ldawc

brand
guidelines

ldawc.
Learning Disabilities Association
of Wellington County

ldawc.

Learning Disabilities Association
of Wellington County

![Idawc logo — Learning Disabilities Association of Wellington County]

Idawc.

Learning Disabilities Association
of Wellington County

ldawc.

Learning Disabilities Association
of Wellington County

Idawc•Learning Disabilities Association of Wellington County

ldawc. Learning Disabilities
Association of Wellington County

ldawc•Learning Disabilities
Association of Wellington County

The Learning Disabilities Association of Wellington County is a charitable, non-profit organization dedicated to improving the lives of children, youth and adults with learning disabilities so that they can reach their fullest potential. Our mission is to inform and educate people about learning disabilities, both children and adults suffer daily due to barriers out of their control. We believe our posts should befriendly and welcoming, it shouldn't be childish since we arent just here for children.

Our mission is to give those with learning disabilities equal opportunities to reach their potential and to thrive in their communities.

Our vision is to educate others about learning disabilities so people can be more understanding

WHO WE ARE

Passion Purple
Pantone 19-3223 TCX
#683d62
R 104   G 61   B 98
C 0%   M 17%   Y 2%   K 59%

Guidance Blue
Pantone 8224 C
#01778f
R 1   G 119   B 143
C 56%   M 9%   Y 0%   K 44%

Essence Yellow
Pantone 7409 C
#f0b323
R 240   G 179   B 35
C 0%   M 24%   Y 80%   K 6%

PRIMARY COLOURS

Agreeable Blue
Pantone 3125 C
#00aec7
R 0   G 174   B 199
C 78%   M 10%   Y 0%   K 22%

Cheerful Pink
Pantone 2036 U
#f8c3da
R 248   G 195   B 218
C 0%   M 21%   Y 12%   K 3%

Delightful Yellow
Pantone 141 C
#F2C75C
R 242   G 199   B 92
C 0%   M 17%   Y 59%   K 5%

Supportive Black
Pantone Black 7 C
#3d3935
R 61   G 57   B 53
C 0%   M 2%   Y 3%   K 76%

Polite Gray
Pantone Cool Gray 8 U
#939598
R 147   G 149   B 152
C 2%   M 1%   Y 0%   K 40%

Cozy Gray
Pantone 656 U
#e2eaf2
R 226   G 234   B 242
C 6%   M 3%   Y 0%   K 5%

White
Plain White
#FFFFFF
R 255   G 255   B 255
C 0%   M 0%   Y 0%   K 0%

SECONDARY COLOURS

The area of non-interference is defined by the height of the letter "d" in the word "ldawc."

