

DISABILITY CAN

Brand Book | 2026

DESIGN FOR EVERYONE

Accessibility considerations are at the core of our brand identity. They make it possible for everyone, including people with disabilities, to access, use, and benefit from products, services, information, and environments without barriers.

Strict adherence to accessibility means ensuring that nothing prevents our audience from seeing, understanding, or connecting with Disability Can.

This section defines our visual identity across all touchpoints. It covers the emblem, logo, colour palette, typography, and other important considerations to ensure all elements work together to be dynamic and inclusive.

We design with purpose, guided by these principles.

1 Make it clear and easy to understand

- Use plain language. Say one thing at a time.
- Build hierarchy with font size, weight, and spacing.
- Avoid jargon and ambiguity.

2 Design for contrast, in colour, size, and form

- Always check colour contrast ratios to meet or exceed accessibility standards.
- Use contrast in more than colour: shape, weight, and size matter too.
- Test in grayscale — if it works without colour, it works for more people.

3 Reinforce meaning with more than one cue

- Don’t rely on colour alone to convey information.
- Pair text with icons, shapes, or patterns where useful.
- Ensure meaning survives when colour, sound, or motion isn’t available.

4 Design layouts that adapt gracefully

- Layouts must reflow on different screens and at 400% zoom without losing clarity.
- Use grid systems and consistent spacing to reduce cognitive load.
- Ensure content is accessible whether viewed on a phone, on a large display, or in print.

5 Make reading easy for everyone

- Use minimum 12 pt text in Inclusive Sans for body copy.
- Avoid light font weights, condensed fonts, or full justification.
- Support effortless reading with left-aligned text, generous line spacing, and clear hierarchy.

By following these principles, the Disability Can brand communicates with clarity and confidence while reflecting the diversity of the people and communities we serve. More than a style, it is a commitment to remove barriers, build connection, and create a brand identity that truly belongs to everyone.

DISABILITY CAN LOGO

The Disability Can wordmark exists in English, French, and bilingual versions. Each language variant has two alignments: the primary logo with left-aligned text and a stacked alignment.

For corporate materials, the primary logo should be used in all instances. For creative marketing materials, the primary logo should be considered first but logo usage should ultimately be decided on what works best for the layout of the designed material.

LANGUAGE VARIANT LOGO USAGE

- For English materials, use the English logo variant.
- For French materials, use the French logo variant.
- For bilingual materials, use the bilingual logo variant.

COMPLIANCE NOTE

- Using logo variants in the language of the material supports clarity and aligns with WCAG 2.2 (Success Criterion 3.1.2 Language of Parts).

PRIMARY
ENGLISH LOGO



STACKED
ENGLISH LOGO



PRIMARY
FRENCH LOGO



STACKED
FRENCH LOGO



PRIMARY
BILINGUAL LOGO



STACKED
BILINGUAL LOGO



LOGO USAGE:
Primary Clear Space

Clear space for the Disability Can logo is defined by *x*, where *x* equals one-quarter of the symbol's height.

This standard applies to:

- the Disability Can Emblem
- the Primary English logo
- the Primary French logo
- the Primary bilingual logo

