Sunbeam Brand
+
Accessibility
Guidelines

Guidelines with brand design elements and digital Accessibility standards for

Sunbeam Community & Developmental Services

Guidelines set out in this publication apply to all Sunbeam logos (Sunbeam Community & Developmental Services, Sunbeam Developmental Resource Centre, Brightside, and DSO Central West Region*.) Refer to Developmental Services Ontario for their specific guidelines.

Table of Contents

The General Logos

You must always keep all relationships of sizes, distances and combinations of colours within the brand at all times.

A logo and a visual identity consists of the rational part including proportions, scaleability. Placements and reproduction considerations should create an efficient and well designed logo and brand.

The visual design guidelines will provide this information to ensure that the brand is used correctly. This section will illustrate the construction and guidelines of the Sunbeam logos.

Note: All PNG and JPG files in the online repositories have been preconfigured with the appropriate whitespace surrounding the logo.

Rules: "These rules can be applied to all Sunbeam departmental and clinic logos. Including but not limited to:

- **Sunbeam Developmental Resource Centre**
- **Sunbeam Kids Hub**
- **Sunbeam Specialized Dental Clinic**
- **Special Holiday Logos**
- **Sunbeam Seating and Mobility Clinic**
- **Brightside**
- **Community Living Services**
- **Recreation and Wellness**

Logo Construction and Clearspace

Our logo is one of our most visible and valuable assets. Please respect it.

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

We've defined an exclusion zone that stops other graphic elements interfering with the logotype and make sure the logo is easy to read. Logos created for Sunbeam have been pre-configured with the minimum appropriate surrounding whitespace.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.

Mission Statement

"Providing innovative opportunities that enable the people we support to reach their goals and achieve recognition of their value in the community."

The mission statement describes the overall purpose of our organization

The Sunbeam team goes to great lengths to:

- **Provide affordable rates for both for-profit and non-profit properties**
- **Protect owner's investment**
- **Ensure well-maintained sites that appreciate in value over the years**
- **Promote long-term tenancies in safe spaces**
- **Build community and increase connections for both owners and tenants**
- **Providing innovative opportunities that enable the people we support to reach their goals and achieve recognition of their value in the community**

The mission statement is a clear and succinct representation of why the organization exists, it sets boundaries for current activities and serves as a starting point for developing strategic vision, defining how we will achieve the vision.

Brand Values

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of our Brand.

Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances.

These value statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving our day-to-day decision making and are the tools to help bring the brand to life.

The Sunbeam Logos

Sunbeam company logos, colours, and typeface are the pillars of the identity of the organization. Their characteristics ensure an individual and consistent image of the organization in the community.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark / symbol (sun variations).

There will always be new situations where the logo will need to be used both in print and online. The flat logos (.JPG and .PNG files) will be sufficient for most situations.

If a new logo size or format is required for print or digital representation, new logo outputs should be always produced from the master artwork. See your graphic designer for this if you are not familiar with working with high-resolution images with design software.

The only time the sun symbol should be used alone is on the website or social media channels where there are other elements to help the user recognise the brand.

The monochromatic version has been designed to meet some specific printing requirements and may also be used in situations where minimum visual contrast must be maintained.

The Sunbeam Primary Colours

Please use these exact colours.

Colour: #189AD6 **Colour: #117545** **Colour: #F0CE11** **Colour: #D31772**

Opacity

100%
80%
60%
40%
20%

Complementary branding colours can be a valuable tool in our visual branding strategy. These colours should complement the primary brand colours and be used sparingly in order to maintain visual consistency and not overwhelm the viewer. One way to use complementary branding colours is to create contrast and emphasis on certain design elements. For example, using a complementary colour to highlight important text or call-to-action buttons can make them stand out and be more easily noticed by the viewer.

Another way is to create a sense of hierarchy within a design. By using different shades or tints of the complementary colour, Sunbeam can convey a sense of importance or prominence to certain elements on a page. Additionally, these colours can also be used to add visual interest and variety to a design without deviating too far from the primary brand colour. By using different combinations and placements of a complementary colour, a company can create a dynamic and engaging visual experience for the viewer.

The Complementary Colours System

Colour: #35728E **Colour: #E38009** **Colour: #358E63** **Colour: #A33D2F**

Opacity

100%
80%
60%
40%
20%

Colour: #8E8135 **Colour: #3A3663** **Colour: #2FA331** **Colour: #8E3560**

Opacity

100%
80%
60%
40%
20%

Inverted monochrome usage

Logo Proper Use

The Sunbeam logos have been carefully designed and should not be altered in any way unless approval has been given.

