

# FINDING BALANCE

## VISUAL IDENTITY GUIDELINES

[findingbalancealberta.ca](http://findingbalancealberta.ca)



# LOGOS & BRAND



The Finding Balance logo is the primary element of our visual identity system on which all of our visual media and materials is based. As such, the logo must appear on all Finding Balance communications.

The logo consists of one primary component and one secondary component: the titlemark and the stylemark.

The stylemark, colloquially called the “smiley face”, mimics the shape of rockers on a rocking chair. This shape allows the rocking chair to move, while remaining stable and balanced. The stylemark, also in the shape of a smile, invokes a sense of happiness and positivity. The colours of the logo are styled after the secondary colour palette of the Injury Prevention Centre’s brand.

The wordmark is a stylized take on the Finding Balance tagline: *Stay Independent. Prevent Falls.*

Both the logo and the wordmark should be used concurrently on all Finding Balance communications, however, the wordmark may not be used exclusively as a stand-alone element.

## Organizational Name

Finding Balance is the brand name and trademark of the provincial fall prevention initiative developed by the Injury Prevention Centre at the University of Alberta.

References to “Finding Balance” in any particular work may be shortened to the acronym ‘FB’ whereafter an initial association has been made; ie: Finding Balance (FB).

## Brand and Identity

The Finding Balance brand and its components are all trademarks of the Injury Prevention Centre. As the owners of the Finding Balance program and campaign, the Centre must ensure that all materials, resources, and documents developed by or for third-party stewards of the brand uphold the standards of quality outlined in this document. Substandard quality reflects poorly on the Brand, the Centre, and on the Stewards.



[findingbalancealberta.ca](http://findingbalancealberta.ca)

INJURY PREVENTION CENTRE  
4075 RTF - 8308 114 St NW  
University of Alberta  
Edmonton AB T6G 2E1



# LOGO VERSIONS

## Colour

Whenever possible, the logo should appear in its full-colour primary version. Each variation of the logo is available in several different file formats.



## Monochromatic

The monochromatic tint version should be used only when process colour reproduction is not available. Each variation of the logo is available in several different file formats.



## File Format

The Finding Balance logo is available in numerous file formats. In general, vector formats such as EPS and SVG should be used for all print materials to achieve the highest print quality when scaling. Raster formats such as PNG and JPG are more commonly used for web and display applications. Increasingly, SVG is being employed in web environments and is encouraged.

# SIZING AND CLEARSPACE

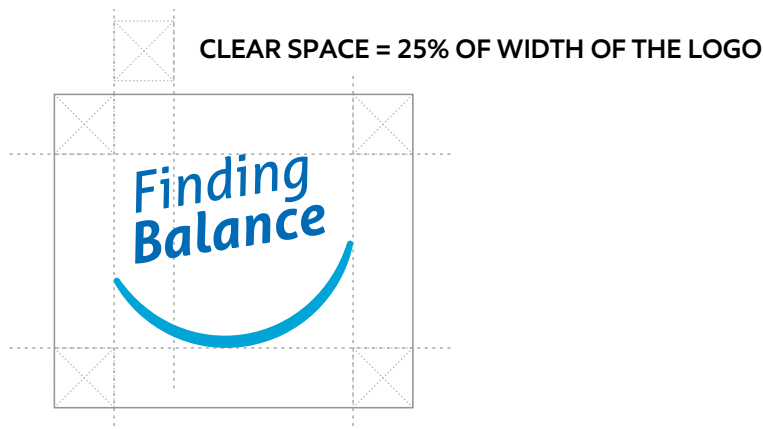
## Recommended Minimum Size

Size recommendations are established to ensure legibility and maximize effectiveness of the brand on all communication material.



## Clear Space

The Finding Balance logo should be protected from other graphic elements with clear space at all times. No other elements should be placed within this exclusion boundary. A clearspace equivalent to 25% of the width of the logo unit should be respected.



## Logo Placement & Position

No more than one instance of the logo should appear on any visual surface. Secondary and partner logos must not be larger in scale or proportion to the primary logo. The Finding Balance brand must be prominent.