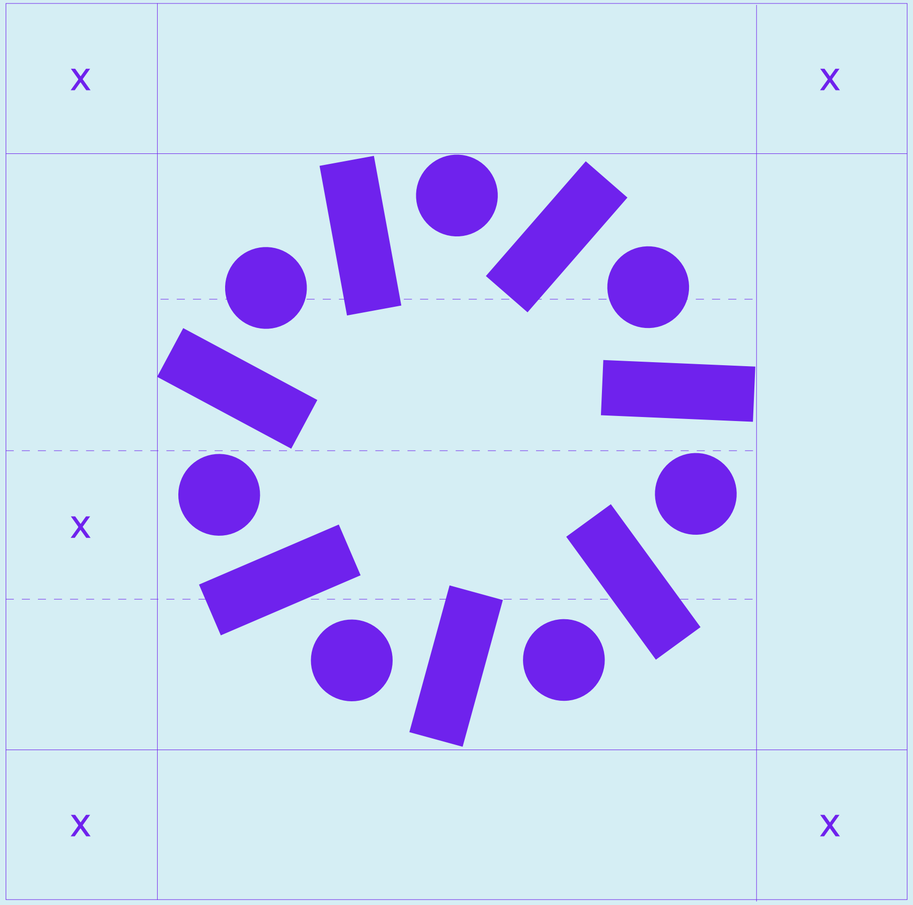
USE OF CLEAR SPACE

When placing other graphic elements near the logo, maintain this clear space on all sides. Doing so protects the legibility and integrity of the logo across different applications.

COMPLIANCE NOTE

- Clear space ensures logos remain distinguishable from surrounding content, in line with WCAG 2.2 (Success Criterion 1.4.11 Non-Text Contrast).

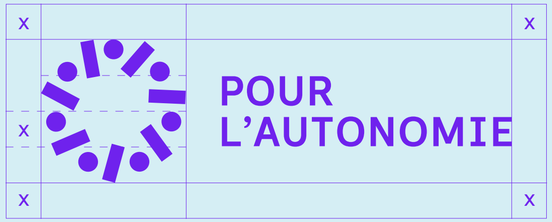
DISABILITY CAN EMBLEM



PRIMARY ENGLISH LOGO



PRIMARY FRENCH LOGO



PRIMARY BILINGUAL LOGO



LOGO USAGE:
Primary Minimum Size

The sizes listed below are absolute minimums. In practice, background contrast, printing processes, screen resolution, and user interface considerations may require the logo to be larger for legibility and accessibility.

Always confirm that the Disability Can logo is clear and easy to read at 100% scale on the intended medium.

LEFT-ALIGNED LOGO SIZE REQUIREMENTS

- Disability Can Emblem:
  no smaller than 40 px or 0.42” wide
- English logo variant:
  no smaller than 120 px or 1.25” wide
- French logo variant:
  no smaller than 132 px or 1.38” wide
- Bilingual logo variant:
  no smaller than 168 px or 1.75” wide

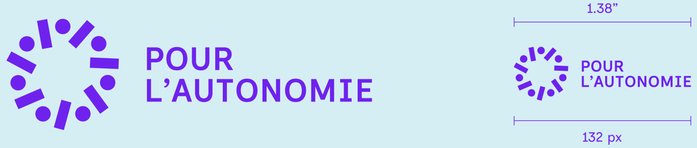
COMPLIANCE NOTE

- Logos and other non-text elements must remain perceivable and legible under WCAG 2.2 (Success Criteria 1.4.11, 1.4.4).

DISABILITY CAN EMBLEM



PRIMARY FRENCH LOGO



PRIMARY ENGLISH LOGO



PRIMARY BILINGUAL LOGO



LOGO USAGE:
Stacked Clear Space

Clear space for the Disability Can logo is defined by *x*, where *x* equals one-quarter of the symbol's height.

