

DISABILITY CAN

Brand Book | 2026

USING THE GUIDE

Welcome to Disability Can's Brand Guidelines

This guide will help you understand and navigate our visual identity and brand presence. Most importantly, we hope it inspires you to support our mission — who we are, what we do, and the community we serve.



01 Brand Principles

Who We Are 3
Foundational Perspective 4
Vision, Mission, & Purpose 5
Our Impact 6
Our Legacy 7
Manifesto 8
Brand Archetype 9
Brand Persona 10
Tone of Voice 11
Our Personality in Action 12
Target Segments 17
Brand Pyramid 18
Brand Essence 19

02 Visual System

Disability Can Emblem 23
Disability Can Logo 24
Logo Usage 25
Logo Lockups 32
Formerly Logo Usage 36
Colour Palette 43
Typography 51
Layout Grid 53
Brand Shapes 54
Brand Pattern 55
Photography 56
Iconography 58

03 Application Examples

Application Examples 59

DISABILITY CAN



Formerly March of Dimes Canada, Disability Can is a national service leader and ally, partnering with people with disabilities to remove barriers, build belonging, and create a more inclusive Canada.

With more than 75 years of earned trust and excellence in service delivery, we support our community across these four areas: home supports and daily living, skills and employment, children and youth development, and community connections.

Partnership is at the heart of everything we do. We listen, collaborate, act, and advocate in solidarity with people with disabilities. We support caregivers; work alongside governments, employers, and community partners; and invite people across Canada to join us in creating real, lasting change.

As a committed champion for disability support and inclusion, we believe when we all come together, we can build a better Canada — one with more access, more opportunity, and more people with disabilities shaping the future with confidence.

FOUNDATIONAL PERSPECTIVE

ALLYSHIP

We are an organization of allies and people with disabilities working in solidarity to advance inclusion, champion accessibility, and drive equity and human rights.

CONNECTION

We build genuine relationships and foster community, ensuring belonging for people with disabilities.

OPTIMISM

We approach every challenge with a balance of pragmatism and possibility, believing we can make a difference.

VISION

An equitable and inclusive Canada — built together.

MISSION

To deliver trusted disability services, resources, and advocacy that remove barriers, foster connection, and expand opportunity.

PURPOSE

To partner with people with disabilities in building fulfilling lives.

OUR IMPACT

Home Supports and Daily Living

Ongoing personalized services and accessible support for people with disabilities to help them live safely and independently at home, in the community, and on their own terms.

e.g. Attendant Care, Supportive Housing, Ontario Home & Vehicle Modification Program

Skills and Employment

Programs and services that help people build confidence, explore employment opportunities, build skills, find jobs, and return to work after illness or injury.

e.g. SkillingUp, Employment Services

Child and Youth Development

Community solutions for children and youth with disabilities and their families through play-based early learning and development programs.

e.g. Move Learn Grow, Parent Workshop Series, Rec & Connect

Community Connections

Peer connections, advocacy, events, and fundraising that build community, drive change, and strengthen the movement for disability inclusion.

e.g. Disability Advocacy Network, Changemakers Supper Club

OUR RICH LEGACY & REVITALIZED PURPOSE

Allyship, then and now.

Disability Can carries forward the powerful 75-year legacy of March of Dimes Canada, shaped by community action and bold progress. Rooted in the fight against polio, we helped advance the search for a cure and mobilized communities through landmark efforts like the Marching Mothers, sparking national momentum for change.

Over time, our work evolved alongside people with disabilities who were shaping new possibilities for independent living, supportive housing, brain injury programs, and employment pathways. Disability leadership helped expand the disability rights movement in Canada, and we grew together — partnering with governments, health systems, employers, and community agencies to raise expectations for what accessible, responsive support looks like.

ACROSS EVERY CHAPTER OF OUR HISTORY, FOUR COMMITMENTS HAVE REMAINED CONSTANT:

- Adaptive, dependable services that people can trust in their everyday lives
- Care and support that starts and ends with the needs, expertise, and priorities of people with disabilities
- Decisions guided by data, evidence, and experiential insight
- Collaboration with funders, partners, staff, caregivers, and communities to push progress forward

This is the foundation Disability Can continues to build on today: a legacy of allyship, action, and impact that fuels a growing movement for disability inclusion across Canada.





MANIFESTO

At Disability Can, we believe people with disabilities have the right to a sense of belonging, real support, and the ability to move through daily life with agency.

We are more than a service; we are a community. We partner with people with disabilities and their families, offering connected support that advances inclusion and autonomy helping to close the social divide.

Together, we break down barriers, create real opportunities, and celebrate forward motion, no matter how big or small. We listen deeply, act with integrity, and collaborate with our community through every challenge and triumph.

By bringing together caregivers, partners, supporters, and people with disabilities, we help build fulfilling lives where dignity, fairness, and resilience are not ideals but everyday realities.

We know true progress is built together, in moments of courage, kindness, and connection. Disability Can exists to advance inclusion by challenging ableism and supporting equitable access, ensuring that people with disabilities of all ages can define and pursue meaningful goals.

BRAND ARCHETYPE



PRIMARY

CITIZEN

Disability Can lives the Citizen archetype by supporting alongside people with disabilities as a trusted community ally, guided by integrity, equity, and shared responsibility to create a more inclusive Canada.

This archetype's identity is shaped by a sense of shared experience and responsibility to others. The Citizen acts in ways that reflect their values, with an emphasis on collective wellbeing over individual gain. They recognize that systems create unequal outcomes and focus their efforts on challenging those conditions through consistent, practical action.



SECONDARY

THE SAGE

As part of the mandate to affirm disability as a valued dimension of human diversity, the truth-telling nature of a Sage is important to guide this societal shift.

Disability Can aims to educate the public to bridge the gap between the misconceptions of “us” and “them.”



SECONDARY

THE REBEL

A disruptive voice that challenges the status quo and works to create systemic change. This passion and dedication is the spirit behind Disability Can’s mission to shift society’s view on disabilities.

For Disability Can, this is a tempered version of the Rebel, who uses assertive, confident calls to action with the aim of creating systemic change.

BRAND PERSONA

EVERYDAY CHANGEMAKER

The Everyday Changemaker embraces possibility in everyday life and believes positive change can be achieved together.

For 75 years, we have shown up, consistently and with purpose, because people with disabilities deserve lives of dignity, belonging, and opportunity. Our work is grounded in reliability, care, and a deep commitment to community.

