

Results Canada's brand guidelines

1. write “Results”, not “RESULTS”

We no longer write our wordmark RESULTS/RÉSULTATS using uppercase letters. We now write it with lowercase with an uppercase R: Results or Résultats.

2. use inclusive language

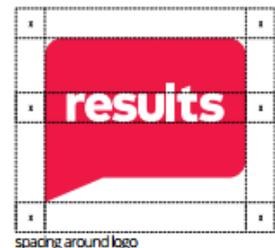
Use positive and clear terminology when talking about international development and advocacy. For example, use “**people living in poverty**” and not “poor people”; “**Global South**” and not “Third-World Country”; “**volunteer**” or “**everyday people**” and not “citizen advocate”. Learn more about our [anti-oppression values](#).

3. start documents in pre-branded templates

The easiest way to use our brand is [downloading](#) our font, logos, social media banners, Results letterheads and a PowerPoint template.

4. don't edit our logo

It's more than just our name in our logo. It's a statement about what we stand for and what we want to achieve. Make sure your social media accounts are using the correct Results [logos](#). Do not change the shape or the colour of the logo. Do not modify these logos by adding the city/campus of your group.



5. brand your group's social media accounts as “volunteer-led”

Names of your Facebook Group/Twitter/Instagram should include your city/campus such as: @Results.City // @results_city (not “Results_Canada_City”). In your bio, add that the account is a “volunteer-led advocacy group”.



6. use our font

Use *Open sans* font when creating documents as a Results volunteer. [Download](#) it for free and refer to [these steps](#) to help install. If *Open sans* is not available, *Calibri* is also accepted.



7. use our colours

Our colours are fresh and bright to convey a modern, vibrant feel. See colour details below.



PANTONE	CMYK	RGB	HEX
199 C	C 0 M 100 Y 72 K 0	R 213 G 0 B 50	D50032

PANTONE	CMYK	RGB	HEX
631 C	C 74 M 0 Y 13 K 0	R 41 G 181 B 207	29B5CF

PANTONE	CMYK	RGB	HEX
1235 C	C 0 M 31 Y 98 K 0	R 255 G 184 B 28	FFB81C

8. make your own graphics using canva

Make compelling images and graphics yourself! Please watch the [recording](#) of our tutorial - it will show you how to use the most useful features in Canva, and how to replicate our brand's look and feel. Don't hesitate to reach out for help.

9. use our bank of images

Refer to our [bank of images](#) to jazz up your recruitment poster or your group's social media account. Visit it often as it gets updated regularly. Continue to take photos of your group's actions and share them with us!

Questions? Contact action@resultscanada.ca.

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