

April 2016

# Maytree *Style Guide*



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## Mission and vision

The mission statement is focused on the present, defining Maytree's work, objectives and approach to reach those objectives.

The vision statement focuses on the future. A source of inspiration and motivation, it describes the broader changes Maytree hopes to affect.

## Our mission

Maytree is committed to advancing systemic solutions to poverty and strengthening civic communities. We believe the most enduring way to fix the systems that create poverty is to have economic and social rights safeguarded for all people living in Canada. Through our work, we support leaders, organizations and civic communities by:

- Developing and sharing knowledge;
- Strengthening learning and leading; and
- Mobilizing action to further economic and social rights.

## Our vision

A Canada where the economic and social rights of everyone are safeguarded.

## Our brand

Detailed description of Maytree's goal, strategic priorities and approach. Appears on website, in the introduction to reports, etc. Wherever appropriate (i.e. website) we will add a link to a page defining rights.

## About us

At Maytree, we believe that poverty is created when economic and social systems do not keep pace with our changing world. This impacts the quality of life in our communities.

The most enduring way to fix the systems that create poverty is to safeguard social and economic rights for all people living in Canada.

We work to advance systemic solutions to poverty through a human rights approach. We support leaders, organizations and civic communities by:

- Developing and sharing knowledge;
- Strengthening learning and leading; and
- Mobilizing action to further economic and social rights.

Maytree has been dedicated to creating solutions to poverty with our many partners since it was founded in 1982. We listen to the voices of communities to understand their most pressing needs and priorities. We work with governments at all levels because they are central players in creating equity and prosperity. We collaborate with civil society organizations, policy advisors, employers, and major institutions to build strong and vital communities.

## Our brand *continued*

Standard language used to describe Maytree's work. Used on press releases, partner reports, grantee websites etc. Stakeholders (i.e. journalists and grantees) may borrow from it to explain to their audiences what Maytree does.

Our tagline will be heard and read frequently, and it has been designed to be a natural extension of our organizational name. It is the most concise way of conveying what we believe in, and what we are working towards.

Our character describes our most important attributes, informs how we should act (and speak) and defines how we wish to be perceived.

## Boilerplate statement

Maytree is committed to advancing systemic solutions to poverty and strengthening civic communities. It believes the most enduring way to fix the systems that create poverty is to safeguard economic and social rights for all people living in Canada. Through its work, Maytree supports leaders, organizations and civic communities by developing and sharing knowledge; strengthening learning and leading; and mobilizing action to further economic and social rights.

