

OPEN DOOR GROUP
CO-BRANDING GUIDELINES

WE OPEN
DOORS TO
OPPORTUNITY

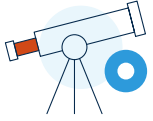
Use these guidelines for details on how and when to incorporate Open Door Group co-branding logos into your own branding and messaging.



CONTENTS

03 Introduction	08 Logo misuse
04 Overview	09 Logo lockup
05 Brand dominance	10 Typography & colors
06 Brand identity- Visual components	12 Co-branding examples
07 Brand logo	16 Contact us

INTRODUCTION



VISION

A world where all people have access to opportunities that give them purpose, prosperity, and belonging.



MISSION

Fostering well-being for all by opening doors to sustainable and meaningful employment.



VALUES

Customer Experience

A customer's entire journey with ODG, is considered and met with a high standard of quality and care. Every department. Every position.

Impact Through Results

We optimize our efforts by using impact as a guiding principle. We understand that being accountable in matching our actions to our words will have the greatest impact.

Accessibility, Diversity, Equity, Inclusion

To sustainably deliver on our mission, we must constantly examine and evolve. As a service provider and as an employer.

WHO WE ARE

Open Door Group is a people-centered organization. From the clients and employers we work with to our dedicated staff, from community partners to funders, we are committed to building genuine collaborative relationships that support meaningful and sustainable employment opportunities for everyone.

The work of Open Door Group takes place across British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario — the homelands of over 500 distinct Indigenous nations and cultures. Our home office is located on the ancestral and unceded territories of the of the skwxwú7mesh, xʷməθkʷəy̓əm and səłilwətaʔ peoples. We extend thanks, honour, and respect to our hosts for stewarding these lands since time immemorial.



OVERVIEW

WHY CO-BRAND?

Using two brands or more together signifies a partnership focused on delivering new or improved products/services. To benefit from our partnership, it is crucial for all the brands involved to accurately communicate and represent the co-branded products/services to our audiences.

Co-branding with us can provide several benefits, including:

CREDIBILITY & TRUST: Collaborating with our trusted and respected brand can establish credibility with the public, resulting in greater loyalty and revenue.

NEW COMMUNITIES: Co-branding can broaden the reach of a product or service to new communities and customer demographics.

CREDIBILITY & TRUST: Collaborating with our trusted and respected brand can establish credibility with stakeholders, leading to increased loyalty and revenue.

INNOVATION: Co-branding can stimulate innovation by merging diverse perspectives and expertise to develop fresh and distinctive services, products, or campaigns.

WHAT TO CO-BRAND?

Open Door Group has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners:

- Email Headers
- Flyers
- Event Signage
- Advertising materials
- Event signage
- Promotional products/services
- Social media posts, webinars, presentations
- Sponsorship materials
- Other

This is not intended to be a comprehensive list of items -The purpose of providing these examples is for illustration only.

By following the guidelines outlined in this document, the development process of co-branded materials can be streamlined, while ensuring the protection of valuable corporate and product brand assets for all parties involved.

For questions and/or approval, please contact:
info@opendoorgroup.org

BRAND DOMINANCE

HOW TO DISPLAY OUR LOGO

In co-branding partnerships, brand dominance is established through negotiation and typically involves one partner having a more prominent visual presence, often by utilizing their identity/brand system in a dominant manner.

This determination is influenced by various factors, such as financial and/or resource contributions, which partner has access to the customer base and maintains the relationship, or which partner hosts the experience.

To express Open Door Group brand dominance, you can implement two simple key strategies:

- Place the Open Door Group logo in the most visible and valuable space, such as above the fold on a website or at the lower right of a poster.
- In a brand-neutral environment where partner logos are displayed in close proximity to each other, the Open Door Group logo is typically placed on the left-hand side.

REPRESENT CO-BRANDING SCENARIO

Note: When the communication experience is heavily influenced by Open Door Group, either because we are leading the project, or because our resources are most relied upon, Open Door Group brand dominance is established. In such cases, the Open Door Group visual brand is heavily utilized to shape the look and feel of the communication.

Conversely, partner dominant co-branding occurs when the partner brand heavily influences the communication experience, resulting in the partner brand being featured more prominently and the design geared towards their visual system. However, it is essential to ensure that even in partner dominant co-branding, the Open Door Group logo is appropriately displayed.