# BRAND IMPROPRIETY

## Improper use of the Logo

The following are examples of what NOT to do with the Finding Balance logo and/or its units. If you have any questions regarding the placement or use of the logo, please contact the Centre at 780.492.6019 or [ipc@ualberta.ca](mailto:ipc@ualberta.ca)



Do not use drop shadows or textured effects.



Do not alter the colours of the logo unit.



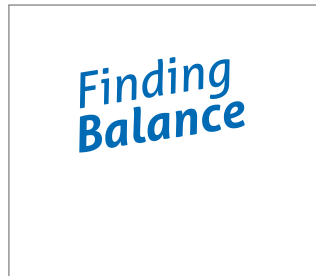
Do not substitute or alter the fonts of the logo unit or wordmark.



Do not negate the clearspace allowance.



Do not alter the scale or proportions of the logo elements.



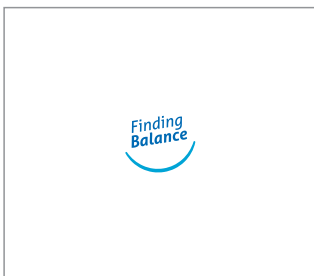
Do not separate the elements of the logo unit.



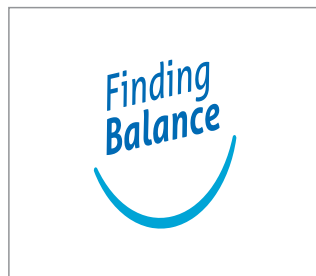
Do not separate the elements of the logo unit.



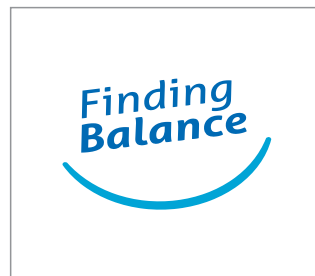
Do not rotate or skew the logo unit.



Do not scale the logo unit below the minimum size.



Do not stretch or compress the logo unit.



Do not stretch or compress the logo unit.



Do not place the logo unit over cluttered backgrounds.



# SHARED SPACE & PARTNER LOGOS

## Priority

The Finding Balance logo is to be presented on all materials produced by and for all stewards of the Finding Balance brand, program, and campaign. When used in conjunction with partner or sponsor logos, the FB logo must be presented first in line, succeeded by others according to level of priority. Clear space must be observed and all logos must be sized proportionally such that minimum sizing is adhered to. One unit of clearspace must come before and after each logo (or rule divider) in succession.

## PARTNER LOGOS, CLEAR SPACE RESPECTED



## PARTNER LOGOS WITH RULE DIVIDERS, CLEAR SPACE RESPECTED



[findingbalancealberta.ca](http://findingbalancealberta.ca)

INJURY PREVENTION CENTRE  
4075 RTF - 8308 114 St NW  
University of Alberta  
Edmonton AB T6G 2E1



# COLOUR PALETTE

## Primary Colour Palette

MID BLUE	LIGHT BLUE	ORANGE	BLACK
<b>Pantone</b> Coated / Uncoated 4151C / 4151U	<b>Pantone</b> Coated / Uncoated 3538C / 3538U	<b>Pantone</b> Coated / Uncoated 3564C / 3564U	<b>Pantone</b> Coated / Uncoated Black C / Black U
<b>CMYK</b> C=100 M=52 Y=0 K=0	<b>CMYK</b> C=93 M=10 Y=0 K=0	<b>CMYK</b> C=0 M=62 Y=100 K=0	<b>CMYK</b> CMYK=100
<b>RGB</b> R=0 G=103 B=72	<b>RGB</b> R=0 G=154 B=205	<b>RGB</b> R=226 G=109 B=26	<b>RGB</b> R=0 G=0 B=0
<b>HEXADECIMAL</b> #0067AC	<b>HEXADECIMAL</b> #009ACD	<b>HEXADECIMAL</b> #E26D1A	<b>HEXADECIMAL</b> #000000

The colours of the Finding Balance logo must not be interchanged or altered. The white-on-dark version is acceptable when used in secondary placement, or in a series of partner logos that are all white-on-dark. The logo may be reproduced as a single colour, or monochromatic, on print materials that are designed to be single-colour.



Standard colour logo used in primary placement as a key identifier.



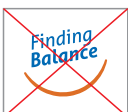
White-on-dark logo used in secondary placement such as page headers and page footers.