## Tagline

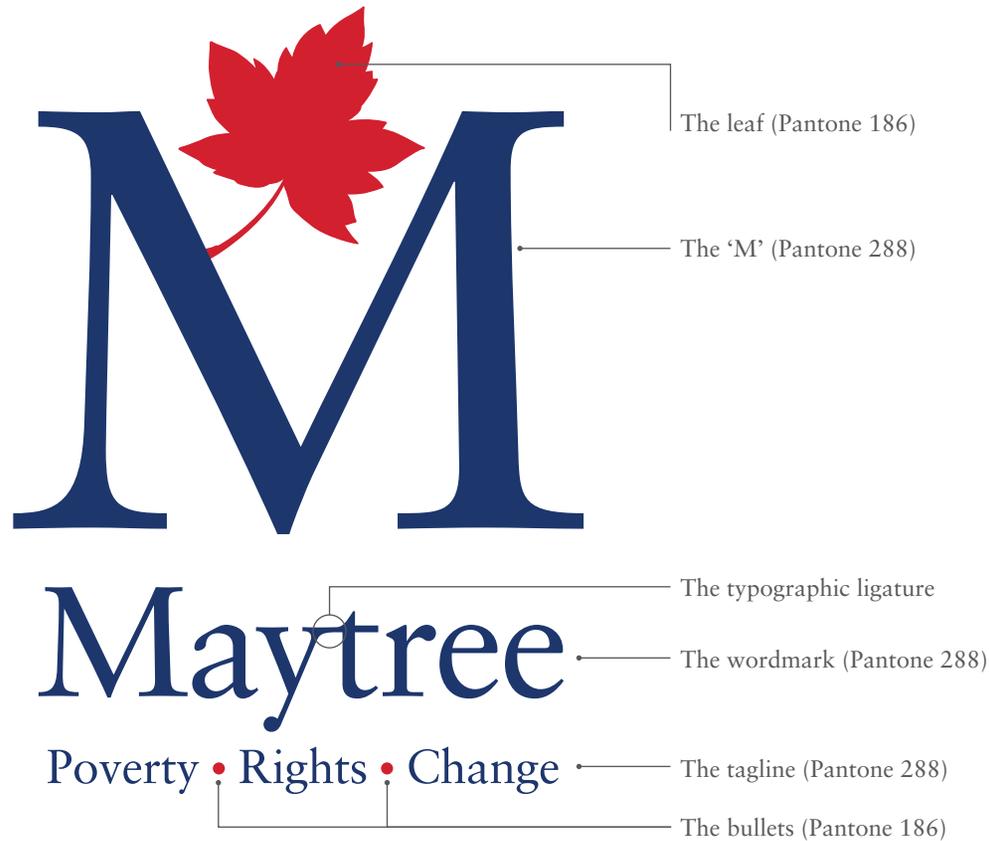
Poverty • Rights • Change

## Character

- Quality-focused in everything we do
- Responsive, adaptable and resourceful
- Solutions-focused
- Curious
- Modest (this is important)
- Trusted, credible and smart
- In it for the long-term (with a history of making a difference)

## Primary logo

Maytree's logo has three versions – the *primary* (shown here), the *secondary* and the *monogram*. This is the symbol that represents who we are. The relationship of the leaf, the letter 'M', the wordmark (including the typographic ligatures), the bullets and the tagline size are all carefully positioned to create a balanced design that is both recognizable and communicates what we stand for. For those reasons, it is important to use the official versions in order to consistently reinforce our brand image.



## Secondary logo and monogram

The *secondary logo* consists of the same elements as the primary logo except for the addition of a vertical rule. They have been reconfigured to fit a horizontal space and to allow for use at a smaller size where the tagline is still legible. The *monogram* is available for use as a shorthand of the *primary* and *secondary logo*. This should be rarely used and only where size and space is limited or it is clear that this represents Maytree.



*Secondary logo*



*Monogram*

## Clearspace

Clearspace is a protective area that surrounds our logos. Its role is to ensure no graphic or typographic elements encroach too closely and appear to either be part of our logo or hinder its visibility. The space is determined by the height of the capital “M” in the word “Maytree.”

## Minimum size

A minimum height has been established for print and on-screen applications. This should ensure that the key elements of the design remain visible and clear. Our tagline is part of the *primary* and *secondary logo* so it’s important not to let the tagline be below 6pt. The *primary logo* is the larger of the two so if it has to be smaller than the minimum size shown on the far right then use the *secondary logo*. This version is better for horizontal spaces as well. For very small sizes the *monogram* version can be used. The example shows a favicon (the tiny URL symbol seen in the browser address bar which is 16 x 16 pixels). Judgement should be used when determining sizes for applications where there are technical constraints such as embroidery and silk-screening.



The clearspace is determined by the height of the capital “M” in the word “Maytree.”



On the left, the *primary logo* is shown at its minimum size. Here, the tagline font is 6pt. Any smaller and it would be difficult to read. If the logo has to be smaller than this then use the *secondary logo* whose minimum size is also shown below where the tagline font is 6pt.



At very small sizes, the *monogram* can be used. On the left is the minimum size for this. This is actually the favicon (the tiny URL symbol seen in the browser address bar which is 16 x 16 pixels).

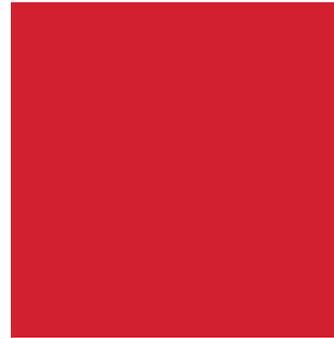
## Colour

The colour palette consists of Maytree Blue and Maytree Red. Specifications for these are provided below each sample on the right.



*Maytree Blue*

Pantone 288  
CMYK: 100c 80m 6y 32k  
RGB: 4R 54G 115B  
HTML: 00337F



*Maytree Red*

Pantone 186  
CMYK: 2c 100m 85y 6k  
RGB: 218R 26G 50B  
HTML: CE1126

## Incorrect usage

To ensure the integrity of the logos, it is important that none of the elements within it are changed or moved. The examples on the right show the *primary logo* where adjustments to the ratio of the graphic, the fonts used or the colours have been changed. These also apply to the *secondary logo*.



