.

Primary Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

The secondary typeface for FCSSAA is 'Alright Sans'. 'Alright Sans' has a very clean, harmonic, and friendly shape. It complements the primary font with its rounded counters.

'Alright Sans' may not work in all programs, nor be available in all documentation. In cases where it cannot be used, Libre Franklin is the alternate font of choice.

Secondary Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Primary Font In Use

Body copy should be sized so that it is easily readable. We recommend using 8pt or above in a regular weight. Leading should be open enough for the eye to connect the lines with breathing room.

Leading should be between 130% - 150% of your body size.

Headings should be spaced by a full return from the sub head.

Subheads can be space by 0.0625 or more from the bodycopy.

ABDEFG
HJKLMN
OPQRST
UVWXYZ
1234567890

Lorem Ipsum
Et Cusdam.

Sofia Pro

This is a subtitle.

Alright Sans

Maxim inctius asit lab ilit volum ipsunti rendam, cus et optas re nes nossimolore dolupta tusanti ut imoditae endio mint quo es debit vid que dit quibus, aut lamusam verovid esendae sit moluptatis amuscus. Iquunda epudit, suntur qui at liquibus doloreheni quis dem repedis dolorem perferum ipsam que sed quasped ma quiasut imoditae endio mint quo es debit vid que dolorem. Ra del etur? Tus acipsae exped mosaerf eriscit, as id que pa dus, et, que sitatur?

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Lorem Ipsum Et Cusdam.

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Visuals

External Facing Imagery

Imagery should have a balance between individuals looking into the camera and people interacting with each other. Imagery should also show candid interactions between people, documenting a moment in time. Use imagery with warm highlights. Strong differences between the highlights and dark shadows help to add depth to the images. Images should showcase the diverse group of individuals the FCSSAA works with, including but not limited to, race, orientation, gender, age, etc.

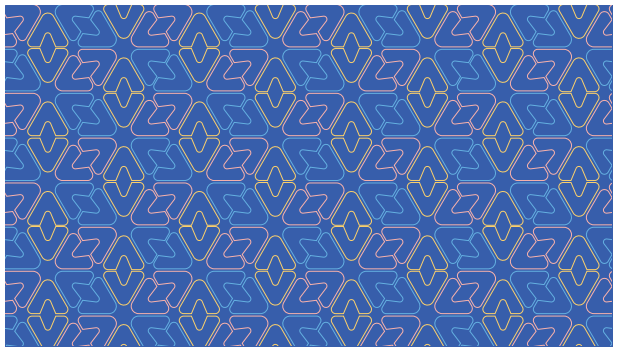
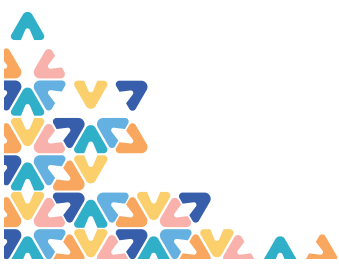
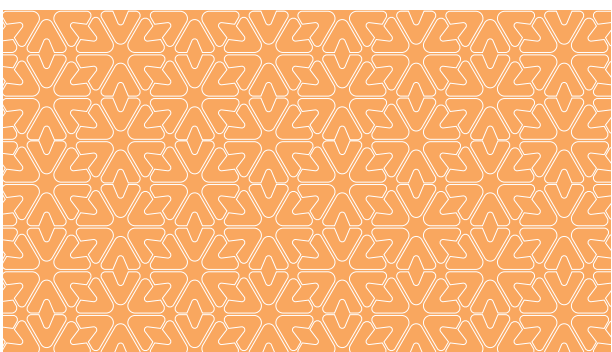