We approach challenges with practical hopefulness, encouraging others to see what's possible when barriers are removed and people work together. Grounded and relatable, we build trust by listening, collaborating, and being present day after day.

Our optimism is not naïve. It is rooted in real experience and a belief that small, steady movement forward can strengthen lives and communities.

Purposeful and constructively disruptive, we are willing to challenge barriers, push for better, and transform systems — gently but firmly as allies — toward greater fairness and inclusion.

We celebrate progress in all its forms: new access, stronger partnerships, and the everyday moments that show how collective effort creates lasting change.



TONE OF VOICE

Our voice is approachable, welcoming, and respectful to uplift everyone in our community.

We speak to empower and connect, always leading with empathy and understanding.

Approachable	We’re friendly, warm, and easy to talk to.
Welcoming	Everyone belongs — our language always invites participation.
Empathetic	We understand, relate, and respond with genuine care.
Sincere	We express honest intent and heartfelt care without pretense.
Empowering	We encourage possibilities and inspire confidence.

OUR PERSONALITY IN ACTION

1.
BE REAL.
BE RELATABLE.

Speak plainly and honestly. Choose simple everyday words and real examples. We show that we have taken the input of people with lived and living experience seriously.

This:

- “We know finding accessible housing can be tough. We’re here to help you explore your options, one step at a time.”
- “You’re not alone — many of us have faced the same challenges.”

Not this:

- “Our comprehensive solutions optimize accessibility outcomes for clients.”
- “Individuals with disabilities often encounter barriers in their daily lives.”

OUR PERSONALITY IN ACTION

2. FOCUS ON PROGRESS, NOT PERFECTION.

Celebrate forward motion, big or small, and encourage trying rather than expecting flawless results. Make room for learning and growing together because we won't get there by ourselves.

This:

- "Every small change counts. If today you made a phone call, that's worth celebrating."
- "It's okay to have questions — figuring things out is part of the journey."

Not this:

- "Achieving full independence is our only goal."
- "Success means overcoming every barrier."

OUR PERSONALITY IN ACTION

3. INVITE PARTICIPATION, DON’T DICTATE.

Encourage involvement by asking questions, offering choices, and inviting feedback. Make people feel a part of the conversation, not just recipients of it. The best ideas and outcomes are arrived at together.

This:

- “What would make this process easier for you?”
- “Tell us what matters most to you, and we’ll work together to make it happen.”

Not this:

- “Here’s what you need to do.”
- “We know what’s best for you.”

OUR PERSONALITY IN ACTION

4. MEET PEOPLE WHERE THEY ARE.

Tailor communication to people's current needs and realities. Respect their starting point and don't assume everyone's on the same journey. Offer real solutions and resources at an individual level.

This:

- "Whether you're just starting to explore options or already know what you need, we're here to support you."
- "If today isn't the right day, that's okay. We'll be here when you're ready."

Not this:

- "You should have already completed this step."
- "Everyone goes through the same process."

OUR PERSONALITY IN ACTION

5. STEP FORWARD WHEN THE TIME COMES.

Advocate assertively and confidently.
We challenge societal barriers, yet always invite others to join us and move forward together, never leaving anyone behind.

This:

- “It’s time to address this issue together. We're raising our voices and welcome your partnership.”
- “We believe everyone deserves access, and we’re working with our partners to make sure no one is left out.”

Not this:

- “We demand immediate change and expect everyone to follow our lead.”
- “We’re taking over this issue because no one else is doing it right.”

TARGET SEGMENTS



Seekers

People with disabilities and their families, who are navigating daily life and seeking support, services, and community.



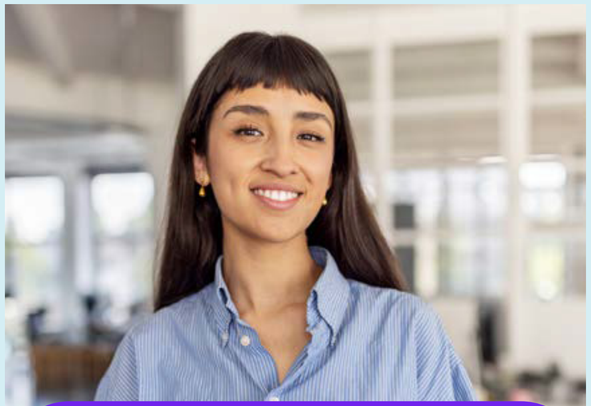
Stewards

Employees, volunteers, and contracted professionals who deliver hands-on care and support.



Synergists

Organizations, agencies, governments, and businesses that we partner with to expand reach and impact.