This standard applies to:

- the Disability Can Emblem
- the stacked English logo
- the stacked French logo
- the stacked bilingual logo

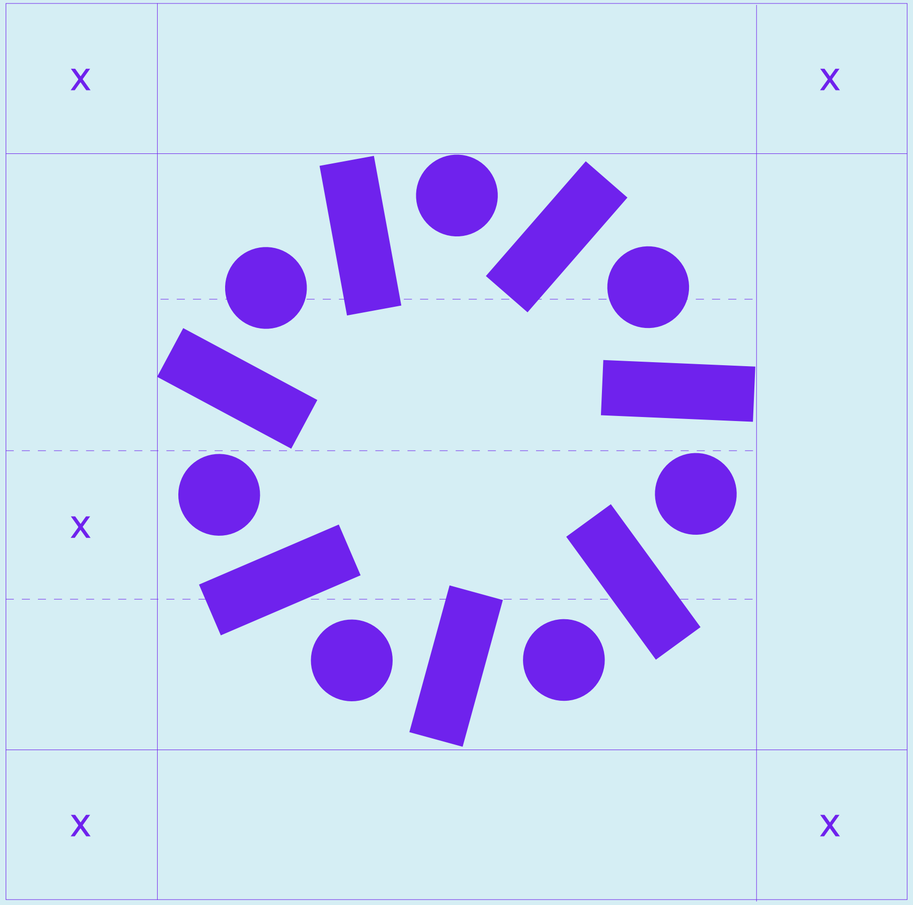
USE OF CLEAR SPACE

When placing other graphic elements near the logo, maintain this clear space on all sides. Doing so protects the legibility and integrity of the logo across different applications.

COMPLIANCE NOTE

- Clear space ensures logos remain distinguishable from surrounding content, in line with WCAG 2.2 (Success Criterion 1.4.11 Non-Text Contrast).

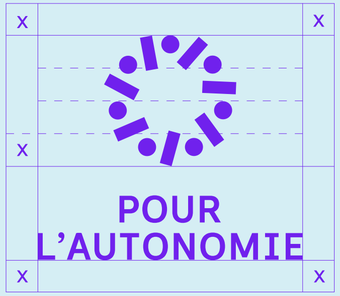
DISABILITY CAN EMBLEM



STACKED ENGLISH LOGO



STACKED FRENCH LOGO



STACKED BILINGUAL LOGO



LOGO USAGE:
Stacked Minimum Size

The sizes listed below are absolute minimums. In practice, background contrast, printing processes, screen resolution, and user interface considerations may require the logo to be larger for legibility and accessibility.

Always confirm that the Disability Can logo is clear and easy to read at 100% scale on the intended medium.

STACKED LOGO SIZE REQUIREMENTS

- Disability Can Emblem:
  no smaller than 40 px or 0.42” wide
- English logo variant:
  no smaller than 70 px or 0.73” wide
- French logo variant:
  no smaller than 81 px or 0.84” wide
- Bilingual logo variant:
  no smaller than 116 px or 1.21” wide

COMPLIANCE NOTE

- Logos and other non-text elements must remain perceivable and legible under WCAG 2.2 (Success Criteria 1.4.11, 1.4.4).