If you are unsure how to represent an unclear co-branding scenario, please contact our marketing and communication department for guidance at:

info@opendoorgroup.org



PARTNER
LOGO

BRAND IDENTITY

VISUAL COMPONENTS

The visual identity elements are the visual components that create a brand's identity, including logos, colors, typography, and design elements. Together, they form a unique and recognizable visual identity, setting the brand apart from others.



BRAND LOGO

The Open Door Group logo is a typeset word mark designed to communicate openness, accessibility, and to stand out from the existing category logo scape.

The Open Door Group wordmark is clean, bold and unique. It's also friendly and approachable. The logo appears in isolation as well as with other elements. This is why it is important to follow the rules of usage for the logo.

Vertical Positioning

This is the preferred configuration of the logo. It should be used whenever possible.

Clear Space

The minimum clear space on every side is equivalent to the height of the character 'n.' All spacing is measured from the outermost point (i.e. left 'o'; right 'r'; top 'n'; bottom 'g').

To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements as well as from printed or trim edges (whichever is closest).

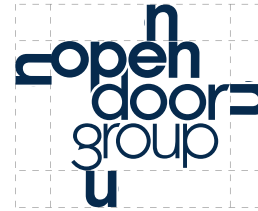
Minimum Size

The logo should never appear at a size where the total width of the word mark is less than half an inch.

LOGO ELEMENTS



CLEAR SPACE



MINIMUM SIZE



ALTERNATE VERSIONS



Full Color (Preferred)
this version is the most preferred in every medium.



Full Color (Reverse)
when using the logo on dark backgrounds in full color, knockout the color or use white.



Black and White
if logo is to be used in a black and white or grayscale environment, then use this version with light backgrounds.



Black and White (Reverse)
if logo is to be used in a black and white or grayscale environment, then use this version with dark backgrounds.

LOGO MISUSE

The following pictures demonstrate some of the unacceptable variations of the Open Door Group logo.

- 1) The logo should always be placed upon a consistent background. If the logo must be placed on an inconsistent background, create a box at least equal to it's required space as dictated on page 7.
- 2) The logo should never be tinted, opacified, or made transparent.
- 3) The color of the logo should never be changed from what is outlined on pages 7.
- 4) The logo should never be reformatted or broken apart.
- 5) The logo should only be scaled with constrained proportions.
- 6) The logo should always be level horizontally, never skewed upon it's axis.
- 7) The logo should never be embellished with drop shadows, inner or outer glow, etc.
- 8) The elements of the logo should never be scaled/used separately/independently of each other.

DO NOTS:



1) Background



2) Opacity



3) Different Colors



4) Format



5) Scale



6) Axis



7) Drop shadow



8) Proportions

LOGO LOCKUP

LOGO LOCKUP OVERVIEW

A logo lockup combines the logos of two entities to create a visual representation of their collaborative partnership or sponsorship arrangement. They are commonly used in marketing and promotional materials, and must follow proper design principles for clarity and visual appeal!

To effectively cobrand, the Open Door Group logo should be displayed in a lockup alongside a partner logo. The guidelines presented on this page provide a clear framework for constructing a proper lockup that incorporates the Open Door Group logo.

It is essential to ensure that each logo within the lockup is optically equal in size. Additionally, the placement of the lockup is significant, with the left position indicating brand dominance in neutral brand environments.

CLEAR SPACE REQUIREMENTS



LEFT ALIGNMENT



RIGHT ALIGNMENT



TYPOGRAPHY

The significance of Typography in Graphic Standards cannot be understated. A standardized font creates a uniform and polished appearance. Open Door Group's Graphic Standards utilize **Open Sans** and **BC Sans** as the primary typefaces, and they are suggested for use in all marketing and promotional materials.

Open Sans is our preferred typeface, and the different weights we use are demonstrated on the right side. Although we offer a small selection of alternate fonts for special situations, we generally recommend using our primary typeface consistently.

Open Sans Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*Open Sans Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Open Sans Light - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Open Sans Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

**Open Sans Extra Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

BC Sans Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*BC Sans Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

**BC Sans Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

**BC Sans Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

COLOR PALETTE

Please use appropriate logo color specifications for your specific application needs. "ODG blue" should be used in all Open Door Group materials and play a primary role. Cyan or any accent colors can be used as a secondary or highlight color.