Don't switch colours



Don't move or change the size of the maple leaf



Don't use a different font



Don't leave out any elements



Don't change the style of the maple leaf



Don't change the proportions

## Typography

While the logo is the foundation of a visual design platform, other elements play a role in creating the look for Maytree. One key ingredient is typography. Specific fonts have been chosen to ensure consistency across all communication materials. Our main font is a serif called Sabon. It is available in Regular, Italic, Bold and Bold Italic weights (all shown on right). While this font is to be used on most print applications, an alternative, Times (shown below right), can be used for on-screen applications. This can also be used on applications such as Powerpoint or Word (documents that are to be shared) where Times is native to both PC and Mac platforms.

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Sabon Roman (shown at 20pt)

*abcdefghijklmnopqrstvwxyz*  
***ABCDEFGHIJKLMNPQRSTUVWXYZ 123456789***

Sabon Italic (shown at 20pt)

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNPQRSTUVWXYZ 123456789**

Sabon Bold (shown at 20pt)

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNPQRSTUVWXYZ 123456789***

Sabon Bold Italic (shown at 20pt)

abcdefghijklmnopqrst  
 ABCDEFGHI 123456789

Times Regular (shown at 20pt)

*abcdefghijklmnopqrst*  
***ABCDEFGHI 123456789***

Times Italic (shown at 20pt)

**abcdefghijklmnopqrst**  
**ABCDEFGHI 123456789**

Times Bold (shown at 20pt)

***abcdefghijklmnopqrst***  
***ABCDEFGHI 123456789***

Times Bold Italic (shown at 20pt)

# Stationery

Our core stationery pieces utilize both the *primary* and *secondary* logos.

*Note: examples are shown at 50% of actual size.*



Month Day, Year

Firstname Lastname  
Title  
Company Name  
Street Address  
City, Province/State  
Country Postal/Area Code

Dear Firstname Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel nunc ut purus lobortis tincidunt ut et nunc. Aliquam erat volutpat. Morbi velit lectus, elementum vitae nisi ut, venenatis bibendum libero. Nam vel leo at odio ultricies imperdiet. Duis dignissim ipsum iaculis augue molestie imperdiet. Quisque sit amet tempor urna. Nulla turpis nibh, luctus vitae aliquet id, molestie vehicula felis.

Nulla et ex eget lectus bibendum porta. Aliquam erat volutpat. Quisque eget ante velit. Phasellus sagittis pharetra mollis. Cras et consequat est, nec consequat erat. Morbi egestas eget ipsum tempor semper. In euismod, diam eu pharetra condimentum, ante nunc ornare diam, eget malesuada sem enim sed lorem. Etiam sollicitudin eros sed ante volutpat mollis. Pellentesque nec lorem convallis, blandit elit a, tempus ante.

Praesent et sollicitudin metus. Vestibulum condimentum, urna ut congue posuere, lectus neque aliquet nisl, vitae sollicitudin mauris odio in orci. Nullam a finibus odio. Praesent porta sed sem quis vestibulum. Praesent quis blandit ex. Cras in mattis ex. Fusce vel quam convallis, viverra orci sed, imperdiet lacus. Donec porta a ligula non luctus. In id dolor eget leo blandit finibus. Sed pretium ultricies magna ultricies vulputate. Vestibulum ullamcorper massa sit amet ultricies accumsan. Maecenas orci nibh, tristique ac ultrices eu, pharetra quis nulla. Sed et elit eros. Donec ut luctus nunc. Nunc gravida nisi vel nisl porta, quis tincidunt ante efficitur. Donec malesuada massa ullamcorper justo semper, eu aliquam ante vestibulum.