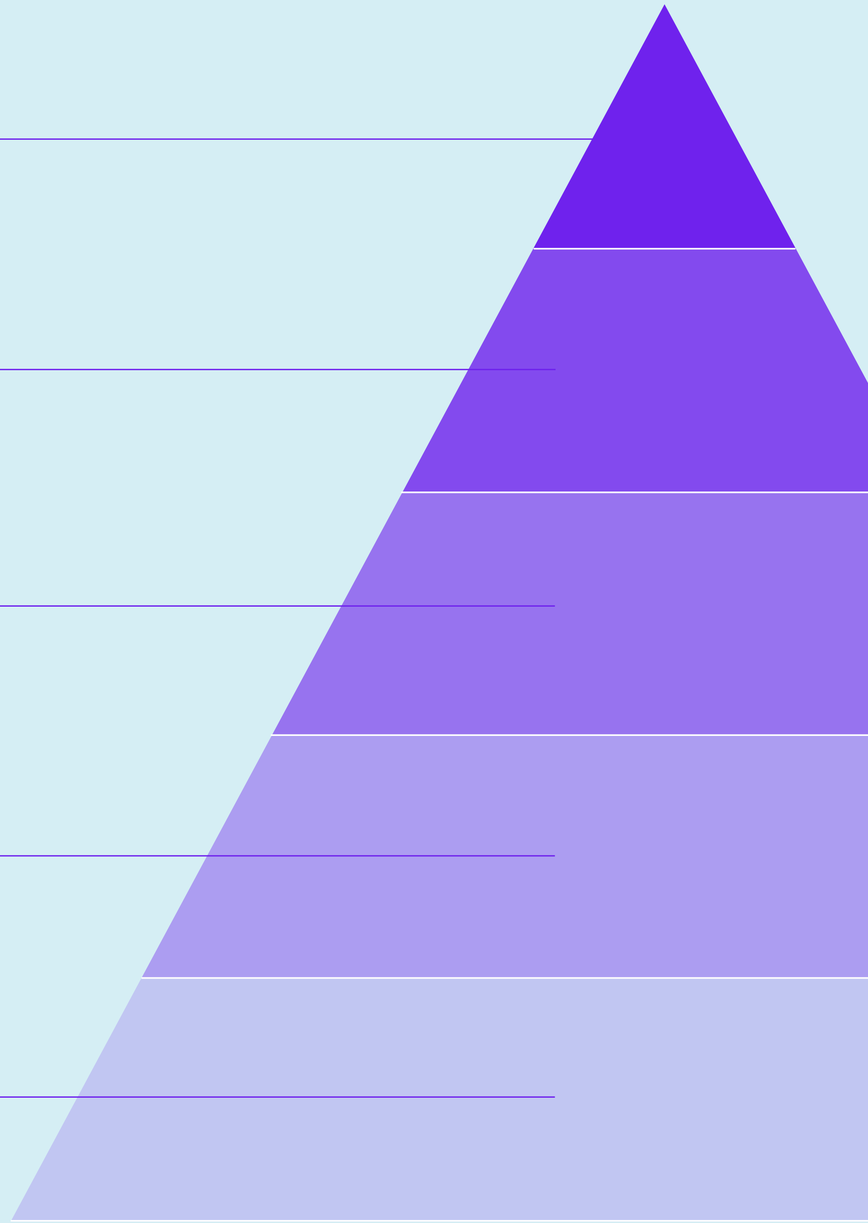


Supporters

Members of the wider community who believe in the cause and contribute through donations, advocacy, or awareness.

DISABILITY CAN

BRAND PYRAMID



OUR BRAND ESSENCE: ALLYSHIP

Together We Can.

BRAND PERSONALITY

Everyday Changemaker

WHAT IT DELIVERS: EMOTIONAL REWARDS

For Seekers: Fulfillment

For Synergists: Fellowship

For Stewards: Appreciation

For Supporters: Affirmation

HOW WE DO IT: SHARED VALUES

Embrace Possibility, Champion Disability, Make an Impact, Celebrate Together

WHAT WE DO: FEATURES AND ATTRIBUTES

Services, Support, Opportunity

DISABILITY CAN BRAND PYRAMID

BRAND ESSENCE

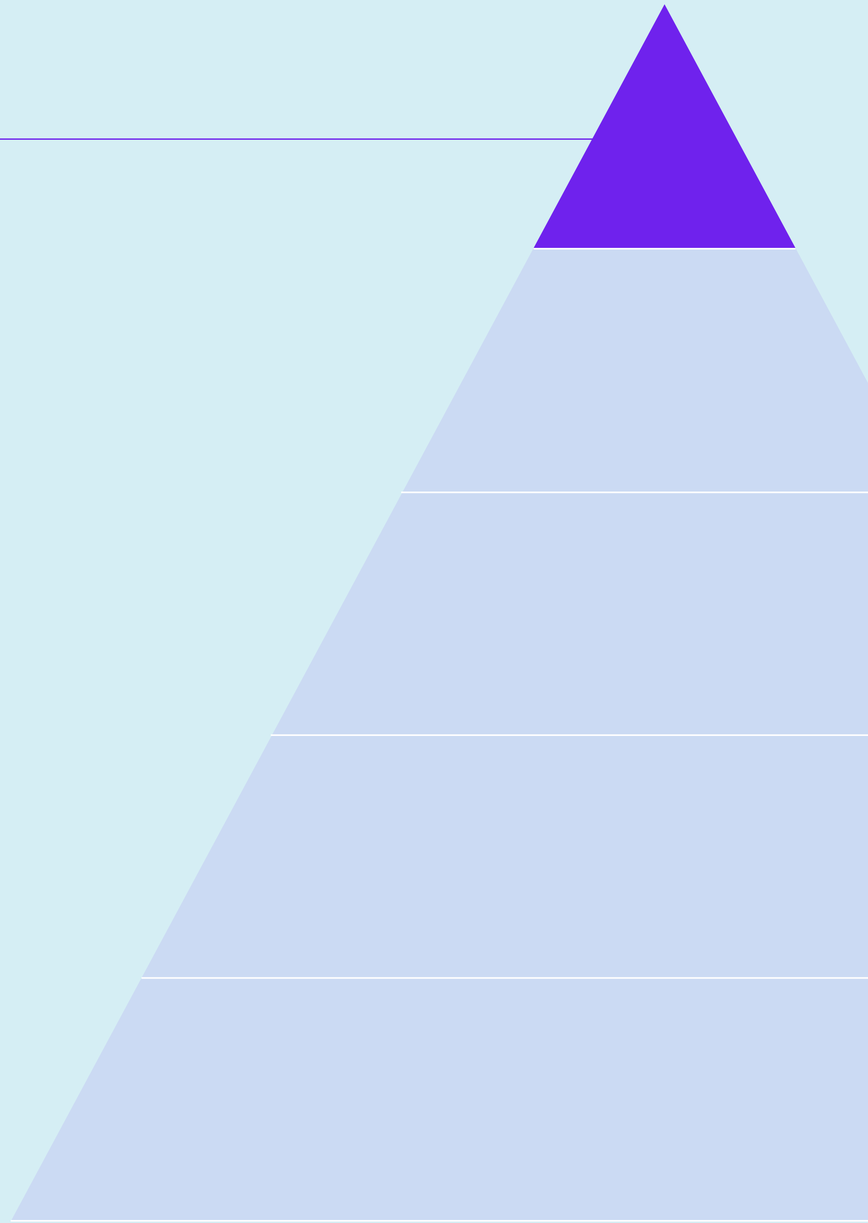
The fundamental nature of the brand, capturing its emotional heart.

Together We Can.

Together We Can is the belief that progress happens when we stand side by side.