ODG Blue

#062A4D
R 6 G 42 B 77
C 100 M 82 Y 41 K 43

Cyan

##008EF8
R 0 G 142 B 248
C 100 M 43 Y 0 K 3

Cloud

#CBEDFC
R 203 G 237 B 252
C 24 M 0 Y 2 K 0

Light Cloud

#E9F6FC
R 233 G 246 B 252
C 11 M 0 Y 2 K 0

Dark Blue

#162939
R 22 G 41 B 57
C 95 M 74 Y 50 K 59

Orange Rust

#D14917
R 209 G 73 B 23
C 13 M 81 Y 99 K 3

Light Grey

#F7F7F7
R 247 G 247 B 247
C 4 M 3 Y 3 K 0

OPEN DOOR GROUP
CO-BRANDING GUIDELINES

CO-BRANDING EXAMPLES

For your reference, Open Door Group has created example templates featuring pre-defined logo placements for marketing & promotional items that we often co-brand with our partners.



OPEN DOOR GROUP BRAND DOMINANCE

HOW TO DISPLAY OUR LOGO

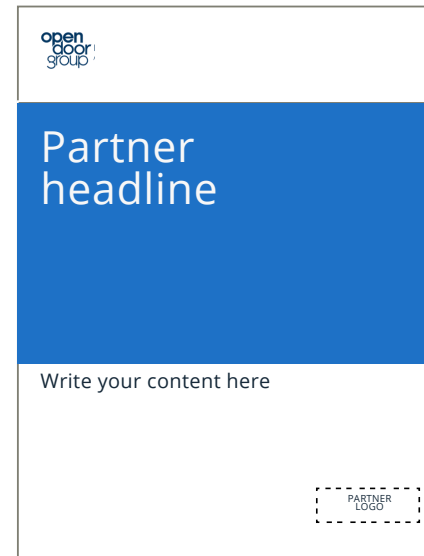
Open Door Group's dominance is established through our significant influence on the communication experience, particularly when we are driving the customer experience or when our resources are most relied upon. Our dominant experiences heavily depend on our visual system to create a distinctive look and feel.

The following examples illustrate the conceptual appearance of Open Door Group brand dominant co-branded communications across various marketing channels.

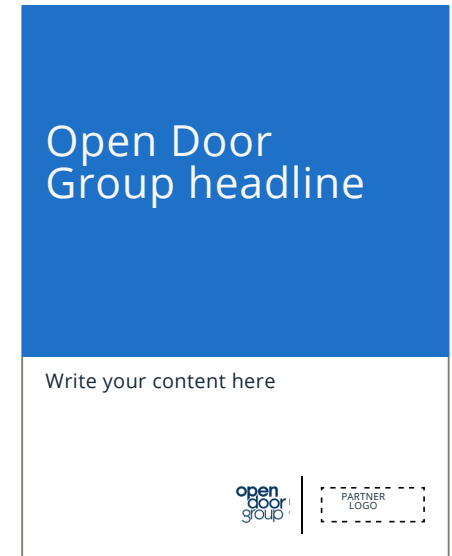
It's important to note that when Open Door Group's visual identity takes the lead, the partner logo should be positioned in a visually subordinate position.

NOTES:

1. Utilize the Open Door Group visual identity system as much as possible.
2. The Open Door Group logo and partner logo should be visually equivalent in size.
3. Whenever possible, please use the full-color Open Door Group logo on a white background. If not feasible, use its reverse, all-black, or all-white logo.



Example for email newsletter template



Example for email header



PARTNER BRAND DOMINANCE

HOW TO DISPLAY OUR LOGO

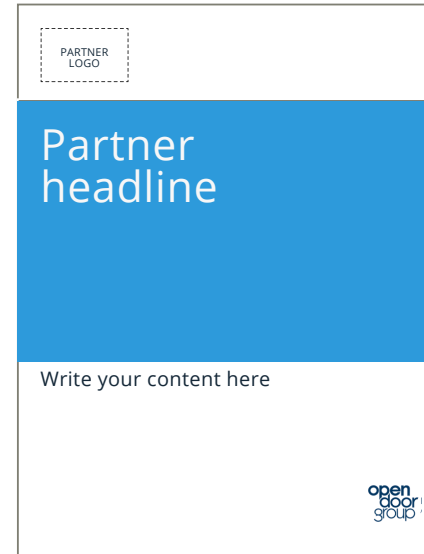
When the communication experience is heavily influenced by a partner brand, it establishes partner dominance. As such, the partner brand will be featured more prominently, and the design being tailored to their visual system. However, it is important to ensure that the Open Door Group logo is appropriately displayed and protected, even when the execution is driven by the partner brand's visual system.

The following examples illustrate the conceptual appearance of partner brand dominant co-branded communications across various marketing channels.

