



This is a guide of the core elements of The Law Foundation of Ontario's visual identity. Follow these simple guidelines to ensure the Foundation's visual brand is presented clearly and consistently.

Our vision

Putting people at the heart of justice.

What does it mean?

The law exists to help people. The Law Foundation of Ontario envisions a justice system that's always compassionate and committed to helping people, especially those who are vulnerable and marginalized. People, and their needs, should be at the centre of our justice system. We envision services that wrap around people and a system that adapts to them – not the other way around. No one should have to struggle to get in or through the justice system. People are also at the heart of our work at the Foundation and this inspires our funding and relationships with others.

Our mission

Through granting and collaboration we invest in knowledge and services that help people understand the law and use it to improve their lives.

What does it mean?

The Law Foundation of Ontario carries out its two main roles – as a grant-maker and collaborator – in a proactive and strategic way. The decisions on how to best spend our time and dollars are based on the positive difference they will ultimately make in people's lives.

The Foundation logo is a very important element of the overall identity.
The primary logo is comprised of three parts:



Primary logo



Secondary logo



There are three acceptable colour variations of the logo:
(1) Positive Colour, (2) Positive Black & White and (3) Negative White.



In order to ensure the greatest visual impact, the logo must always be given a frame of uninterrupted clear space. The clear space on all sides is equal to X – the height of two lines of type in the wordmark. No other graphic elements (ie. photography, type, other logos) should appear within this space.



The identity uses a simple, bold colour palette.

The following colour mixes are suitable for all spot print (PANTONE), process print (CMYK) and digital (Hex/RGB) applications.

Primary Palette

Purple PMS 2685 C CMYK 95/100/22/18 Hex #32136C RGB 50/19/108	Teal PMS 3375 C CMYK 44/0/29/0 Hex #83e1c8 RGB 131/225/200	Dark Gray PMS 426 C CMYK 70/64/63/63 Hex #2e2e2e RGB 46/46/46	Light Gray PMS Cool Gray 1 C CMYK 7/5/5/0 Hex #ebebeb RGB 235/235/235
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Secondary Palette

Blue PMS 297 C CMYK 52/3/4/0 Hex #6dc6e7 RGB 109/198/231	Salmon PMS 7416 C CMYK 5/74/75/0 Hex #e6674a RGB 230/103/74	Gold PMS 110 C CMYK 17/31/100/1 Hex #d8aa00 RGB 216/170/0
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Brandon Grotesque is the primary typeface used in all professionally-produced Foundation collateral. Sentinel can be used in instances with a large amount of body copy or in instances where a sans serif typeface is not suitable.

Tahoma is the primary typeface for all internally-produced materials and digital applications.

Brandon Grotesque Light	Sentinel Light	Tahoma Regular
<i>Brandon Grotesque Light Italic</i>	<i>Sentinel Light Italic</i>	Tahoma Bold
Brandon Grotesque Regular	Sentinel Book	
<i>Brandon Grotesque Regular Italic</i>	<i>Sentinel Book Italic</i>	
Brandon Grotesque Medium	Sentinel Medium	
<i>Brandon Grotesque Medium Italic</i>	<i>Sentinel Medium Italic</i>	
Brandon Grotesque Bold	Sentinel Bold	
<i>Brandon Grotesque Bold Italic</i>	<i>Sentinel Bold Italic</i>	

For optimal legibility, the logo should never be reproduced smaller than (1) 1.5" wide for print applications and (2) 150 pixels wide for digital applications.



The Foundation logo may not be altered in any way. It may never appear with any portion(s) removed and/or in different colours. Place the logo on a plain background so it can be easily read. When re-sizing the logo, be sure to do so proportionally (i.e. both the height and width are adjusted equally) so the logo does not look distorted or stretched.



For more information, please contact:

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