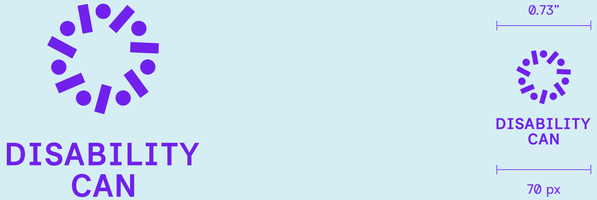
DISABILITY CAN EMBLEM



STACKED FRENCH LOGO



STACKED ENGLISH LOGO



STACKED BILINGUAL LOGO



LOGO COLOURS

LOGO COLOUR VARIANTS

The logo is available in English, French, and Bilingual versions. Each may appear in Electric Purple, White, or Black.

PREFERRED COLOUR

When possible, use the Electric Purple logo.

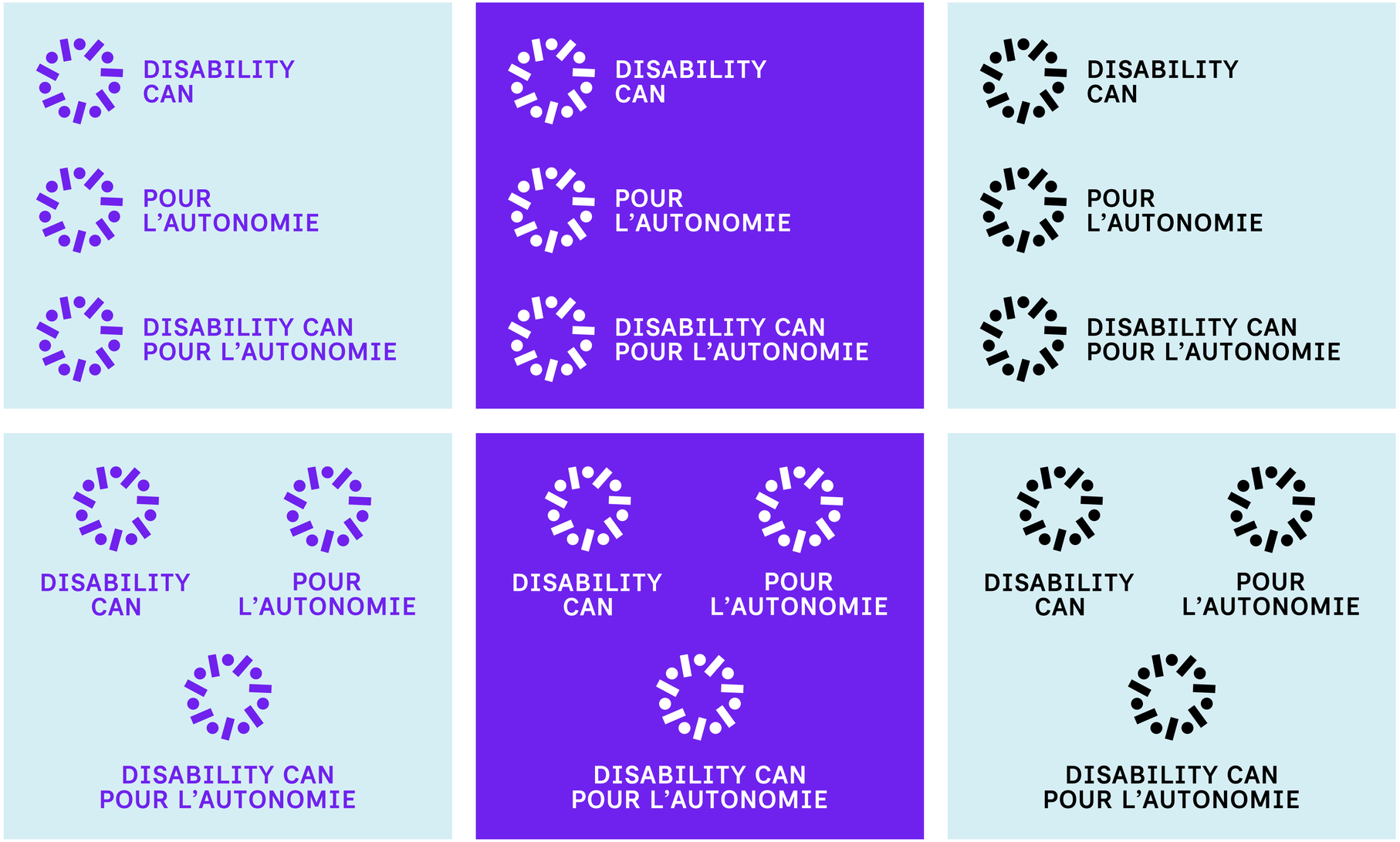
White or Black variants may be used in situations where Electric Purple does not provide sufficient contrast or clarity.