Minimum width 2.8 in and height 1.1 in

Minimum width 4.9 in and height 0.72 in

Regular

Italic

Bold

Extra Bold

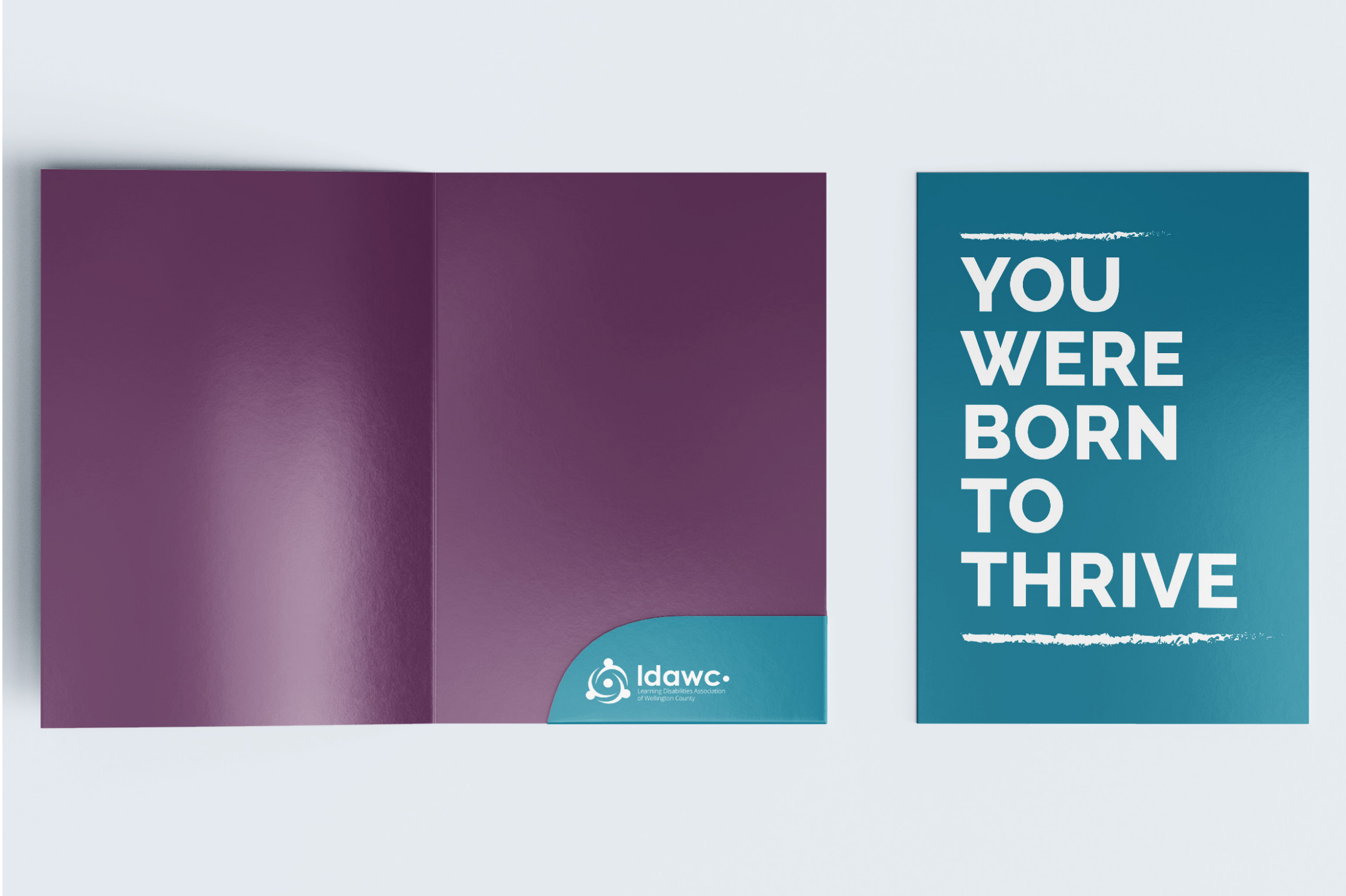Open San is used on all body copy.

Light
Bold
Extra Bold
Black

Raleway is used on tagline and headers.

Students have stories, so why not use images of students learning? Use clean shots of the student smiling, show they enjoy learning, every smile tells a story. If needed you can find great photos on unsplash.com

When creating video ads you can find free video source using https://www.pexels.com/videos/ and you can also find copyright free music on youtube if you look hard enough. I'd recommend using Premiere Rush, Its an easy way to make instagram ads, they also have preinstalled settings for animated type.
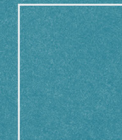
ldawc.
Learning Disabilities Association
of Wellington County

YOU WERE BORN TO THRIVE

FOLDER

Patricia Townson
Executive Director
execdir@ldawc.ca
519-837-2050
www.ldawc.ca

Idawc.
Learning Disabilities Association
of Wellington County

BUSINESS CARD

YOU
WERE
BORN
TO
THRIVE

Visit us at
ldawc.ca

ldawc.
Learning Disabilities Association
of Wellington County

BOOKMARK

Idawc.
Learning Disabilities Association
of Wellington County

233, 17A – 218 Silvercreek Pkwy N
Guelph, ON N1H 8E8

John Doe,
342 Highland Road
Kitchener, Ontario
N3M 4B9

Help Your Student SOAR

**Have your students
REGISTER NOW**

LDAWC SOme Assembly Required
helps students with LDs grades 7-9
or 11+ learn the tools for success.