Acceptable ONLY when used in monochromatic or single-colour print materials where no other colours are used, and all copy, content, and images are of the same colour.



Acceptable ONLY when used in monochromatic or single-colour print materials where no other colours are used, and all copy, content, and images are of the same colour.



NOT acceptable.

# COLOUR PALETTE, CONT...

## Colour Palettes

There are essentially 2 different colour palettes that we work with on a regular basis when creating documents and visual communication: RGB (Red / Green / Blue), and CMYK (Cyan / Magenta / Yellow / Black).

RGB is an additive colour palette; when all three are combined, the colour white is produced. RGB is the palette that computer monitors, TVs, and other illuminated displays use. This is why their screens are black. When a red, blue, and green pixel are illuminated close together they give the illusion of a white pixel. When you see black on a monitor, no pixels in the area are illuminated. Black is therefore a negative colour.

CMYK is a subtractive colour palette; when cyan, magenta, and yellow are combined, the colour black is produced. CMYK is the palette used in off-set and digital printing and colour copiers/printers. This is why white paper is used in printers.



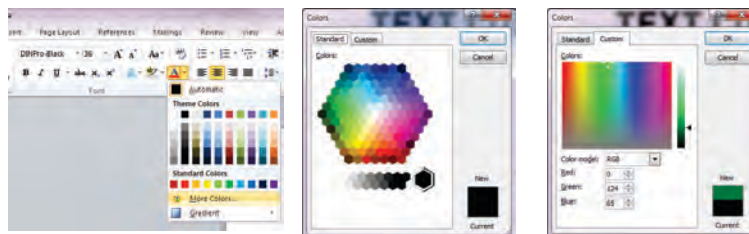
## Using these Colours

Microsoft Word®, being a computer-based document composer, uses the RGB colour palette. When MS Word® documents are printed, the printer loosely translates the colours into CMYK analogues. This is why printed colours often look different from what appears on screen.

To achieve the true RGB colours outlined in this guide, you can customize the colours in MS Word®. From the HOME tab, select: FONT COLOUR > MORE COLOURS. A dialogue box will appear in standard mode and show a colour wheel. In the CUSTOM tab, you can manually enter the RGB values to attain the desired colour, and add that colour to your custom palette.

The general rule with colour is that anything intended for display on a monitor (websites, etc) should be in RGB. Anything intended for colour printing should be in CMYK.

Pantone colours are standardized paints, inks, tints, or dyes, that have been coloured to very specific CMYK equivalents to ensure consistency and accuracy when reproduced.





## Primary Typeface - the EMprint Collection

The EMprint collection is the primary typeface of Finding Balance. It is available in a wide range of weights and styles with enough variety to accommodate many typographic requirements, from bold headlines to easy-to-read body text. Emprint was selected as a clean and easy-to-read sans-serif font for the visually impaired.

**\*Note: The readily-available Maven Pro font may be used in place of EMPrint.**

### EMprint LIGHT

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:'''/?!@#\$\$%&\*

### EMprint Light Italic

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:'''/?!@#\$\$%&\**

### EMprint Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:'''/?!@#\$\$%&\*

### EMprint Regular Italic

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:'''/?!@#\$\$%&\**

### EMprint Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:'''/?!@#\$\$%&\*

### EMprint Semibold Italic

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:'''/?!@#\$\$%&\**

### EMprint Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:'''/?!@#\$\$%&\*

### EMprint Bold Italic

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:'''/?!@#\$\$%&\**

# TYPEFACES, CONT...

## General Font Rules

In general, a minimum font size of 12pt for body copy should be observed on documents and resources that are produced for consumption by seniors. Ideally, a 14pt font size should be used, but 12pt is allowable in consideration of layout, medium, and format. No font is to be skewed or stretched in any way. Kerning and spacing are permitted where required for aesthetics.

Secondary text, such as references, disclaimers, notices, and version numbers, may be no lower than 5-7pt.

Caps-lock or all capitals may only be used for titles and caption texts.

Columns are preferred in text-heavy documents to ease readability and visibility.



