



Tea**M**W**o**rk

Project

Brand Guidelines

The TeaMWork
Project is a part of:



Funded in part by
the Government
of Canada



TeamWork Project



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TeaMWork Project



Purpose

To provide migrant workers with accurate information and access to available services and supports, and to assist them in learning about and exercising their rights while in Canada.

The project will serve the best interests of Migrant Workers in **Essex, Kent, and Lambton** counties.



Introduction

Funded by Employment and Social Development Canada, TeaMWork is a project under the Migrant Worker Support Program (MWSP). More specifically, the project aims to:

- Increase migrant workers' awareness and understanding of their rights and responsibilities through educational activities and/or educational material;
- Empower migrant workers to exercise their rights by providing or assisting in accessing services available to them;
- Foster inclusion and welcoming of migrant workers through social, cultural, and/or recreational events;
- Support migrant workers during emergency situations;
- Foster new partnerships or leverage existing partnerships/networks to support migrant workers;
- Develop and implement coordinated approaches among community organizations, and/or build their capacity and knowledge to provide resources and services to migrant workers.

Primary Logo

The logo was designed with a focus on the Migrant Worker communities that the project aims to serve. The capitalized M and W in the title highlighting this focus of the work.

The three dots serve as a connection to the Windsor Essex Local Immigration Partnership, leading the work, while also demonstrating the three regions being served by the MWSP.

TeamWork as a name was chosen to show the collaboration and many working parts involved in achieving our goals. It will take teamwork to achieve our goals across the three counties.

Tea**M****W**ork
Project 

Logo Variations

Horizontal Logo

Full
Colour
Logo

Tea**M**Work
Project

Light
Bkg
Logo

Tea**M**Work
Project

Dark
Bkg
Logo

Tea**M**Work
Project

Square Logo





HEADLINE

HOW TO USE:

This typeface should always be used at the **BOLD** weight, in ALL CAPS, and the primary brand colour to maintain consistency.

WHEN TO USE:

book titles, project headlines, advertising headlines, etc.

Primary

Poppins Bold

Font Weight: Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

Alternate

Helvetica Bold

Font Weight: Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

CONTENT

HOW TO USE:

This typeface should always be used for content at the regular weight. For content titles, they should be in bold and ALL-CAPS in order to maintain consistency.

WHEN TO USE:

content, content titles, business cards, brochures, pamphlets, memos, letters, etc.

Poppins Regular

Font Weight: Regular

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

Helvetica Regular

Font Weight: Regular

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

Web Typography Guideline Overview

On the web, Poppins and Helvetica should not be any smaller than 11px. This will greatly enhance web readability.

Use primarily h1, h2, and p tags to keep styles consistent throughout all web material. The other h tags can be used if necessary, but use sparingly.

RECOMMENDED MINIMUM SIZE FOR THE WEB: 11px

Poppins | Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Poppins | Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Helvetica | Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Helvetica | Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Aa

19 px

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa

11 px



HEADING H1

HEADING H2 EXAMPLE

Heading h3 example

Heading h4 example

Heading h5 example

Heading h6 example

this is paragraph p1 example

this is paragraph p2 example

<H1>

Poppins; 32px, style: bold, variant: normal, uppercase, line height: 18px, Colour: #xxxxxx

<H2>

Poppins; 24px, style: bold, variant: normal, uppercase, line height: 18px, Colour: #xxxxxx

<h3>

Poppins; 19px, style: bold, variant: normal, line height: 14px, Colour: #xxxxxx

<h4>

Helvetica; 19px, style: bold, variant: normal, line height: 14px, Colour: #xxxxxx

<h5>

Helvetica; 16px, style: bold, variant: normal, line height: 14px, Colour: #xxxxxx

<h6>

Helvetica; 16px, style: italic, variant: normal, line height: 14px, Colour: #xxxxxx

<p1>

Poppins; 15px, style: normal, variant: normal, line height: 14px, Colour: #xxxxxx

<p2>

Helvetica; 15px, style: normal, variant: normal, line height: 14px, Colour: #xxxxxx



HEADLINE

HOW TO USE:

This typeface should always be used at the **BOLD** weight, in ALL CAPS, and the primary brand colour to maintain consistency.

WHEN TO USE:

webpage titles, project headlines, advertising headlines, etc.

Primary

Poppins Bold

Font Weight: Bold

ABCDEFGHIJKLMNO P
 Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

Alternate

Helvetica Bold

Font Weight: Bold

ABCDEFGHIJKLMNO P Q
 R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

CONTENT

HOW TO USE:

This typeface should always be used for content at the regular weight. For content titles, they should be in bold and ALL-CAPS in order to maintain consistency.

WHEN TO USE:

website text, web-ad content, email content, evites, etc.

Poppins Regular

Font Weight: Regular

ABCDEFGHIJKLMNO P Q
 R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &

Helvetica Regular

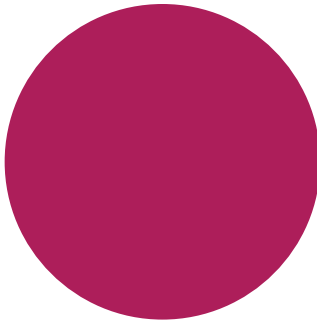
Font Weight: Regular

ABCDEFGHIJKLMNO P Q
 R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0 ! ? @ \$ % &



In order to enhance brand recognition, and align the project with the work of the Windsor Essex Local Immigration Partnership, the logo should ALWAYS use these colours.

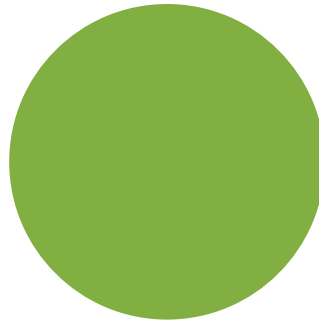
Primary Colours



C - 027 **M** - 100
Y - 045 **K** - 008

R - 173 **G** - 030
B - 090

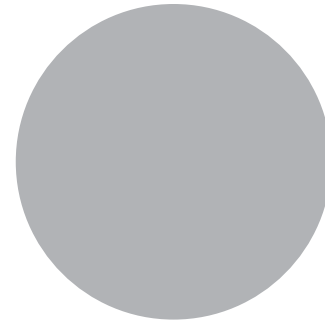
HEX: #AD1E5A



C - 055 **M** - 012
Y - 100 **K** - 000

R - 130 **G** - 175
B - 065

HEX: #82AF41

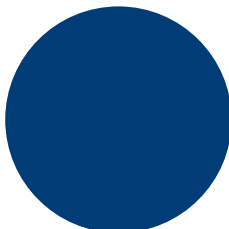


C - 031 **M** - 024
Y - 023 **K** - 000

R - 177 **G** - 179
B - 182

HEX: #B1B3B6

Additional Colours



C - 100 **M** - 084 **Y** - 028 **K** - 014

R - 000 **G** - 060 **B** - 117

HEX: #003C75



TeamMWorK

Project

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