



Sepsis Canada

Style Guide.

Suspect Sepsis.
Save lives.
Support recovery.

Suspect sepsis. Save lives. Support recovery.

Sepsis Canada
sepsiscanada.ca
Twitter: @SepsisCanada

Logotype.

Primary Logos | Horizontal



Sepsis Canada

Suspect sepsis. Save lives. Support recovery.
Suspectez une septicémie. Sauvez des vies. Soutenez la guérison.



Sepsis Canada

Suspect sepsis. Save lives. Support recovery.



Sepsis Canada

Suspectez une septicémie. Sauvez des vies. Soutenez la guérison.



Sepsis Canada

Primary Logos | Stacked



Sepsis Canada

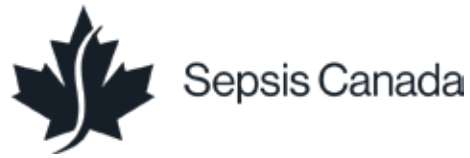
Suspect sepsis. Save lives. Support recovery.
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Sepsis Canada

Logotype.

Colour Variations | Available for all logo versions



Clear Space Guideline



DO:

- Use the bilingual version wherever possible / appropriate
- Print logos with taglines at a minimum size of 1.5" to preserve legibility. If a smaller size is required, use a version without a tagline
- Leave the area equivalent in height (or more) to the Sepsis Canada wordmark clear around the logo for breathing space

DO NOT:

- Alter the size, relationship or position of the type or maple leaf icon
- Alter the colour of any part of the logo beyond the approved variations
- Overprint type of photos, or place elements over the logo
- Add borders or other graphic elements

Montserrat Primary Typeface

Light.

Montserrat is a clean and modern typeface from Google Fonts, used for all printed text within Sepsis Canada.

Regular.

Montserrat is an elegant and versatile typeface and can be used in many domains including websites, print, posters and more.

Bold.

Julieta Ulanovsky was inspired by signs around the Montserrat neighbourhood in Buenos Aires.

Typeface in Context

MAIN HEADING | Montserrat Regular 38 pt | Leading 38 pt / Line Height 1.0

Sepsis Canada

SUBHEADING | Montserrat Regular 16 pt | Leading 19 pt / Line Height 1.5

Working to reduce the burden of sepsis.

INTRODUCTION / QUOTE | Montserrat Regular 12 pt | Leading 16 pt / Line Height 1.5

“Introductory copy or a quote, with hanging quotation marks, should be typeset using an increased size.”

SECONDARY SUBHEADING | Montserrat Regular 9 pt | Leading 12 pt / Line Height 1.5

SECONDARY SUBHEADING

BODY | Montserrat Regular 9 pt | Leading 14 pt / Line Height 1.5

A lighter type weight is preferred for most body copy. Where desired, regular type weight can be used to emphasize certain copy or to increase readability in small applications.

Typography.

Arial

PowerPoint & MailChimp Typeface

Regular.

Arial is a widely available PC font that is ideal for use in PowerPoint presentations, e-newsletters and other document types.

Bold.

Arial has limited options for weights but is available across platforms and operating systems to ensure consistency.

Italic.

Below is a suggested heirarchy that can be changed as required as long as established sizes are used consistently.

Typeface in Context

MAIN HEADING | Arial Regular 33 pt | Line Height 1.0

Sepsis Canada

SUBHEADING | Arial Bold 16 pt | Line Height 1.0

Working to reduce the burden of sepsis.

SECONDARY SUBHEADING | Arial Regular 12 pt | Line Height 1.0

SECONDARY SUBHEADING

BODY | Arial Regular 14 pt | Line Height 1.0

Use the Arial font family throughout your entire presentation for consistency.

Small print | Arial Italic 9.5 pt | Line Height 1.0

This is an example of small print, such as a photo caption or other supportive text.

Colours.

Color Palette.

Main Colour System

The primary branding colours of Sepsis Canada are red and grey, representing both the official colours of Canada (red) and sepsis awareness (red and black).

Bright Red



CMYK 7 / 92 / 69 / 0
RGB 222 / 53 / 76
HEX #DE354C

Dark Red



CMYK 0 / 76 / 66 / 42
RGB 148 / 36 / 50
HEX #942432

Dark Payne's Grey



CMYK 85 / 70 / 50 / 45
RGB 40 / 55 / 71
HEX #283747

Light Payne's Grey



CMYK 75 / 53 / 28 / 6
RGB 79 / 110 / 141
HEX #4F6E8D

Text Colours

Black should be used for body text in printed documents, while Dark Grey provides more comfortable reading for digital applications.

Rich Black



CMYK 82 / 70 / 58 / 70
RGB 23 / 32 / 40
HEX #172028

Dark Grey



CMYK 72 / 61 / 59 / 49
RGB 55 / 61 / 63
HEX #373D3F

Supporting Palette

Shades of Dark Payne's Grey can be used to create a neutral supporting colour palette as required.