Internal Facing Imagery

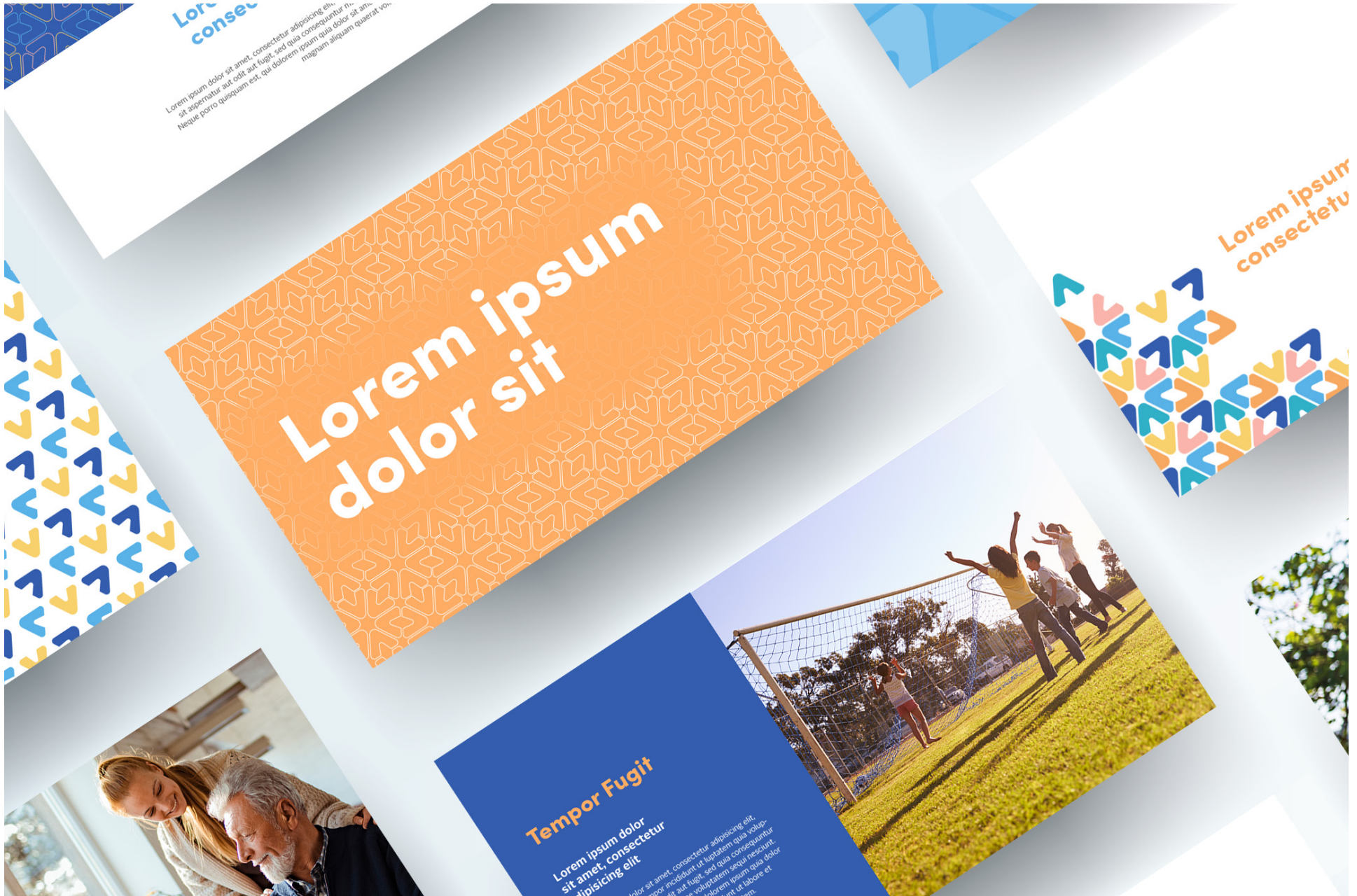
Imagery should have a balance between individuals looking into the camera and people interacting with each other. Imagery should also have a more formal appeal depicting business interactions, and support programs. Use imagery with warm highlights. Strong differences between the highlights and dark shadows help to add depth to the images. Images should showcase the diverse group of individuals the FCSSAA works with, including, but not limited to, race, orientation, gender, age, etc.



Patterns have been custom made utilizing the geometric forms pulled from the cogs, creating unique designs. These can be used within an array of mediums adding visual interest and excitement to a layout.



Samples







Title Of Project

Subtitle of project

John A. Doe
Marketing