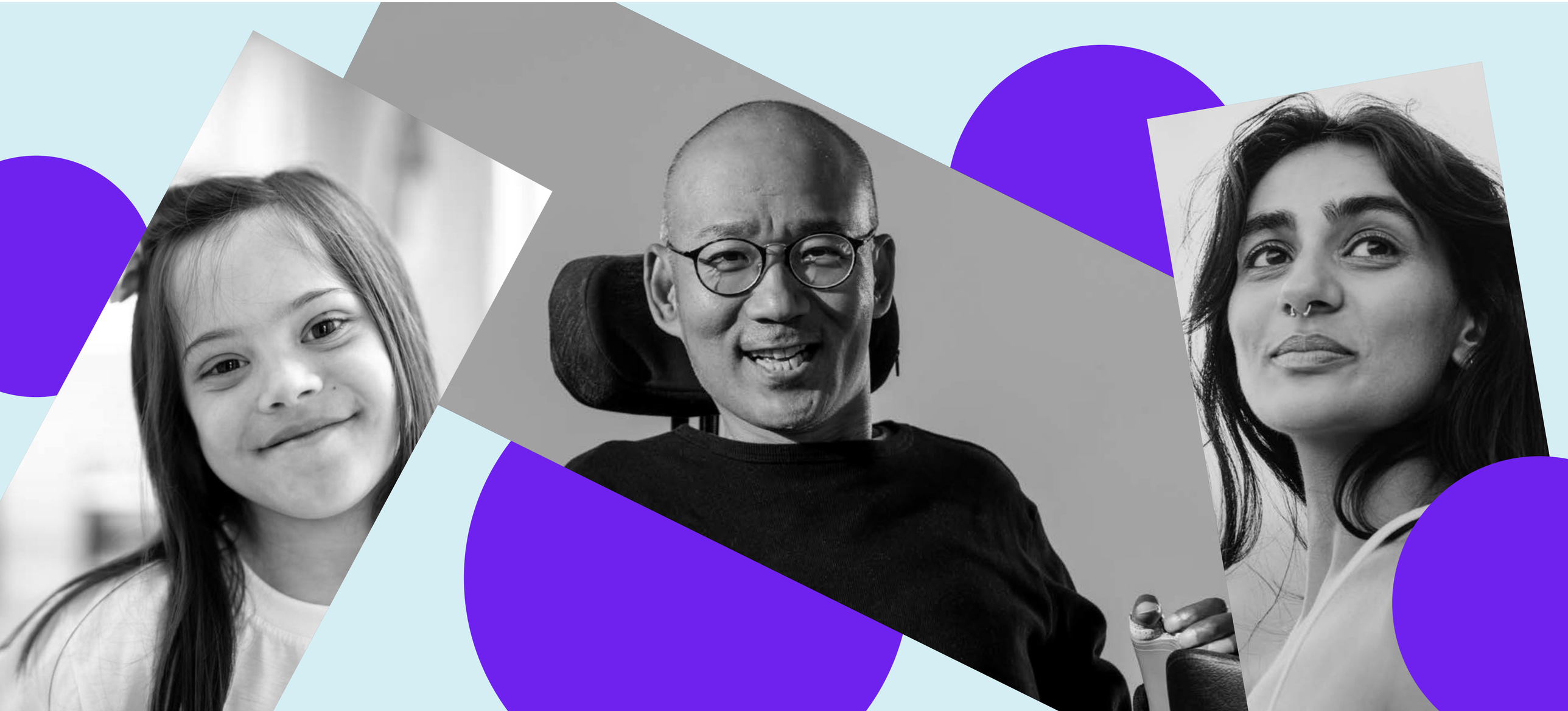
We unite people with disabilities, families, caregivers, partners, and supporters through genuine connection and collective strength so no one faces challenges alone.

As **allies**, through collaboration and shared commitment, we remove barriers, create new possibilities, and enable fulfilling lives. Because real and lasting change is possible when we work as one.



02

VISUAL SYSTEM



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

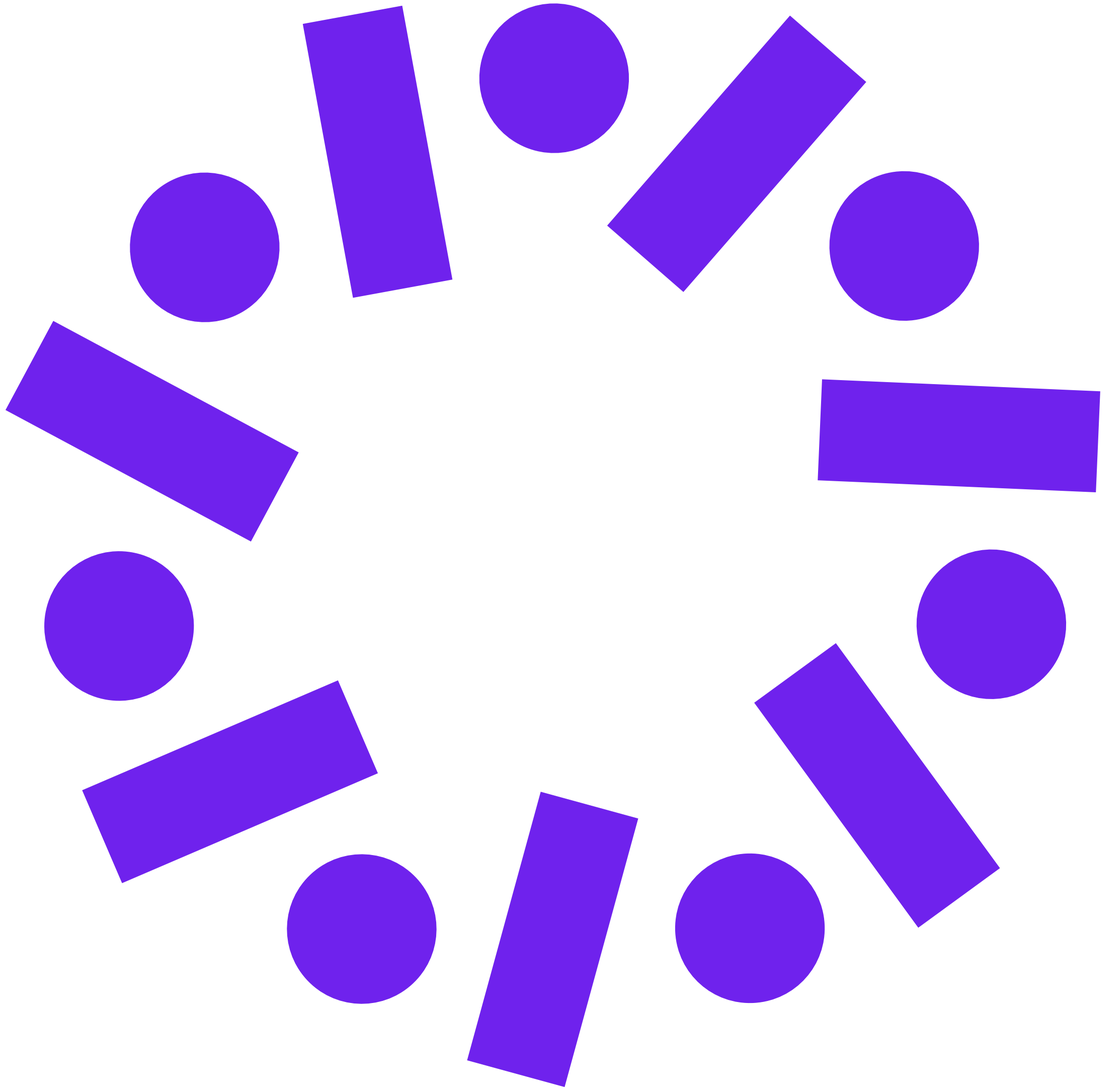
- Use minimum 12 pt text in Inclusive Sans for body copy.
- Avoid light font weights, condensed fonts, or full justification.
- Support effortless reading with left-aligned text, generous line spacing, and clear hierarchy.