These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

Do not:

- Alter the marks in any way
- Redesign, redraw, animate, modify, distort, or alter the proportions of the marks
- Surround the marks with or plate in the foreground over a pattern or design
- Rotate or render the marks
- Add words, images, or any other new elements to the marks
- Replace the approved typeface with any other typeface
- Enclose the marks in a shape or combine with other elements or effects
- Modify the size or position relationship of any element within the marks
- Add additional copy / text to the marks

Not Permitted:

Not Permitted:

Do not:

- Add graphics to the marks (exceptions for approved holiday designs)
- Use versions of the marks that are low resolution and poor quality
- Use improperly sized marks
- Add backgrounds that make the marks difficult to identify
- Use overlay or underlays where parts of the marks become lost

Brand Pattern

A Brand pattern maybe be used on printed, web or social media channels. Reducing opacity if text is overlayed may be required.

sunbeam
COMMUNITY & DEVELOPMENTAL SERVICES

Glossary

Corporate Identity
Corporate identity defines how an agency or organization acts and presents itself to the public, customers, investors, the people supported and their families, and employees. A strong identity and culture are essential for recognition by the target audience and for standing out from similar organizatons.

It is the primary task of the agency or organization's communications team to maintain and build this identity to facilitate the attainment of strategic business objectives.

Brand Style Guide
A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on promotional materials.

Logo
A logo is a graphic mark or emblem commonly used by commercial

enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

Typeface/Font Family
In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Brand
Brand is the "name, term, design, symbol, or any other feature that has a unique and immediately recognizable identity that distinguishes itself from others in its industry.

Palette
A given, finite set of colours for the management of digital images.

Accessibility (AODA) Guidelines

Introduction

At Sunbeam Community & Developmental Services, we believe that ensuring equal access to our web and printed materials for individuals with any abilities is a fundamental principle.

It is essential that everyone can navigate websites and documents effortlessly. By harnessing the accessibility features embedded in web technologies, we empower all users to fully engage with our digital platforms and printed materials without exclusion.

It's important to remember that we are not the user of materials we create. We often think that content that can be understood and used by us will be adequate for others. It's important to think on a larger scale when creating accessible content.

Document Standards

You may use these following guidelines to create Accessible Word documents or web content.

Write in plain language:

- Use clear and descriptive titles on your documents
- Use descriptive headings for your sections
- Write shorter sentences. 15-20 words
- Use bulleted lists instead of longer sentences
- Use common words
- Use inclusive language

For more information, refer to Sunbeam's Inclusive Language Policy and Inclusive Language Guide -- Policy #AD-ge-013.

Ensure text is legible:

- Use a suitable text size. No smaller than 12pt
- Use a suitable font. **Open Sans**, **Helvetica**, **Franklin Gothic, Calibri** or **Arial** are all compliant with accessibility standards
- Avoid using All Caps
- Avoid italics, these are difficult to read
- Underlines should be used only in hyperlinks
- When using coloured text, ensure there is sufficient contrast
- Avoid using colours to convey meaning (e.g. red to show importance). Individuals with Colour blindness can miss the intent

Accessibility (AODA) Guidelines (cont'd)

Structure your Content:

- Use a formatted title at the start of your document. You can do this by selecting "Title" in the "Styles" tab in Microsoft Word
- Segment content into manageable chunks
- New topics should be of the H1 (Header) tag
- Headings should be clear and short

Ensure tables and hyperlinks are accessible:

- Use clear and informative text for hyperlinks that clearly communicates the destination of the link to users. Avoid generic phrases like "Click here" as they fail to provide meaningful context about where the link will take them. (e.g.

How to use tables

- Refrain from using tables as a design element; they should exclusively be reserved for displaying tabular data
- Clearly label your table headers to enhance the understanding of the content found in the rows and columns
- Ensure that you include alt-text for your table
- Avoid merging, splitting, or leaving any cells blank within the table

Add alternative (alt) text to images:

- All images/graphics within your document should have alt-text associated with it
- Alt-text allows individuals who cannot see the image/graphic to understand the context of the image

Use the Accessibility Checker

Microsoft offers an Accessibility Checker designed to help you pinpoint any issues. This tool is intended to assist you rather than replace your own thorough accessibility assessment. After following the steps provided on this page, you can use the Accessibility Checker for a quick evaluation of your work.