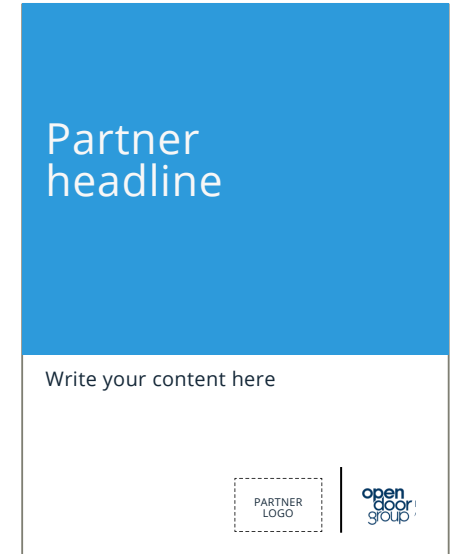
When partner brand takes the lead, the partner logo should be positioned in a visually subordinate position.

NOTES:

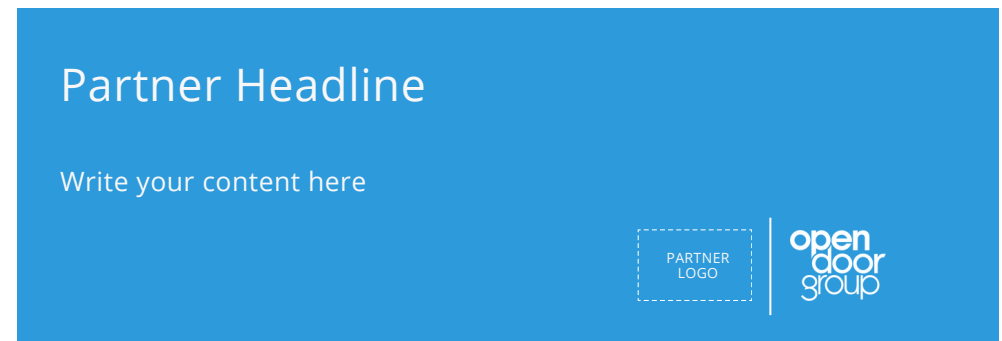
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2. The Open Door Group logo and partner logo should be visually equivalent in size.
3. Whenever possible, please use the full-color Open Door Group logo on a white background. If not feasible, use its reverse, all-black, or all-white logo.



