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END GANG LIFE

# DESIGN AND BRAND GUIDELINES



A CALL TO ACTION TO END GANG LIFE IN BRITISH COLUMBIA.



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## CONTACT

### Address

**CFSEU-BC**  
14200 Green Timbers Way  
Mail Stop 408/409  
Surrey B.C. Canada V3T 6P3

### Phone & Fax

Phone: (778) 290-3099  
Cell: (604) 764-9085

### Online

Email 1: [inquiries@cfseu.bc.ca](mailto:inquiries@cfseu.bc.ca)  
Email 2: [josh.parker@cfseu.bc.ca](mailto:josh.parker@cfseu.bc.ca)  
Website: [www.endganglife.ca](http://www.endganglife.ca)



THE COMBINED FORCES SPECIAL  
ENFORCEMENT UNIT - B.C.

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# THE END GANG LIFE INTRODUCTION

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## THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **END GANG LIFE's** brand identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our initiatives.

These guidelines reflect **END GANG LIFE's** commitment to quality, consistency and style.

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The **END GANG LIFE** brand, including the logo, name, colors and identifying elements, are valuable assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **END GANG LIFE** name and marks.

## END GANG LIFE

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# 01 THE END GANG LIFE LOGO SIGNAGE

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Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our awareness initiative name – they have a fixed relationship that should never be changed in any way.

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The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and computation

Incorrect Logo Applications

# THE END GANG LIFE FONTS AND TYPOGRAPHY

## THE FULL LOGOTYPE

The **END GANG LIFE** Masterbrand or Logo comprises two elements, the unique font and logo colour. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the **END GANG LIFE** name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is "*Capture it*" which can be found in the downloads section of the branding page at [www.cfseu.bc.ca](http://www.cfseu.bc.ca) and has also been chosen to compliment and balance perfectly within or message and demographic. The initiative logo is presented through the use of colour as well as shape and form. The colours are Yellow and Black. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.



### 2) The general Logo

The main logo is the yellow logo used on dark or colored background. For lighter backgrounds you will find an alternative below.

### LOGO LIGHT VERSION



### LOGO DARK VERSION



### 1) The Logo Word Mark

A comprehensive gang education, prevention, and awareness initiative that uses bold, emotional, and visually impactful images and messages with one directive: ending gang life in B.C.

### 2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible "street" spray paint style, which has been further enhanced by the use of upper case letters in bright yellow, and a slight drop shadow. The font that is used here is "*Capture It*".

The font can be found here: [www.cfseu.bc.ca/end-gang-life/branding-EGl](http://www.cfseu.bc.ca/end-gang-life/branding-EGl)

### 3) The Logo Light Version

will be used when the background color is light colored. The drop shadow is WHITE. This is **NOT** the preferred version. **Please use the DARK version when applicable.**

### 4) The Logo Dark Version

will be used when the background color is dark colored. The drop shadow is NOT NEEDED.

### Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

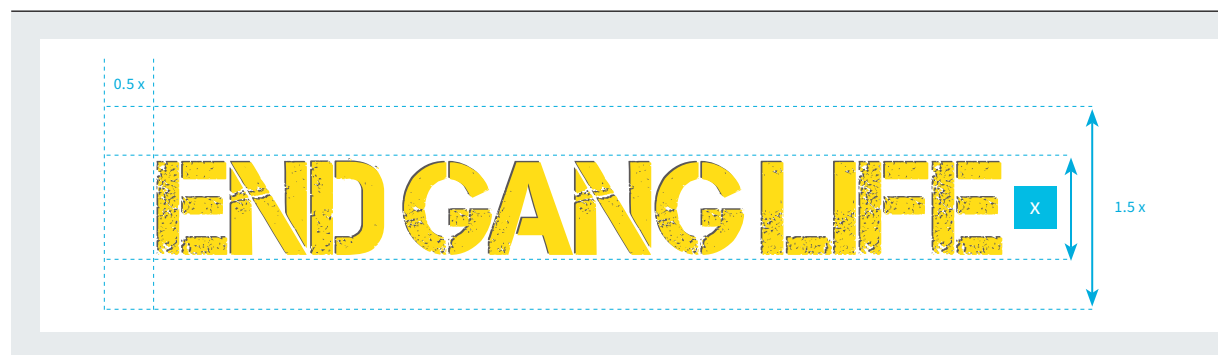
### Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo **is not permitted**. This undermines the logo system and brand consistency. Please consult with **Joshua Parker**-