Sign off,

Firstname Lastname  
Title  
Company

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Markus Stadelmann-Elder  
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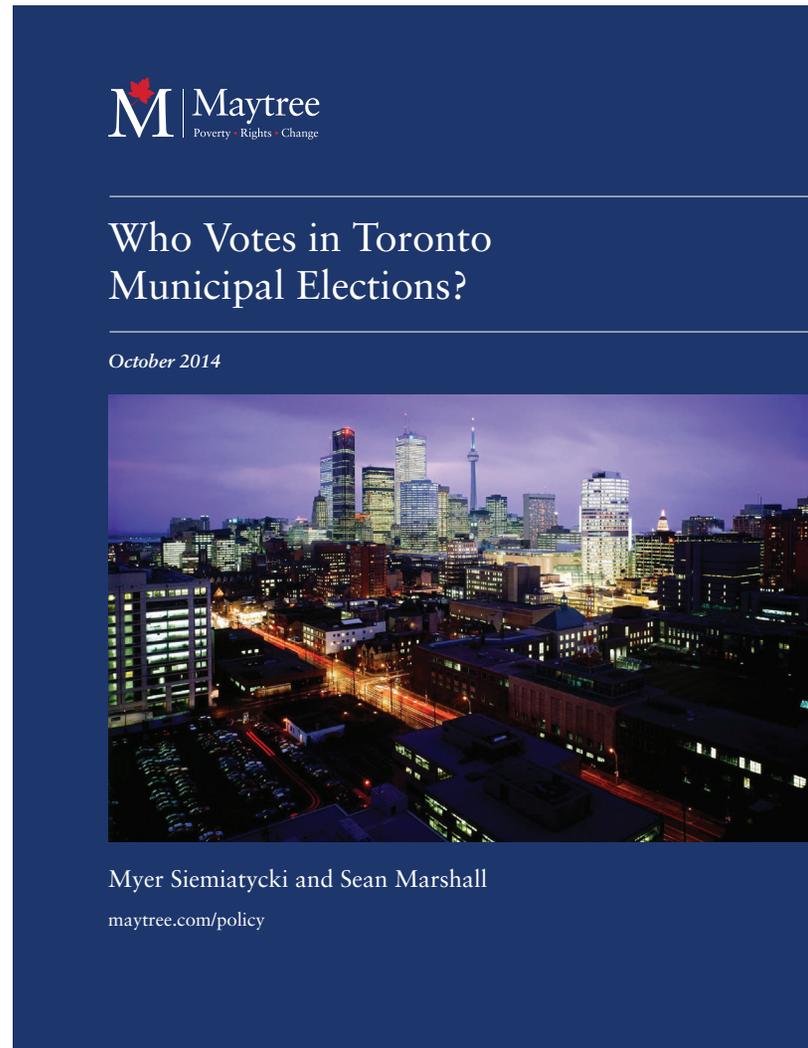
Firstname Lastname  
Title  
Company Name  
Street Address  
City, Province/State  
Country Postal/Area Code

Secondary logo

## Sample report cover 1

The covers of this type of report use a consistent design which consolidates all of the literature in this category. The size and style of the fonts are the same for all the reports. However, there is some flexibility depending on cover content.

*Note: example is shown at 50% of actual size.*



— 0.5pt rules

— 30/36pt Sabon Roman

— 14pt Sabon Italic

— 18pt Sabon Roman

— 14/25pt Sabon Roman

## Sample report cover 2

The covers of this type of report also use a consistent design which is the same as the covers of sample report 3 (shown on the next page). The size and style of the fonts are the same for all the reports. However, there is some flexibility depending on cover content.

*Note: example is shown at 50% of actual size.*

Primary logo |



# Recommendations on strengthening the capacity of local governments to be effective in delivering on the obligations of the ICESCR

Submission to the UN Committee on Economic, Social and Cultural Rights in Connection with the Consideration of the Sixth Periodic Report of Canada

*February 2016*

*Submitted by:*

- *Alan Broadbent, Chairman and CEO, Avana Capital Corporation, Chairman, Maytree*
- *Elizabeth McIsaac, President, Maytree*

— 30/36pt Sabon Roman

— 0.5pt rules

— 14/17pt Sabon Roman

— 14pt Sabon Roman

— 14/17pt Sabon Italic

## Sample report cover 3

The cover for this type of report uses a design which is the same as shown on sample report 2 (see previous page). The size and style of the fonts are the same for all the reports. However, there is some flexibility depending on cover content.

*Note: example is shown at 50% of actual size.*

Primary logo |

**M**  
Maytree  
Poverty • Rights • Change

*Policy Brief*

**Could a housing benefit help tackle our affordable housing challenge?**

*Noah Zon, Director of Policy and Research, Maytree*

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In its recently updated [Long-Term Affordable Housing Strategy](#) the Ontario government said it would develop a framework for a portable housing benefit program, beginning with a small pilot program for people escaping domestic violence. A recent research [report](#) by Michael Mendelson of the Caledon Institute of Social Policy looked at possible design approaches for a housing benefit (sometimes called a housing allowance program). This policy brief provides an introduction to the issue, looking at how a housing benefit works and how it could be a step towards universal access to affordable housing.