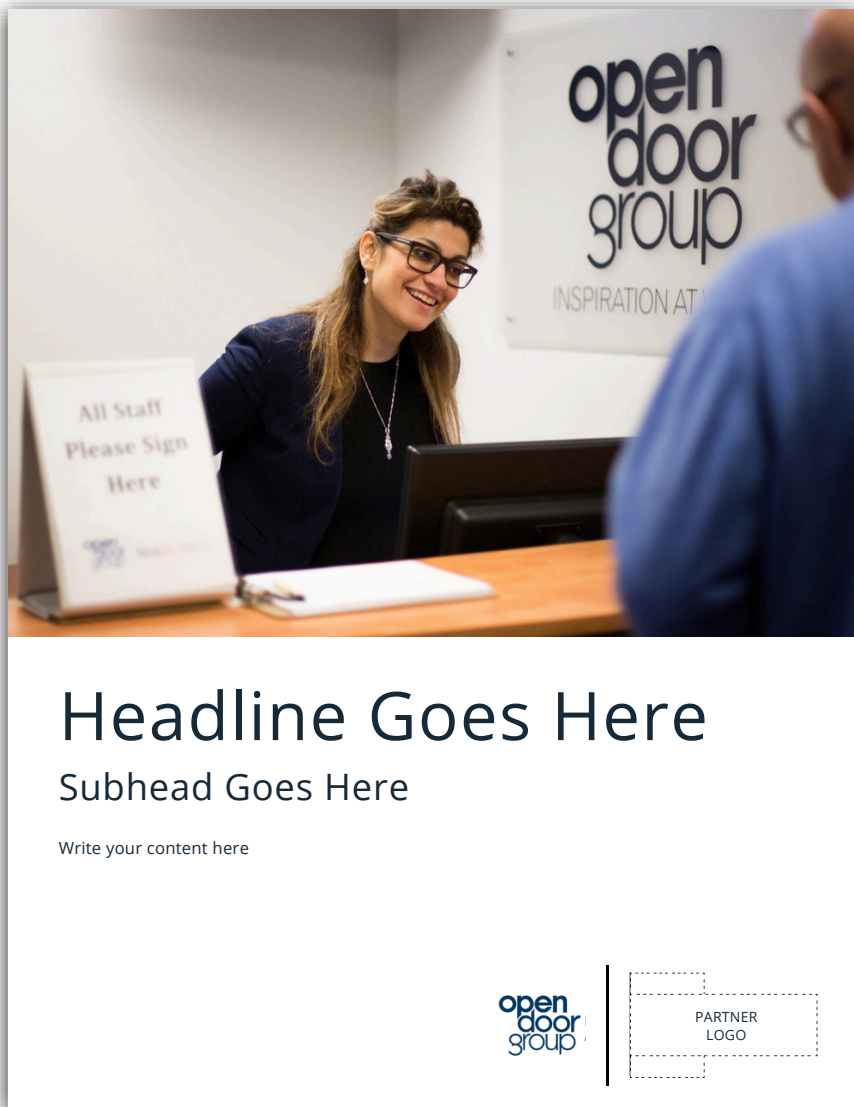
Example for email newsletter template



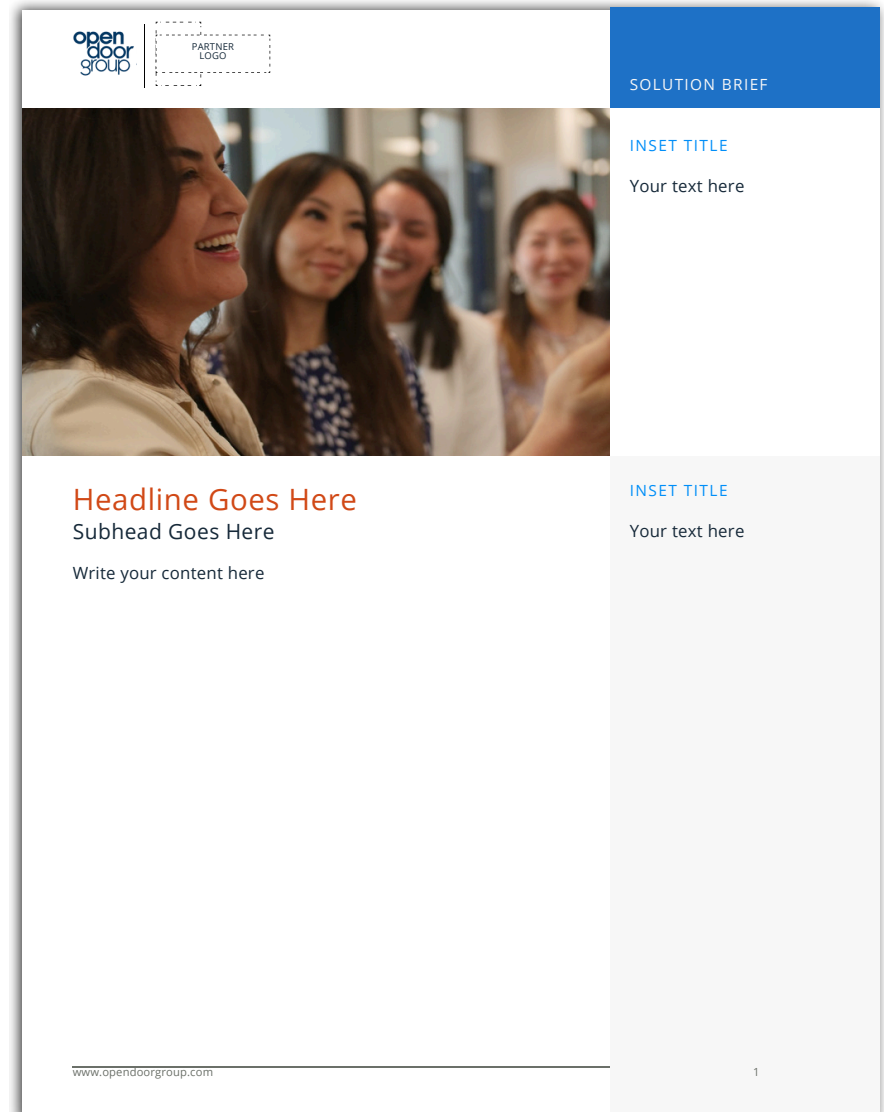
Example for email header



EXAMPLES OF CO-BRANDED MARKETING MATERIALS



Example for Poster/Ad template



Example for Solution Brief template

HAVE QUESTIONS? CONTACT US!



@opendoorgroup



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open
door
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