



FCSS Brand Kit

Consistent branding strengthens public trust, supports collaboration across municipalities and helps Albertans easily identify FCSS programs and services.

This kit provides guidance on how to use the FCSS logo in both digital and print applications.



April 2026

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This kit is designed to help programs present a clear, consistent and recognizable visual identity of FCSS across Alberta.

Whether a program chooses to use the generic FCSS logo or a personalized version with its program name, these guidelines ensure that all materials reflect the shared values, credibility and community focus of FCSS.

Consistent branding strengthens public trust, supports collaboration across municipalities, and helps Albertans easily identify FCSS programs and services.

This kit provides the tools to use the FCSS logo confidently and correctly in both digital and print applications.

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LOGO TYPES

Generic FCSS Logo

Full Colour



Black



White



Program-Specific FCSS Logo

Full Colour



Grey



Colour w White Text



Frequently Asked Questions

How do we get a program-specific logo?

The FCSSAA will provide you with a full suite of logo files in every colour combination, colour version and file type you need. Send an email to communications@fcssaa.org to get started.

Can we have the logo in our municipality colours?

To keep a consistent, recognizable FCSS brand, the only approved colour versions are listed on the left.

Can we have the logo say something other than Family and Community Support Services?

We have some discretion on what text to use in your program name, but the FCSS letters and the three cogs on the left cannot be changed.

Who approved these logo types/colour versions?

The FCSSAA Board originally approved these logos and guidelines, and currently approves any additional requests for revisions.

LOGO USAGE

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.



Prohibited Modifications

-  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 or remove any elements of the logo. 
-  Do not change the colour of the logo. 

LOGO USAGE

File Types

ONLINE/DIGITAL/WEB

Files to use online or digital projects

- Logo colour version: RGB
- File type: PNG (transparent background) or JPG (for general use)

PRINT/SIGNS/PROMOTIONAL MATERIALS

Files to use in print including documents signage, high-res needs.

- Logo colour version: CMYK
- File type: EPS or SVG

External Organization Use

When your program is providing the logo to an external organization, share this guide with them!

All FCSS program activities - including FCSS-funded activities - should have an FCSS logo, either one specific to your program or the generic version.

All generic FCSS logo types and versions are available for download on the FCSSAA website:

<https://fcssaa.org/brand-marketing/>



COLOURS

Colour Palette

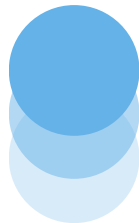
The color palette is meant to capture the essence and the vibrancy of the communities, people and resources.

The palette is very colourful, yet slightly soft. The fun and engaging colours grab attention, and the softer tones can be easily adapted through different mediums without vibrating aggressively.

Primary Palette



R:84 G:86 B:90
C:66 M:57 Y:51 K:28
HEX: 54565a



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



R:255 G:180 B:170
C:0 M:36 Y:24 K:0
HEX:ffb4ab



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

Secondary Palette



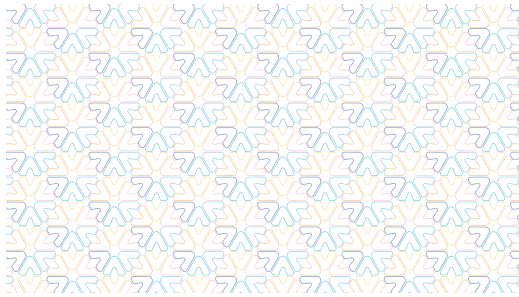
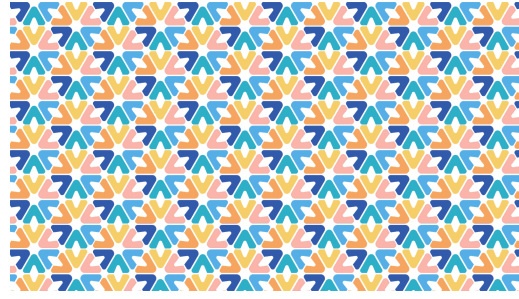
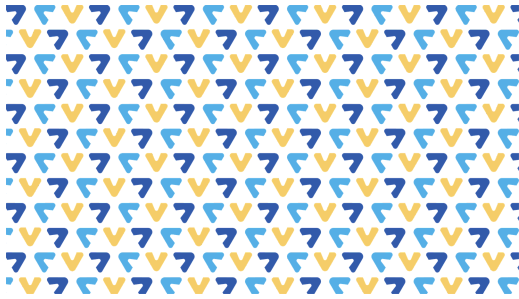
R:254 G:170 B:97
C:0 M:40 Y:68 K:0
HEX:feaa61