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

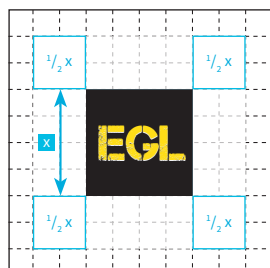
It is important to keep logo marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the word mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in

relation to the other content the logo is placed next to – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Logo Symbol



### CLEARSPACE

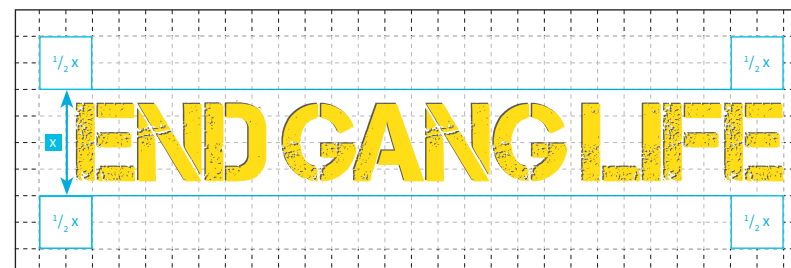
Full Logo

#### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

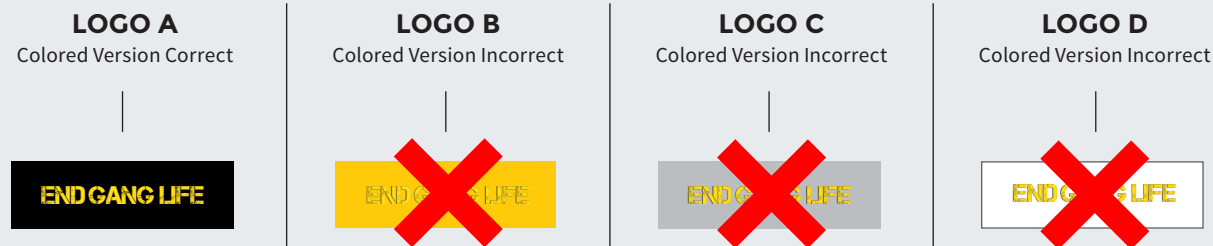
#### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



## APPLICATION ON A BACKGROUND

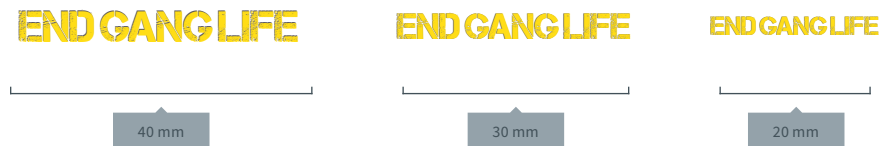
The End Gang Life Logo is to be placed **ONLY** on a black background. Below are common incorrect uses of colored backgrounds and a correct example.



### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 20mm x 3.33 mm



#### Logo Symbol

Minimum Size: 5 mm x 5 mm





# 02 THE END GANG LIFE TYPOGRAPHY

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for **End Gang Life** layouts.

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The “End Gang Life” Fonts

Primary Font

Secondary Font

Font Hierarchy

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

### THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of

the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

# MONTSERRAT

**PRIMARY FONT  
MONTSERRAT**

**DESIGNER :  
JULIETA ULANOVSKY**

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  
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

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  
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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

**TYPE EXAMPLES  
MONTSERRAT**

! “ § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Special Characters

# THE END GANG LIFE FONTS AND TYPOGRAPHY

## THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights in upright and italic styles.

## SECONDARY FONT SOURCE SANS PRO

DESIGNER :  
PAUL D. HUNT

# SOURCE SANS PRO

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  
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

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  
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

## TYPE EXAMPLES SOURCE SANS PRO

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

# 03 TYPOGRAPHY AND TEXT HIERARCHY

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Design.Inc layouts.