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 EMBLEM

The Disability Can Emblem is a visual representation of the belief that “together we can.” This unified, radiating form symbolizes community connection and forward momentum. As well, it’s inclusive by design. The bold geometry ensures legibility at small sizes, strong contrast on any background, and easy reproduction in one-colour and tactile formats.

We made this change to have a distinct and recognizable beacon that is better suited to the evolving nature of the organization’s mission.



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

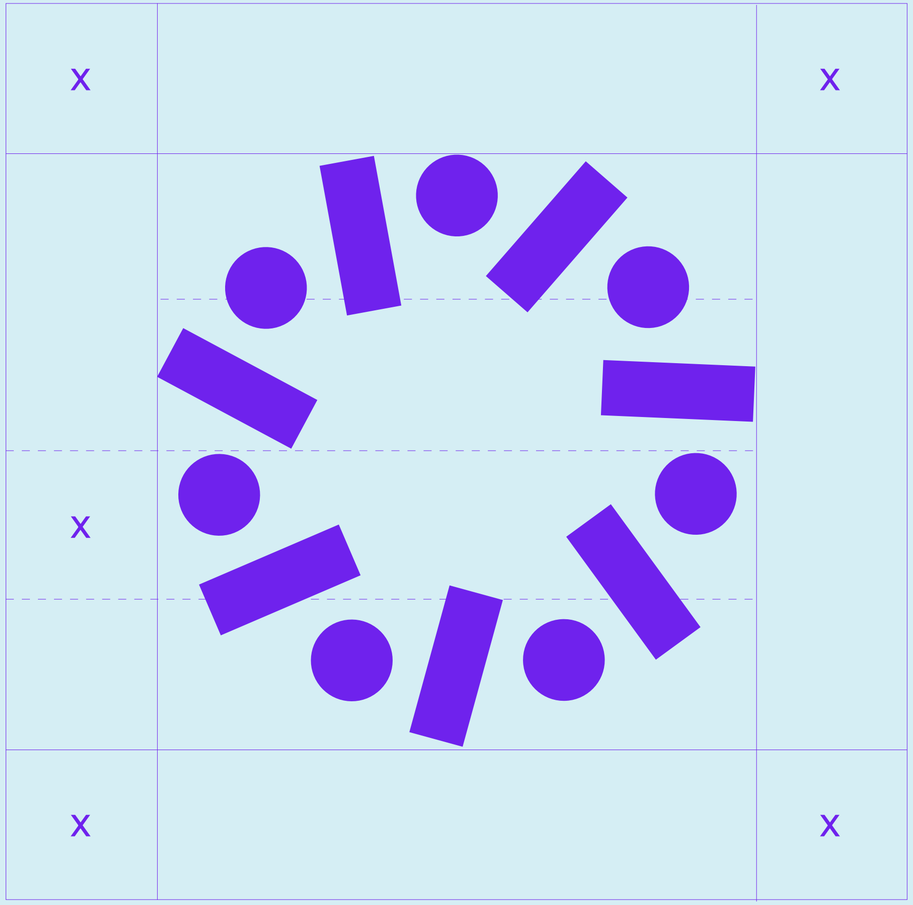
USE OF CLEAR SPACE

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).