CONTRAST AND BACKGROUNDS

- Always consider maximum contrast and clarity when placing the logo on any background.
- On photo backgrounds, choose images that are not overly busy. This reduces visual clutter and ensures the logo remains legible.
- The most appropriate logo colour depends on the image composition, surrounding colours, and layout.

COMPLIANCE NOTE

- WCAG 2.2 requires sufficient contrast for text (Success Criterion 1.4.3) and for graphics such as logos (SC 1.4.11).



INCORRECT LOGO USAGE

The following are several examples of what is not permitted when using the Disability Can logo. These guidelines should be respected for all variants of the logo.



DO NOT

Place the logo within bespoke shapes



DO NOT

Resize elements of the logo



DO NOT

Add drop shadows, effects, or blending modes



DO NOT

Cartoon, animate, or place images/ illustrations within the brandmark



DO NOT

Disproportionately stretch the logo

LOGO ACCESSIBILITY AND ALT TEXT

When using any variation of the Disability Can logo, it is important that we include alt text.

Sample Alt Text

- **Logo**: Disability Can logo in purple text with circle of alternating rectangles and small circles.
- **Emblem**: Disability Can's emblem of a circle of alternating rectangles and small circles.



DO NOT

Alter the colour scheme



DO NOT

Rearrange the elements



DO NOT

Add unapproved elements or wording



DO NOT

Rotate or angle the logo



DO NOT

Alter the fill of the brandmark

LOGO LOCKUPS:
Partner Logo Lockups & Strategic Relationships

STRATEGIC RELATIONSHIPS: External organizations collaborating with Disability Can to achieve shared goals.

CORPORATE PARTNERS: Corporations supporting Disability Can through giving or engagement programs.

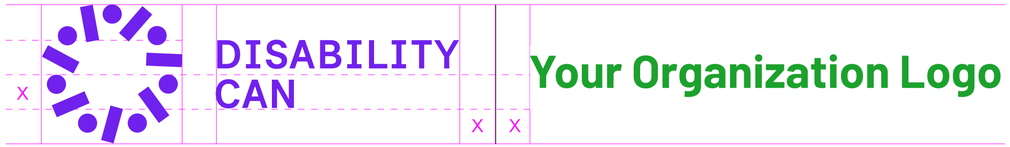
HOW TO REFERENCE PARTNERS

- Use DC Logo + Partner Logo with equal weights
- Describe relationships as:
  - "A Corporate Partner of Disability Can"
  - "A Community Partner of Disability Can"
  - "Proud Partner of Disability Can"

VISUAL GUIDELINES

- A divider rule should be placed between the Disability Can logo and the respective partner at a distance of *x*, where *x* is equal to one-quarter the height of the emblem.
- The length of the divider rule should be equal to 4*x*, the width of the emblem. A general guideline for the stroke weight of the divider rule is 0.5 pt. Discretion should be used when creating lockups, as the divider stroke weight may need to be altered depending on the scale it will be shown.
- The size of the partner should be visually equal in weight to the size of the Disability Can logo.
- If more than one partner logo is used, partner logos should be placed in alphabetical order.

PRIMARY PARTNER LOCKUP





SECONDARY PARTNER LOCKUP





LOGO LOCKUPS:
Government Funders & Public Recognition

Recognition from government bodies is governed by funding agreements, which outline requirements for visibility and public acknowledgment.

Programs funded by government bodies should use the following formats, unless specific funder requirements dictate otherwise.

These formats ensure that the public clearly understands Disability Can's role in delivering programs while complying with official acknowledgment requirements.

VISUAL GUIDELINES

- A divider rule should be placed between the Disability Can logo and the respective partner at a distance of *x*, where *x* is equal to one-quarter the height of the emblem.
- The length of the divider rule should be equal to 4*x*, the width of the emblem. A general guideline for the stroke weight of the divider rule is 0.5 pt. Discretion should be used when creating lockups, as the divider stroke weight may need to be altered depending on the scale it will be shown.

