



becket

INTEGRATED YOUTH SERVICES

where you go.

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OUR BRAND STORY

When you're searching for help, hope, or a way forward – **Becket** lights the way to a caring community, committed to the future of youth in Newfoundland and Labrador.

We all deserve to feel seen and valued. **No judgement or pressure – simply safety and support.**

More than services or systems – our **integrated youth services** hubs are special places where stories are heard and support is offered.

It's where you go,
to be and to grow.

ABOUT THE LOGO

THE FONTS

The fonts selected for the Becket logo are approachable and warm. These give the logo a fun feel and allow it to appeal to both young and old.

COLOUR PALETTE

The colour palette chosen for the Becket logo comprises warm and energetic colours that evoke fun and positivity. This colour palette was chosen in part with help from the Youth Advisory Council at Choices for Youth.

ICONS

The icon is made up of the wings of a butterfly (symbolic of growth/rebirth) with the negative space symbolizing pathways moving to a central point (Becket).

The head was designed in the shape of a home or shelter, symbolizing that Becket can help with all kinds of services in one place.



Main Logo



Icon

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

To ensure the logo stands out clearly, it should always be placed within an area of unobstructed space. The safe area around the logo should be the same width as the letter c.

MINIMUM SIZE

For maximum clarity and legibility, the minimum size is 2.25 inches or 50.6 millimetres wide.

MINIMUM SIZE EXAMPLE



2.25 inches, 50.6 mm or 144 pixels



MAIN LOGO VS. HUB LOGO USE

WHEN TO USE THE MAIN LOGO

The main logo should be used when referring to Becket as a whole.

WHEN TO USE THE HUB LOGOS

The hub logo should be used when addressing the specific Becket hub.

WHEN TO USE THE ICON ONLY

The Becket icon can be used alone on items like apparel, merchandise, and social media profile images. If being used alone on marketing materials, the full Becket logo must be present elsewhere in the artwork.

PLEASE NOTE

All brand standards that apply to the main logo also apply to the hub logos.



Main Logo



Hub Logo - St. John's



Hub Logo - Corner Brook

ACCEPTABLE VERSIONS

There are four acceptable versions of the Becket logo:

1. COLOUR VERSION

Use on white paper stock for stationery, printed items, promotional items, and light coloured backgrounds.

2. GREYSCALE VERSION

Use for black and white newspaper advertising, fax cover sheets, and other media where colour cannot be achieved but tints can be reproduced.

3. BLACK & WHITE VERSION

Most common use is for when screens and tint cannot be reproduced.

4. REVERSED VERSION

Use on dark paper stock for stationery, printed items, promotional items, and dark coloured backgrounds.

FILE FORMATS

- pdf For preview purposes.
- eps Scalable graphic. No quality loss when scaling.
- jpg Non-scalable graphic. Loss of quality when enlarging.
- png Non-scalable graphic + transparent background. Loss of quality when enlarging.



Colour Version



Greyscale



Black & White



Reversed

UNACCEPTABLE VERSIONS

To maintain the visual integrity of the logo it MUST NOT BE MODIFIED.

If you feel the logo doesn't meet requirements for a specific use, contact Dc before modifying the logo.

This page demonstrates some ways the logo can be used incorrectly.



DO NOT apply a drop shadow to the logo.



DO NOT rotate the logo.



DO NOT horizontally scale the logo.



DO NOT vertically scale the logo.



DO NOT use transparencies.



DO NOT modify the colours within the logo.

BRAND COLOURS

Different applications may ask for different colour models – Pantone, CMYK, or RGB. Here are some usage guidelines and the specific colour values for the Becket brand.

Pantone Matching System (PMS) values are used to guarantee colour accuracy by using pre-mixed inks for offset printing (printing press)

Eg. Large run print media (1000+ units), signage, business cards, stationery, etc.

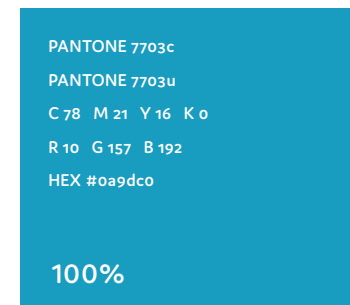
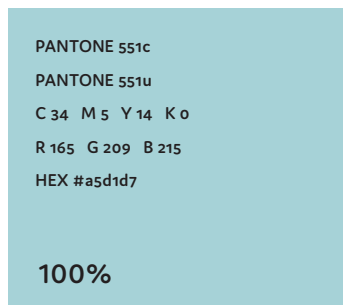
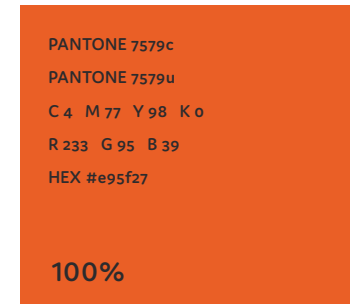
CMYK values are used for standard digital and offset printing. Colour accuracy with CMYK can vary from printer to printer.

Eg. Low run print media (~1000 units), print advertisements, booklets, etc.

RGB values are used of all on - screen applications. Like CMYK, RGB colour accuracy can vary from screen to screen.

Eg. Web graphics, video, and digital screens of any-type.

PRIMARY COLOURS



Please note: It is normal for the appearance of colours to vary slightly on different types of media. Every printer, paper type and screen has its own unique variables and will display colours differently. If exact colour accuracy is required, please refer to the Pantone Matching System (PMS) and talk to your printer about using these specialty inks. This guide provides the optimum possible colour values for your brand. (This document is best viewed on screen).

TYPOGRAPHY

The family of fonts to be used in ongoing Becket branded applications are the Domus Semi-bold, Playwrite AU SA and Din Condensed font families.

Only these fonts should be used consistently throughout all promotional materials. This includes print and digital media. Internal communications such as emails or memo do not need to abide by these typography rules for the branding.

Domus must not be substituted, unless under the instruction of a member of Becket's marketing department.

Domus - Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456890

Playwrite AU SA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456890

Din Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456890

BRANDING ASSETS

Use this link below to access Becket's branding assets / imagery and other assets for the Becket brand.

[VIEW ASSETS](#)





becket

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where you go.