R:54 G:176 B:200
C:70 M:10 Y:17 K:0
HEX:36b0c9



R:56 G:92 B:173
C:85 M:70 Y:0 K:0
HEX:385cad



*stronger
together*
stronger together

ICONS & PATTERNS

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.

All patterns are available on the FCSSAA website:
<https://fcssaa.org/brand-marketing/>

DESIGN TIPS

Keep it simple

- Use clean layouts with plenty of white space
- Avoid clutter by aiming for one main idea per graphic/page
- Make the most important information the most prominent

Logos in design

- Use the full colour version of the logo on white or light backgrounds
- Use the all white logo on black or very dark backgrounds
- Use the colour cog logo with white text logo on medium-dark backgrounds where the full-colour logo won't be clear
- Use the black logo when an understated or neutral look is required
- Whenever possible, use the logo with a transparent background for the cleanest, most professional look

Colours

- Stick to the approved primary and secondary colours
- Stick to 2-3 main colours per design

Text

- Choose readable fonts (The FCSSAA uses Sofia Pro and Alright Sans)
- Stick to 1-2 fonts per design
- Use the size, weight and spacing of text to guide the reader's eye
- Left aligned is always the cleanest, most readable text alignment

Use high-quality images

- Choose clear, well-lit photos
- Use imagery with warm highlights
- Avoid pixelated or stretched images
- Aim for a balance of images with people facing the camera and people engaged in activity or interacting with each other

Maintain strong contrast

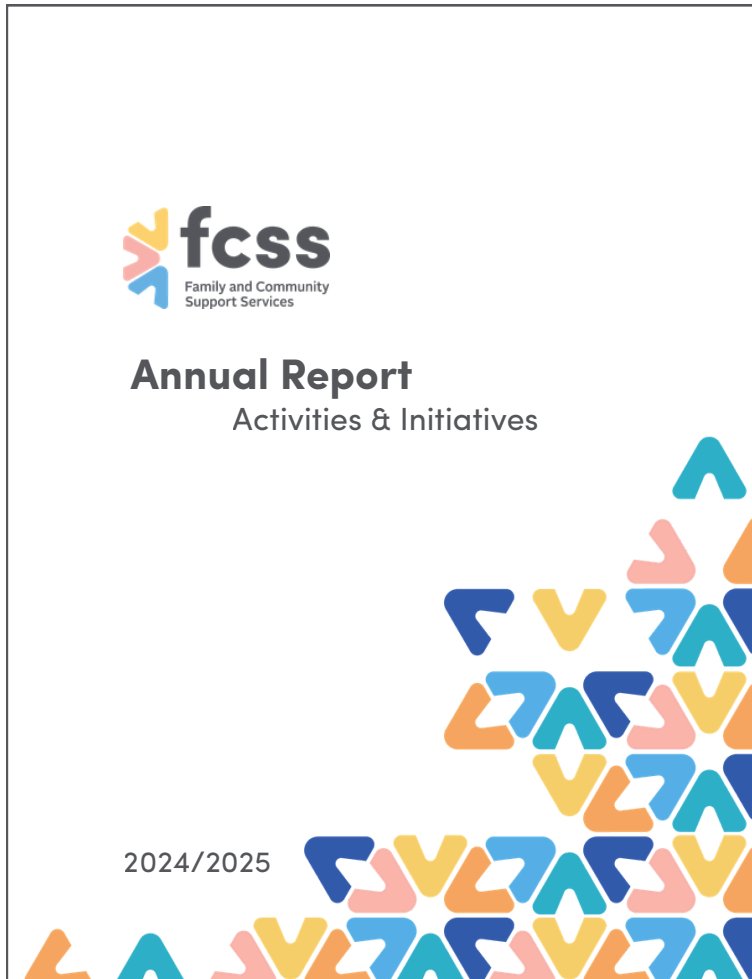
- Ensure text is easy to read against the background
- Dark text on a light background (or vice versa) is best
- Avoid placing text directly over busy photos