FUNDER WITH LOGO





FUNDER WITH NAME





LOGO LOCKUPS:
Partner & Support Tags

PARTNER AND SUPPORT TAGS

Our corporate partners play a vital role in enabling us to fufill our mission and support our community. The provided can be used for any organization.

COMPLIANCE NOTE

- Consistent clear space and balance keep both logos legible and distinguishable, aligning with WCAG 2.2 non-text contrast (Success Criterion 1.4.11).

PRIMARY PROUD PARTNER TAG



STACKED PROUD PARTNER TAG



PRIMARY IN SUPPORT OF TAG



STACKED IN SUPPORT OF TAG



FORMERLY LOGO USAGE:
Full Lockup

DISABILITY CAN + MARCH OF DIMES CANADA LOGO

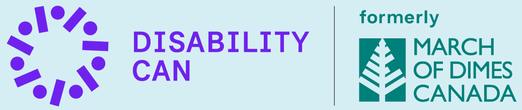
Use when:

- Targeting audiences with strong familiarity and trust in the March of Dimes Canada brand (e.g., older donors, long-time supporters, partners).
- High-consideration communications (direct mail, newsletters, formal communications).
- Formats with sufficient space and neutral backgrounds (e.g., white).

WHY

This lockup reinforces trust and signals continuity during the transition, especially for audiences who may not yet recognize the new name.

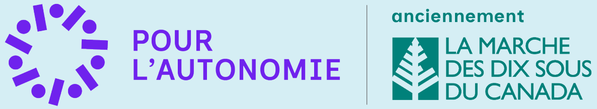
PRIMARY
ENGLISH LOGO



STACKED
ENGLISH LOGO



PRIMARY
FRENCH LOGO



STACKED
FRENCH LOGO



PRIMARY
BILINGUAL LOGO



STACKED
BILINGUAL LOGO



COLOUR PALETTE

Consistent use of the Disability Can colour palette reinforces authority, builds trust, and strengthens brand recognition.

PRIMARY COLOUR

Electric Purple is the key differentiator for Disability Can within the health and disability sectors. It should be used as the dominant colour in the palette to create a strong visual impression.

SECONDARY COLOUR

The secondary colour is intended for limited use. It may serve as an accent to highlight key content, as a CTA, or as a differentiator for fundraising and event materials.

COLOUR CODES

The Disability Can colour codes are custom formulas for consistency across media. Use the colour codes provided. Do not convert PANTONE to RGB or CMYK.

COMPLIANCE NOTE

- Consistent colour use supports WCAG 2.2 non-text contrast (Success Criterion 1.4.11). Electric Purple as the primary colour aids recognition and predictability (SC 3.2.4).

PRIMARY COLOURS



SECONDARY COLOUR



COLOUR STRUCTURE

Colour structure exists to balance brand expression, accessibility, and usability across all digital and print touchpoints. It ensures our visual identity supports our mission — especially for people with disabilities — without compromising clarity, independence, or recognition.

There are three levels of colour:

- Brand expression colours: These express who we are. They create recognition, personality, and emotional consistency.
- Supporting colours: These extend the brand visually and help organize content.
- Functional colours: These support usability and accessibility. They are used for text, states, and interaction.

BRAND EXPRESSION COLOURS

Brand colours express identity.
They exist to make the organization recognizable, distinctive, and emotionally consistent across touchpoints.

PRIMARY COLOURS:

- ELECTRIC PURPLE (#6F22ED)
  For identity, headings, accents, etc.
- POWDER BLUE (#D5EEF4)
  For backgrounds, panels, etc.

SECONDARY COLOUR:

- CITRUS (#C6F125)
  For highlights and non-text elements

SUPPORTING COLOURS

Supporting colours are an extension of the brand expression colours.
They extend the brand without carrying critical meaning.

TERTIARY COLOURS:

- PALE VIOLET (#D8C8F8)
- LILAC (#B388F7)
- DEEP PURPLE (#3D1185)
- PALE TEAL (#9DD3E5)
- TEAL BLUE (#5AABCE)
- DEEP TEAL (#1F5A7A)

The supporting tertiary colour palette is reserved for icons, infographics, charts, graphs, and other data visualizations. It should not be used in any other way.

FUNCTIONAL COLOURS

Functional colours support usability and accessibility.
They exist to make interfaces clear, predictable, and usable for everyone, including people using assistive technology.