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Font Hierarchy

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**CONTEXT TEXT  
AND INNER HEADLINES**

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Caption Text

End Gang Life Typo  
-  
Source Sans Pro Regular  
6 pt Type / 9 pt Leading

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## Copy Text

End Gang Life Typo  
-  
Source Sans Pro Regular  
8 pt Type / 11 pt Leading

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Headlines  
Copytext

**END GANG LIFE TYPO**  
-  
Montserrat Regular - Capital Letters  
10pt Type / 10pt Leading

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**HEADLINES AND  
TYPOBREAKS**Sublines  
Sections

**END GANG LIFE TYPO**  
-  
Montserrat Bold - Capital Letters  
16pt Type / 16pt Leading

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Big Headlines  
and Title

**END GANG LIFE TYPO**  
-  
Montserrat Bold - Capital Letters  
34pt Type / 30 pt Leading

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Sequencer  
and Title for  
Marketing

**THE HEADER**  
-  
Montserrat Bold - Capital Letters  
48pt Type / 48 pt Leading

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# 04 THE END GANG LIFE COLOR SYSTEM

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## THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the End Gang Life brand identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these

colors will contribute to the cohesive and harmonious look of the End Gang Life brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

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The Colors  
Primary Color System  
Secondary Color System

## PRIMARY COLOR SYSTEM

### Explanation:

The End Gang Life initiative has two official colors: Yellow and Black. These colors have become a recognizable identifier for the brand.

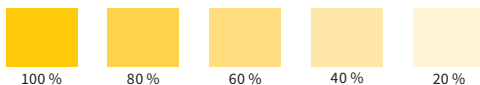
### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

### PRIMARY COLOR YELLOW

#### COLOR CODES

CMYK : C000 M020 Y100 K000  
Pantone : 297C  
RGB : R255 G203 B005  
Web : #FFCB05



100 % 80 % 60 % 40 % 20 %

#### COLOR TONES



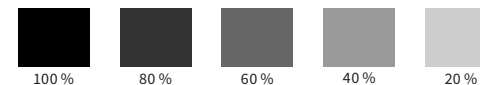
Yellow Gradient

#### THE GRADIENT

### PRIMARY COLOR BLACK

#### COLOR CODES

CMYK : C000 M000 Y000 K000  
Pantone : 442C  
RGB : R000 G000 B000  
Web : #000000



100 % 80 % 60 % 40 % 20 %

#### COLOR TONES



Grey Gradient

#### THE GRADIENT

## SECONDARY COLOR SYSTEM

### Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10 % of the palette in one piece.)

### Usage:

Use them to accent and support the primary color palette.



Tones

### COLOR CODES

CMYK : C100 M085 Y027 K009    RGB : R033 G057 B112  
Pantone : 654C    Web : #213870



Tones

### COLOR CODES

CMYK : C029 M019 Y018 K001    RGB : R192 G196 B201  
Pantone : 448C    Web : #BFC4C9



Tones

### COLOR CODES

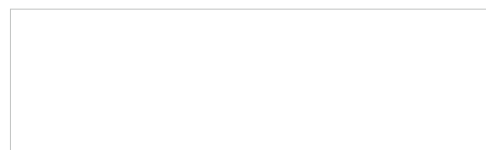
CMYK : C049 M033 Y032 K012    RGB : R136 G146 B151  
Pantone : 877C    Web : #879196



Tones

### COLOR CODES

CMYK : C000 M095 Y085 K000    RGB : R229 G035 B041  
Pantone : 485C    Web : #E52228



Tones

### COLOR CODES

CMYK : C000 M000 Y000 K000    RGB : R255 G255 B25  
Pantone : ###    Web : #FFFFFF