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*February 2016*

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**CALEDON**  
INSTITUTE OF SOCIAL POLICY

— Pantone 186 (or 2c 100m 85y 6k)

— 30/36pt Sabon Roman

— 14/17pt Sabon Italic

— 0.5pt rules

— 14/17pt Sabon Roman

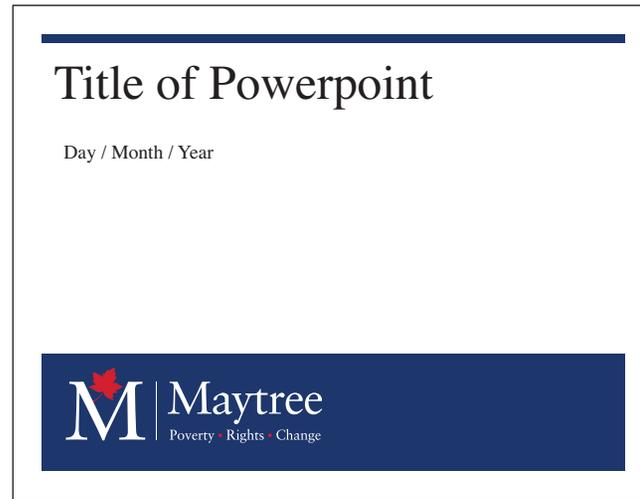
— 14pt Sabon Roman

Co-brand position |

# Powerpoint

Our Powerpoint pages are shown on the right.

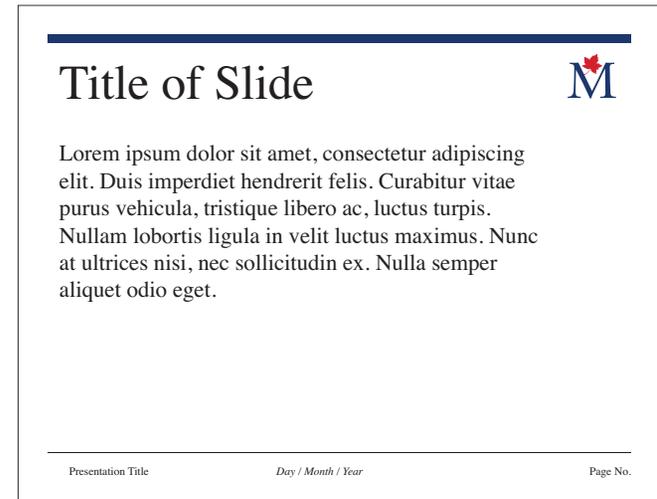
Heading: 60pt Times Regular  
Date: 24pt Times Italic



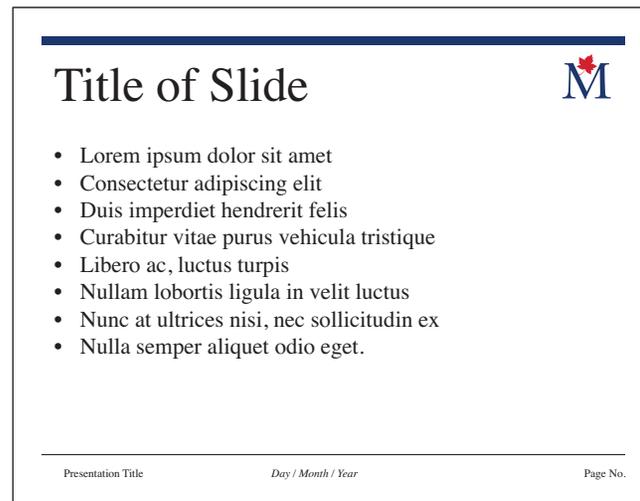
Secondary logo —

Title page

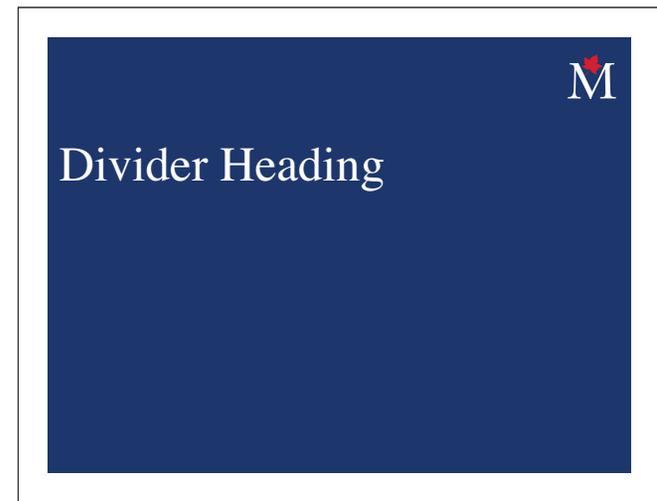
Heading: 60pt Times Regular  
Body copy: 14/17pt Times  
Footer: 14pt Times Regular / Times Italic



Text page



Text page with bullets



Divider page

## Email signature

The font used for the email signature is Times or Arial.

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# Social media icon



Any questions regarding the use of  
the Maytree logo please contact:

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