## URL

The URL may be written in any of the non-italic versions of the EMprint font pack, depending on position and context, but must be all lowercase. Stand-alone instances of the URL as a coloured brand element should be in EMprint Regular. Stand-alone instances of the URL as a single-colour brand element should be in EMprint Light. The URL in sentence case should adopt the same font weight as the rest of the sentence, but be accentuated with the Mid-Blue colour.

When written as colour-on-white, the word 'balance' should be coloured Mid-Blue while the rest of the URL should be in Light-Blue. When written as white-on-dark element, the URL must be all white.

<a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a>	✓	<a href="http://FindingBalanceAlberta.ca">FindingBalanceAlberta.ca</a>	✗
<a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a>	✓	<a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a>	✗
For more information, visit <a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a> .	✓	<a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a>	✗
		<a href="http://findingbalancealberta.ca">findingbalancealberta.ca</a>	✗

# DOCUMENT LAYOUT

## Design Considerations

The Finding Balance brand is guided by the CNIB recommendations for accommodating visual impairments. The minimalist design is clean and simple. Do not mistake clean and simple for generic and uninspired. It is possible to achieve visual appeal with simplicity.

Designing and laying out print resources is more than simply putting words and images on a page. There are many factors to consider when developing resources, whether it is a one-off piece or a series. Things to consider include:

- » **Purpose.** Why is this resource being developed?
- » **Audience.** Who will be reading the end product?
- » **Format.** Should it be a simple 8.5x11 page, a folded pamphlet, a tri-fold brochure?
- » **Medium.** What material is being printed on? Matte paper is always preferred to glossy paper for readability.
- » **Quantity.** Is this a limited run, or will this be printed in large quantities? Consider off-set printing over digital.
- » **Readability.** A reading level of grade 8 should be observed for seniors' materials.
- » **Tone.** Finding Balance materials should convey a positive and encouraging tone.
- » **Imagery.** All images should be high-resolution and non-distracting for clear reproduction. Stock images are encouraged.
- » **Spacing.** Is there adequate clearspace, line space, margins, and borders?
- » **Fonts.** Have the font guidelines been followed?
- » **Colours.** Do the document colours match those prescribed?
- » **Branding.** Is the resource properly branded and adequately licensed?

## Composition

Proper layout begins with copy. Compose and finalize the text of your copy before you decide on a format and begin layout. The quantity of words will help determine the limitations of and boundaries of layout. As layout begins, you may need to reduce the number of words used or change the content to compliment the layout. Never try to force all the content into your layout by negating the rules of design, such as font size, line spacing, stretching or compressing, margins, clearspace, etc.

Quality and presentation must be inherent in the design and development of credible resources.

## Margins and Bleeds

Resources designed with a bleed should allow at least a 3mm (1/8") bleed margin. Resources with no bleeds should be set to margins of 6mm (1/4") frame margins on all 4 ends of the page as a printer-friendly allowance. This can be seen in the footer below.

Left, right, and top content margins should be set to 12mm (1/2") as seen above at the title, and to the left and right of this paragraph.

# DOCUMENT LAYOUT

## Rights and Referencing

All Finding Balance documents should follow the Vancouver style guide. References are not required on all documents, particularly those consumed by seniors. Materials intended for consumption by health professionals and practitioners may benefit by including citations.

For works adapted from existing resources, attribution should be given to the original author or source.

## Licensing

All documents, resources, and materials developed by stewards of Finding Balance and bearing the Finding Balance brand, messaging, or identity, should include a revision number and must include the following licensing notice from the Injury Prevention Centre:

**© 20xx - Finding Balance. Under license from the Injury Prevention Centre, University of Alberta.**

## Tools

Microsoft Word® is not an acceptable tool for professional layout of print resources. The use of professional design software such as CorelDRAW, Adobe Illustrator, or Adobe InDesign is strongly recommended. If proper resource development is not achievable in-house, stewards are strongly encouraged to contract the work out to professionals.

# TITLE STYLES

Below are examples of acceptable title styles and proportions. Titles should, ideally, be right justified and adhere to the frame and content margins outlined. Title style and position will vary by instance and document, but must adhere to clearspace, margin, font size, and colour guidelines.