Align elements

- Use consistent margins and spacing
- Consistent alignment makes even simple designs look professional
- Align text and images to a grid or common edge - in Canva, use the Align to page function found under Position → Arrange
- Use the Space evenly option in Canva to create a consistent look

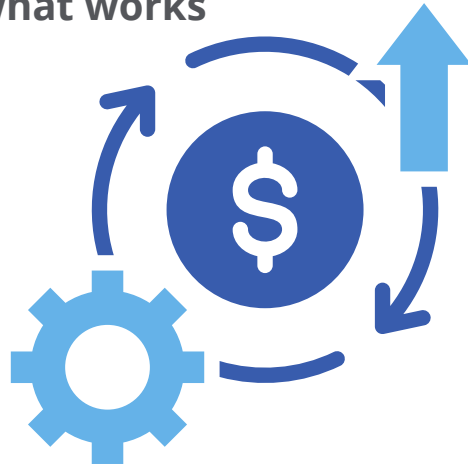
We're happy to review or help with any design you're working on! Just send us an email: communications@fcssaa.org

SAMPLES



SAMPLES

The Value of Prevention: Funding what works

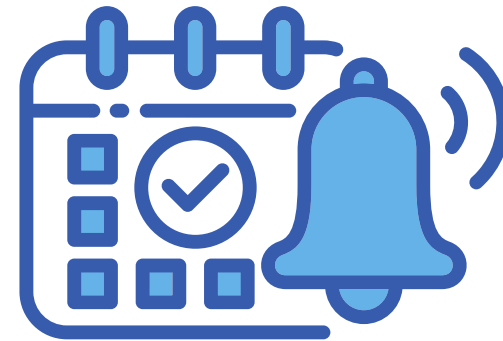


Prevention is cost-effective, smart policy.

Investing in preventative social programming reduces long-term costs in health care, justice and crisis response.



www.fcssaa.org



FCSSAA BYLAW REVIEW WEBINAR

Let's Talk Bylaws - together!

Tuesday, June 16, 2026 | 3 PM

The proposed Bylaws will be presented as a special resolution at the November AGM.

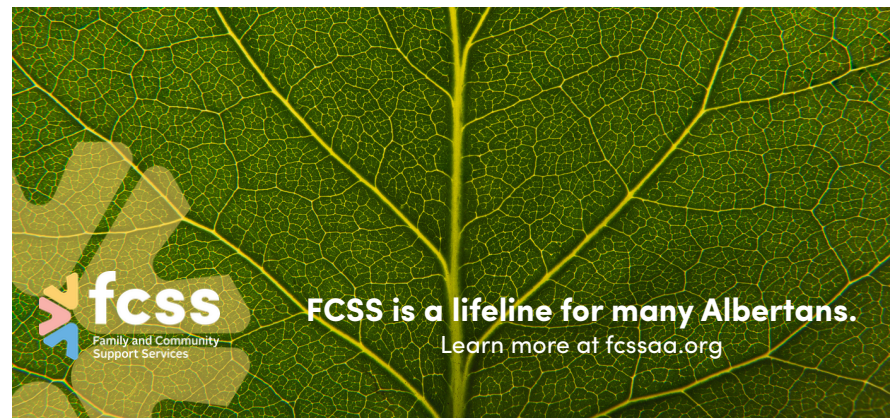


2026 Directors' Network Conference *Leading with Impact*

Wednesday, April 29 to Friday, May 1, 2026.

Hosted by the Edmonton-Evergreen Region in Edmonton.
Stay tuned for more details coming in 2026.

SAMPLES





Questions?

We love questions! Let us know if you have questions about these guidelines or how to apply them, or have any graphic design requests.

Contact us at:

Communications@FCSSAA.org