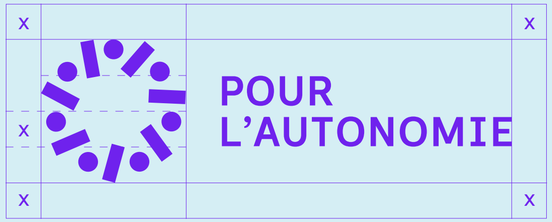
DISABILITY CAN EMBLEM



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

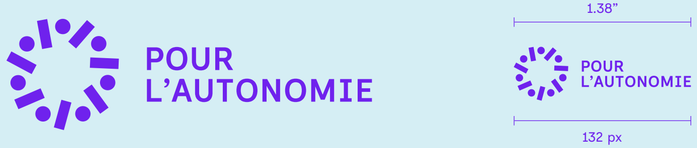
COMPLIANCE NOTE

- 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

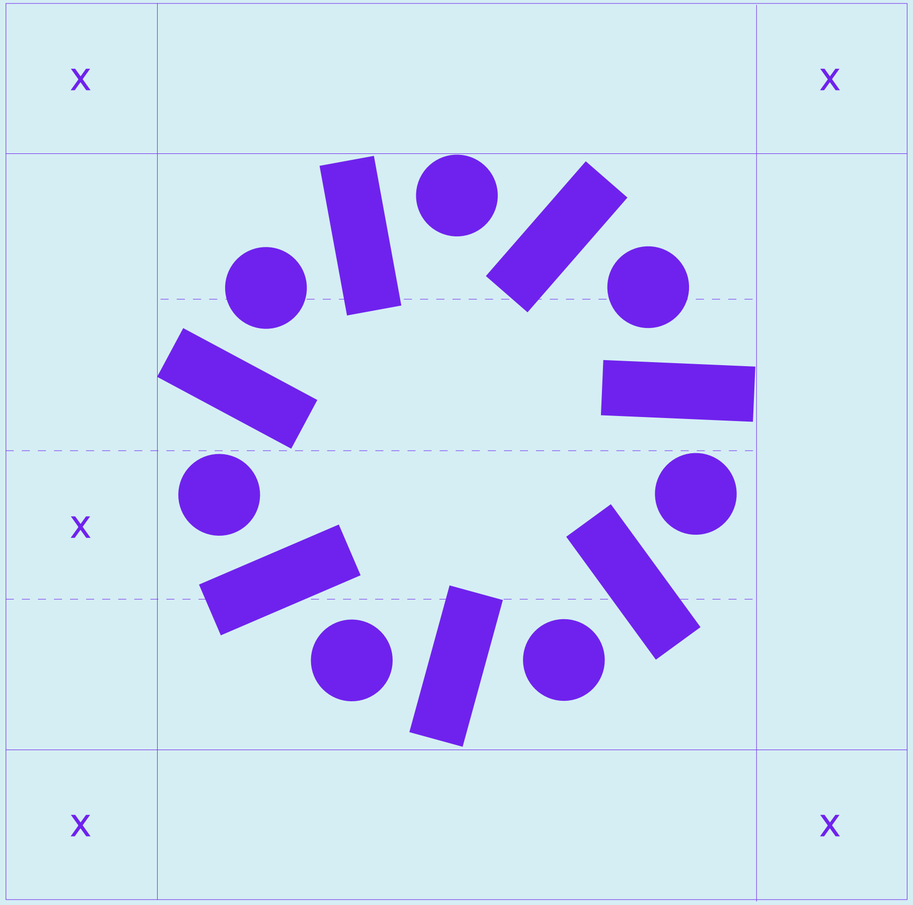
USE OF CLEAR SPACE

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).

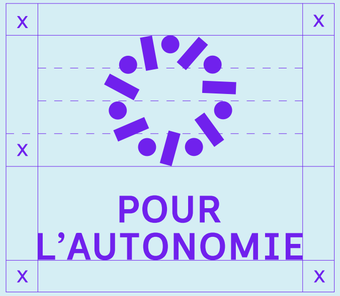
DISABILITY CAN EMBLEM



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).

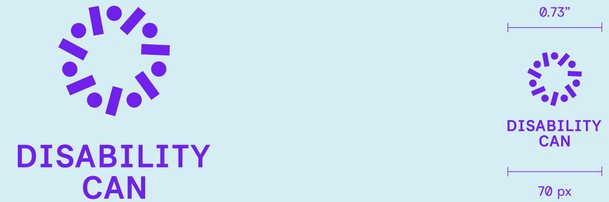
DISABILITY CAN EMBLEM



STACKED FRENCH LOGO



STACKED ENGLISH LOGO

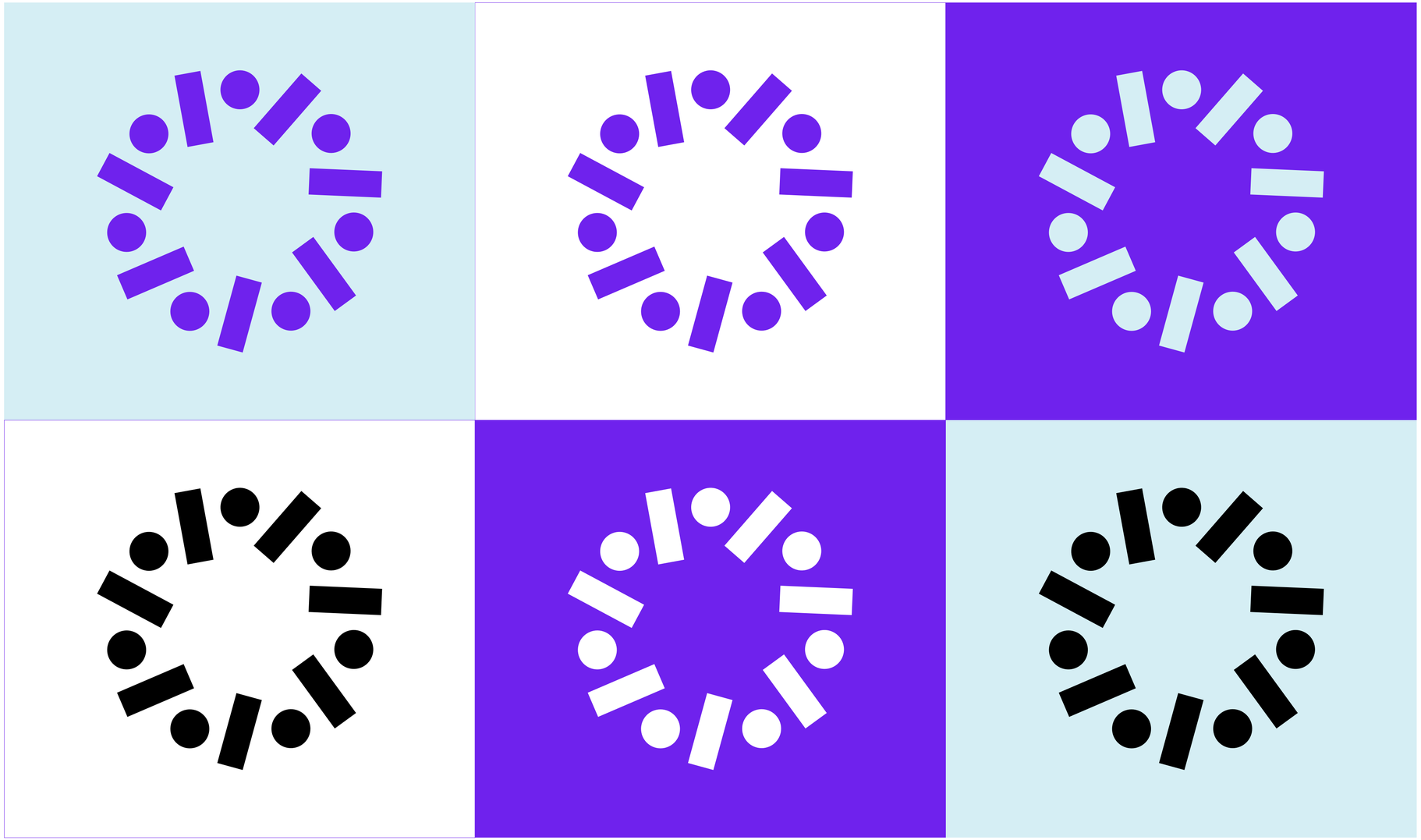


STACKED BILINGUAL LOGO



EMBLEM COLOURS

The Disability Can Emblem can appear in Electric Purple, Powder Blue, White, and Black.



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.