## Short/Single-line (eg. section continuation)

24 pt  
EMprint Light

TITLE STYLES

## Long/Multi-line (eg. section lead)

30 pt  
EMprint Light

20 pt  
EMprint Semibold

THE IDEAL SHOE  
FOR SENIORS FALL PREVENTION

**Capitalized Title**  
**EMprint light**  
**& semibold**

# THE IDEAL SHOE FOR SENIORS FALL PREVENTION

findingbalancealberta.ca

**12mm (1/2") Content Margin**

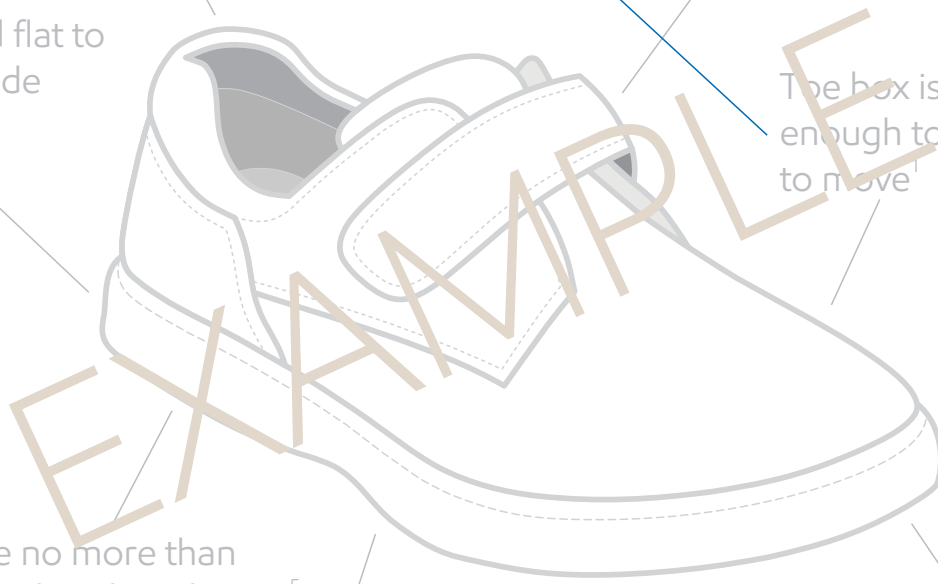
Heel cup is deep with a snug collar  
to provide support and  
prevent heel slipping<sup>1,4</sup>

**14pt Font**  
**EMprint Regular**

Laces or Velcro® closure  
allows for a snug fit  
and swelling<sup>3,6</sup>

Heel is wide and flat to  
provide better side  
stability<sup>1</sup>

The box is deep and wide  
enough to allow toes  
to move<sup>1</sup>



Heel should be no more than  
10mm (3/8") higher than the toe<sup>5</sup>

Shoe length is no more  
than 7mm (1/4") longer  
than your longest toe<sup>2</sup>

For better stability<sup>1</sup>, the thickness  
of the midsole should not be thicker  
than 25 mm (1")

Sole provides good grip but  
does not stick to carpet<sup>1</sup>

**Wordmark**

**Footer Graphic**

**6mm (1/4") Frame Margin**



**References (5pt)**

Stay Independent.  
Prevent Falls.

**Logo**

Finding  
Balance

1. Ikpeze, TC., Omar, A. & Elfar, JH. Evaluating Problems With Footwear in the Geriatric Population. Geriatric Orthopaedic Surgery & Rehabilitation. 2015; 6(4): 338-340.
2. Burns, SL, Leese, GP, & McMurdo, MET. Older people and ill-fitting shoes. Postgrad Med J. 2017; 78:334-346.
3. Menz, HB, Auhl, M, Risteovski, S, Frescos, N. & Munteanu, SE. Evaluation of the accuracy of shoe fitting in older people using three-dimensional foot scanning. J Foot and Ankle Research; 2014; 7(3).
4. Lord, SR, Boshford, GM, Howland, A. & Munroe, BJ. Effects of shoe collar height and sole hardness on balance in older women. J Am Geriatrics Society; 1999; 47: 681-684.
5. Corrigan, JP, Moore, DP, & Stephens, MM. Effect of heel height on forefoot loading. Foot & Ankle; 1993; 14(3): 148-152.
6. Menz, HB, Auhl, M. & Munteanu, SE. Effects of indoor footwear on balance and gait patterns in community-dwelling older women. Gerontology; 2017; 63:129-136.