# 05 CUSTOMIZED GRID SYSTEMS

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Grid Systems

Vertical Grid Systems A4

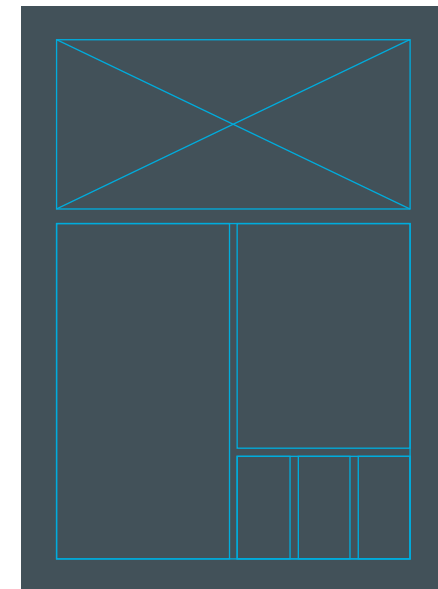
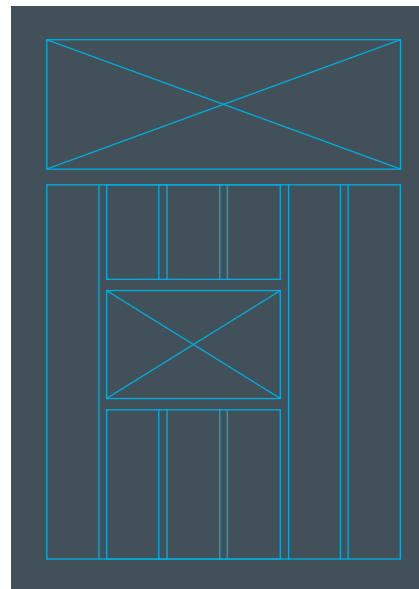
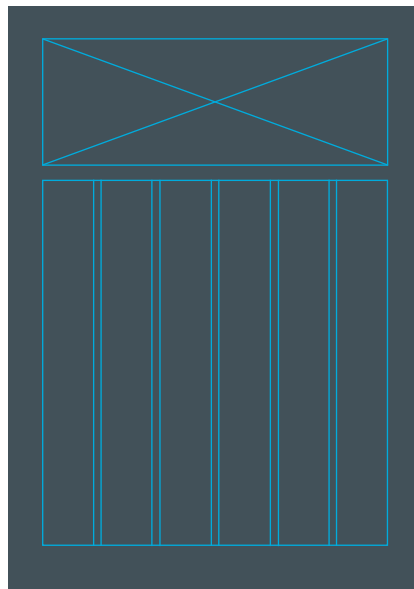
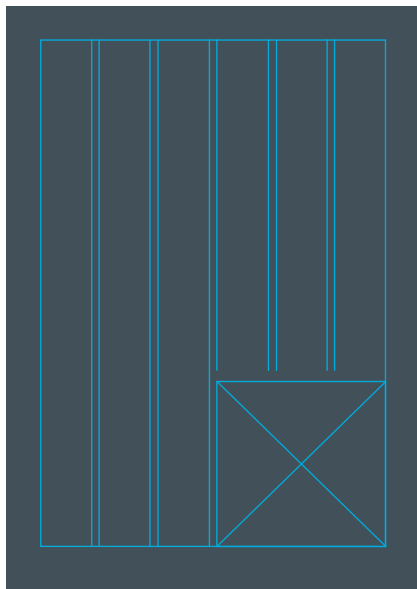
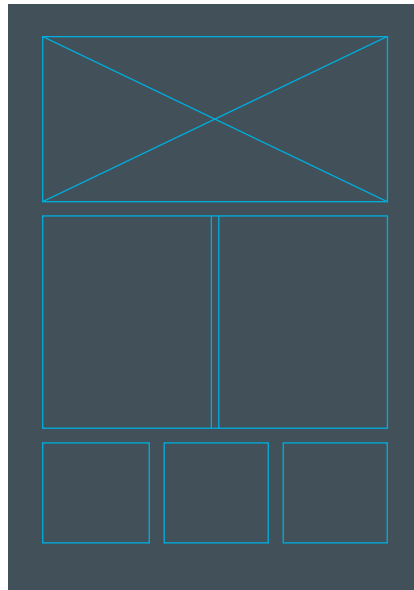
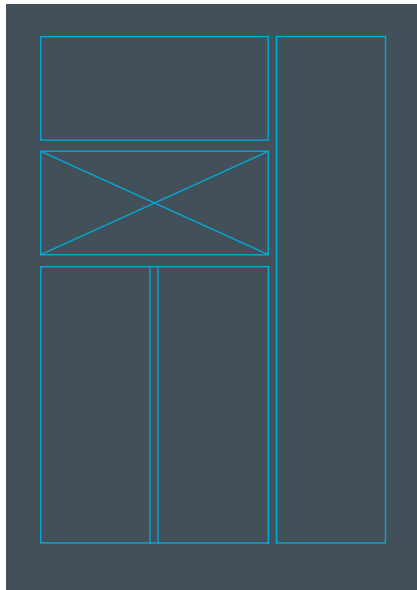
Vertical Poster Grid System A4