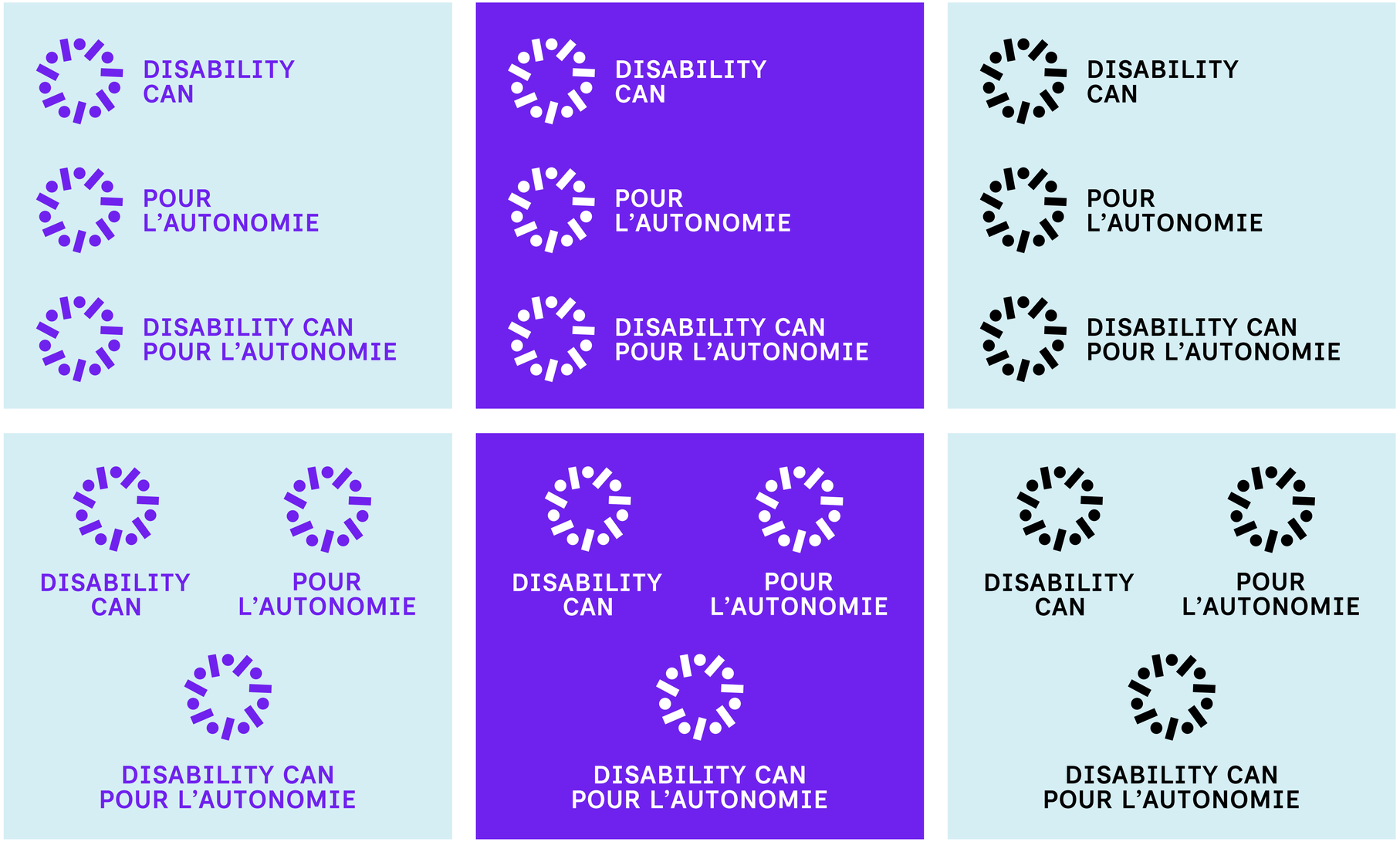
White or Black variants may be used in situations where Electric Purple does not provide sufficient contrast or clarity.

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



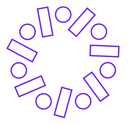
DO NOT

Add unapproved elements or wording



DO NOT

Rotate or angle the logo



DO NOT

Alter the fill of the brandmark

LOGO LOCKUPS:
Our Programs & Services

Programs and services are long-term, structured solutions responding to local, regional, or national needs for people with disabilities.

HOW TO BRAND PROGRAMS

- Use the Disability Can + Program Name format (e.g., Disability Can + Attendant Care).
- There are no sub-brand logos for programs. This ensures that Disability Can remains the primary, recognizable brand, maintaining public trust, accessibility, and clarity.

VISUAL GUIDELINES

- Lockups should follow the logo clearspace guidelines, with a divider rule being placed between the Disability Can logo and the respective program name 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.
- The program name (e.g., Attendant Care) is set in Inclusive Sans Bold, where the type size of the program name is defined by the *x*-height of “DISABILITY CAN” in the logo.
- A general guideline for the stroke weight of the divider rule is 0.5 pt. Discretion should be used when creating logo lockups, as the divider stroke weight may need to be altered depending on the scale that the logo lockup will be shown.

PROGRAM LOCKUP









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.

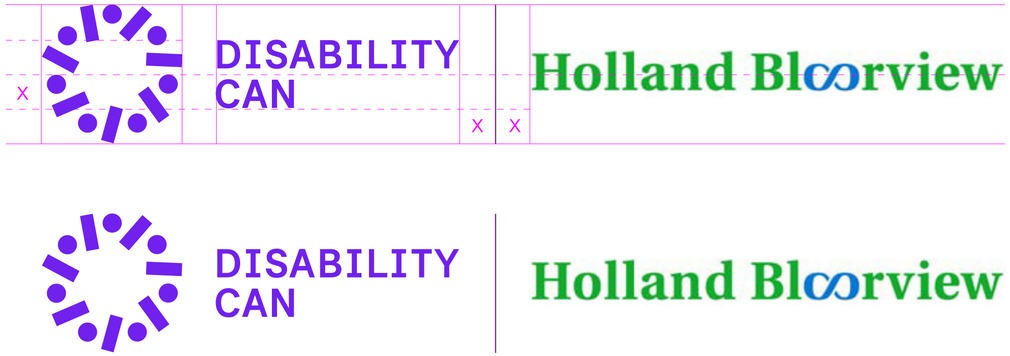
HOW TO REFERENCE PARTNERS

- 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:
Brand Transition

As we transition from March of Dimes Canada to Disability Can, our logo system is designed to balance recognition and continuity with clarity and forward momentum. The way we use our logos should reflect the audience, channel, and context.