To find out more visit:
https://ldawc.ca/

Idawc
Learning Disabilities Association
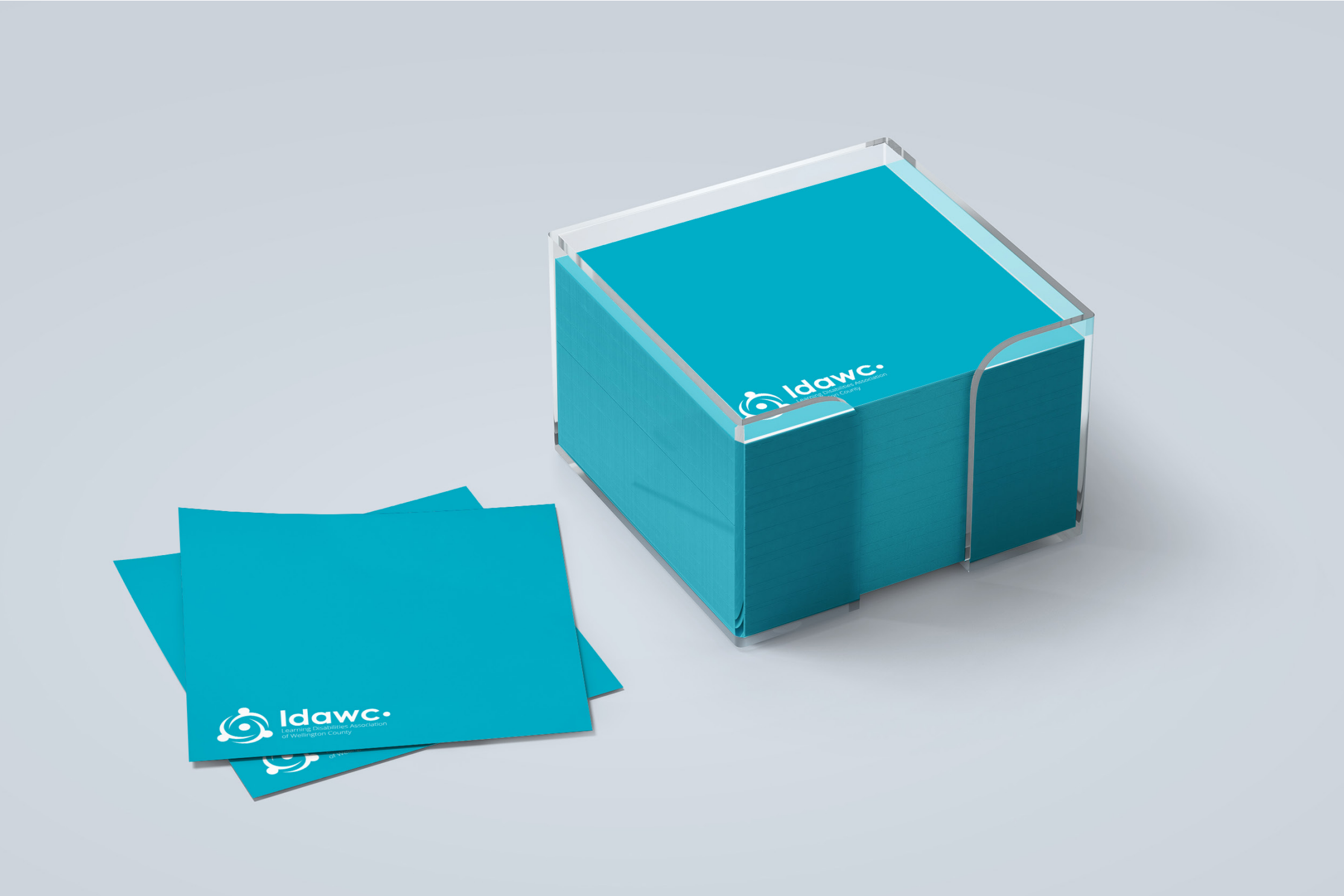of Wellington County

POSTCARDS

Reading Rocks

Have your students REGISTER NOW

Reading Rocks helps children ages 6-12 who have a learning disability or who are struggling readers.

To find out more visit:
https://ldawc.ca/

ldawc
Learning Disabilities Association
of Wellington County

POSTCARDS

STICKERS

PENS

LETS

EMPOWER

THOSE WITH

LEARNING DISABILITIES

SO THEY GET

THE CHANCE TO

THE CHANCE TO
THRIVE & SOAR

REGISTER NOW
ldawc.ca

ldawc•
Learning Disabilities Association
of Wellington County

https://youtu.be/XioDQwwrLhU

VIDEO

SOCIAL MEDIA

ldawc.

Learning Disabilities Association
of Wellington County