Horizontal Presentation Grid System

## THE END GANG LIFE CUSTOMIZED GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

### A4 VERTICAL GRID SYSTEM EXAMPLES



ARE YOU GOING TO **BE THERE**  
WHEN SHE NEEDS A PUSH?

**END GANG LIFE.**



[www.endganglife.org](http://www.endganglife.org)





## THE END GANG LIFE CUSTOMIZED GRID SYSTEMS

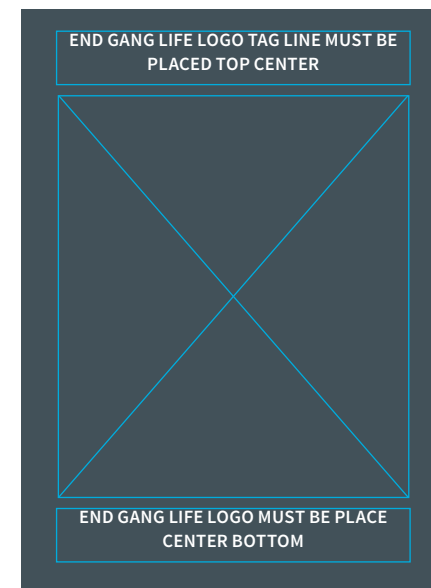
**Example:**  
Poster A4



### A4 VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**

This shows an approved layout with a typography grid for a A4 Poster of End Gang Life.



# 06 SUMMARY AND CONTACT

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Summary  
Contact



## End Gang Life Brand Collection

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# A SHORT SUMMARY

This campaign is part of an ongoing public outreach effort to bring attention to gangs and stimulate discussion about gangs which demystify and eliminate misperceptions about gangs. Throughout the campaign everyone from youth, parents, siblings, peer groups, members of communities across BC, and gang members and their friends and families will be targeted. **EndGangLife.ca** aims to become a resource vital in education and prevention.

For product information please contact us at [inquiries@cfseu.bc.ca](mailto:inquiries@cfseu.bc.ca)

For media inquiries please contact

**CFSEU-BC Media Relations Officer:** Staff Sergeant Lindsey Houghton

**Desk:** (778) 290-3099

**Mobile:** (604) 764-9085

**CFSEU-BC Communications Strategist:** Geeta Reddy

**Desk:** (778) 290-2873

**Cell:** (604) 499-4199

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## CONTACT

**For further information please contact:**

**Joshua Parker-Toulson**

The Combined Forces Special  
Enforcement Unit - B.C.

**Email:** [josh.parker@cfseu.bc.ca](mailto:josh.parker@cfseu.bc.ca)

**Phone:** 604-655-7200

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## COMPLETE MANUAL DOWNLOAD LINK

Direct Link : <http://www.cfseu.bc.ca/end-gang-life/branding-EGL>



# 07 THANK YOU FOR INTEREST

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For further question do not hesitate to contact us.





WWW.ENDGANGLIFE.CA

# THE END GANG LIFE BRAND COLLECTION

End Gang Life  
Brand Collection



## CONTACT

### Address

**END GANG LIFE**  
14200 Green Timbers Way,  
Mail Stop 408/409 Surrey B.C.,  
Canada V3T 6P3



## DOWNLOAD

Direct Link : <http://www.cfseu.bc.ca/icons/iconography.zip>



Scan for download the  
complete Design Brand Manual



**CFSEU-BC**  
**END GANG LIFE**