FUNCTIONAL COLOURS:

- AAA PURPLE (#520FBD)
  For WCAG AAA-compliant body text and form labels
- SIGNAL ORANGE (#C43A00)
  For CTAs, to trigger action, urgency, and decision-making

Functional colours are only to be used in digital environments. They should be treated as the default for digital usability.

Functional colours are to be used systematically, not creatively.

DIGITAL-SPECIFIC

COLOUR ACCESSIBILITY

CONTRAST AND COLOUR USE

Contrast and colour are essential to accessibility, particularly in digital applications, to ensure adequate contrast between text and its background.

WCAG 2.1 LEVEL AA REQUIREMENTS

- Normal text must have a contrast ratio of at least 4.5:1.
- Large text must have a contrast ratio of at least 3:1.
- Large text = bold text 14 pt (~18.66 px) or larger, or regular text 18 pt (~24 px) or larger.
- Body text = bold text under 14 pt (~18.66 px) or regular text under 18 pt (~24 px).

SCOPE OF GUIDELINES

- These rules apply to body text, headlines, and other essential content.
- They do not apply to logo use.
- Decorative text or elements that convey no critical information are excluded.

COMPLIANCE NOTE

- Text must meet WCAG 2.1 Level AA contrast standards: 4.5:1 for normal text and 3:1 for large text (Success Criterion 1.4.3).

	ELECTRIC PURPLE #6F22ED		POWDER BLUE #D5EEF4		BLACK #000000		WHITE #FFFFFF		CITRUS #C6F125	
			SMALL	LARGE	SMALL	LARGE	SMALL	LARGE	SMALL	LARGE
ELECTRIC PURPLE #6F22ED			✓ 5.55:1	✓ 5.55:1	✗ 3.12:1	✓ 3.12:1	✓ 6.71:1	✓ 6.71:1	✓ 5.11:1	✓ 5.11:1
	SMALL	LARGE			SMALL	LARGE	SMALL	LARGE	SMALL	LARGE
POWDER BLUE #D5EEF4	✓ 5.55:1	✓ 5.55:1			✓ 17.36:1	✓ 17.36:1	✗ 1.2:1	✗ 1.2:1	✗ 1.08:1	✗ 1.08:1
	SMALL	LARGE	SMALL	LARGE			SMALL	LARGE	SMALL	LARGE
BLACK #000000	✗ 3.21:1	✓ 3.21:1	✓ 17.36:1	✓ 17.36:1			✓ 21:1	✓ 21:1	✓ 16:1	✓ 16:1
	SMALL	LARGE	SMALL	LARGE	SMALL	LARGE			SMALL	LARGE
WHITE #FFFFFF	✓ 6.71:1	✓ 6.71:1	✗ 1.2:1	✗ 1.2:1	✓ 21:1	✓ 21:1			✗ 1.31:1	✗ 1.31:1
	SMALL	LARGE	SMALL	LARGE	SMALL	LARGE	SMALL	LARGE		
CITRUS #C6F125	✓ 5.11:1	✓ 5.11:1	✗ 1.08:1	✗ 1.08:1	✓ 16:1	✓ 16:1	✗ 1.31:1	✗ 1.31:1		

TYPOGRAPHY

Typography is a core part of Disability Can's brand personality. Consistent type use strengthens recognition and creates a unified look across all materials.

HEADLINE FONT

- Use **Barlow Black** for all headlines.
- Available on Google Fonts.

SUBHEAD AND BODY COPY FONT

- Use **Inclusive Sans** for subheads and body copy.
- Available on Google Fonts.
- Designed specifically for accessibility and readability.
- Combines the friendly personality of contemporary neo-grotesques with features that improve legibility in all contexts.

COMPLIANCE NOTE

- Accessible type selection supports WCAG 2.2 readability and text spacing requirements (Success Criterion 1.4.12).

BARLOW

BARLOW - BLACK

Together we can.

INCLUSIVE SANS

REGULAR
MEDIUM
SEMIBOLD
BOLD

INCLUSIVE SANS - REGULAR

People with disabilities and their families are at the heart of everything we do.

INCLUSIVE SANS - MEDIUM

People with disabilities and their families are at the heart of everything we do.

INCLUSIVE SANS - SEMIBOLD

People with disabilities and their families are at the heart of everything we do.

INCLUSIVE SANS - BOLD

People with disabilities and their families are at the heart of everything we do.