DISABILITY CAN LOGO (PRIMARY)

Use when:

- Targeting younger audiences.
- Digital-first channels (e.g., social media, web, paid media).
- Small-format applications where clarity is critical.
- Highly branded content where the addition of the old logo would negatively impact the design.

WHY

This reinforces our new identity and builds recognition quickly. In fast-moving or space-limited environments, simplicity and legibility matter most. For younger audiences who don't know March of Dimes Canada, the additional logo could prove confusing.

PRIMARY
ENGLISH LOGO



STACKED
ENGLISH LOGO



PRIMARY
FRENCH LOGO



STACKED
FRENCH LOGO



PRIMARY
BILINGUAL LOGO



STACKED
BILINGUAL LOGO



FORMERLY LOGO USAGE:
Full Lockup

DISABILITY CAN + MARCH OF DIMES CANADA LOGO

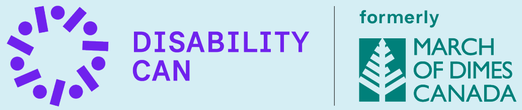
Use when:

- 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.

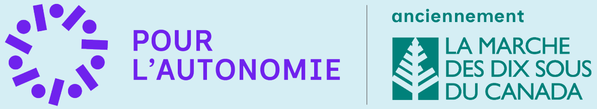
PRIMARY
ENGLISH LOGO



STACKED
ENGLISH LOGO



PRIMARY
FRENCH LOGO



STACKED
FRENCH LOGO



PRIMARY
BILINGUAL LOGO



STACKED
BILINGUAL LOGO



FORMERLY LOGO USAGE:
Text Lockup

FORMERLY MARCH OF DIMES CANADA LOGO

Use when:

- Some brand recognition support is helpful, but space is limited.
- Social media, digital ads, presentations, or branded materials with constrained layouts.
- Backgrounds or colour applications where the legacy logo would clash or reduce accessibility.

WHY

This approach provides continuity without adding visual complexity. It ensures accessibility, readability, and alignment with the new visual system.

PRIMARY
ENGLISH LOGO



STACKED
ENGLISH LOGO



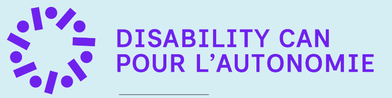
PRIMARY
FRENCH LOGO



STACKED
FRENCH LOGO



PRIMARY
BILINGUAL LOGO

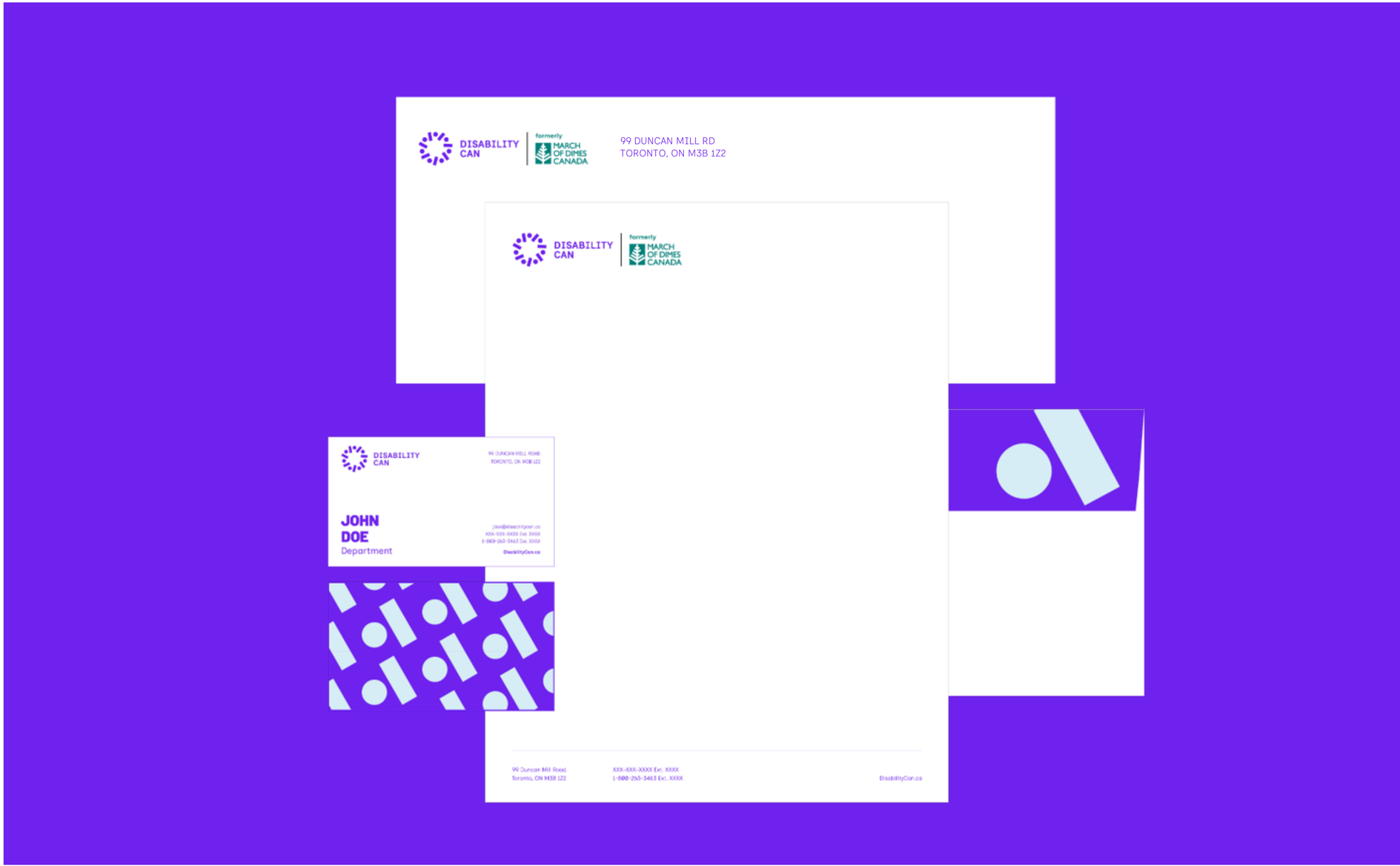


STACKED
BILINGUAL LOGO

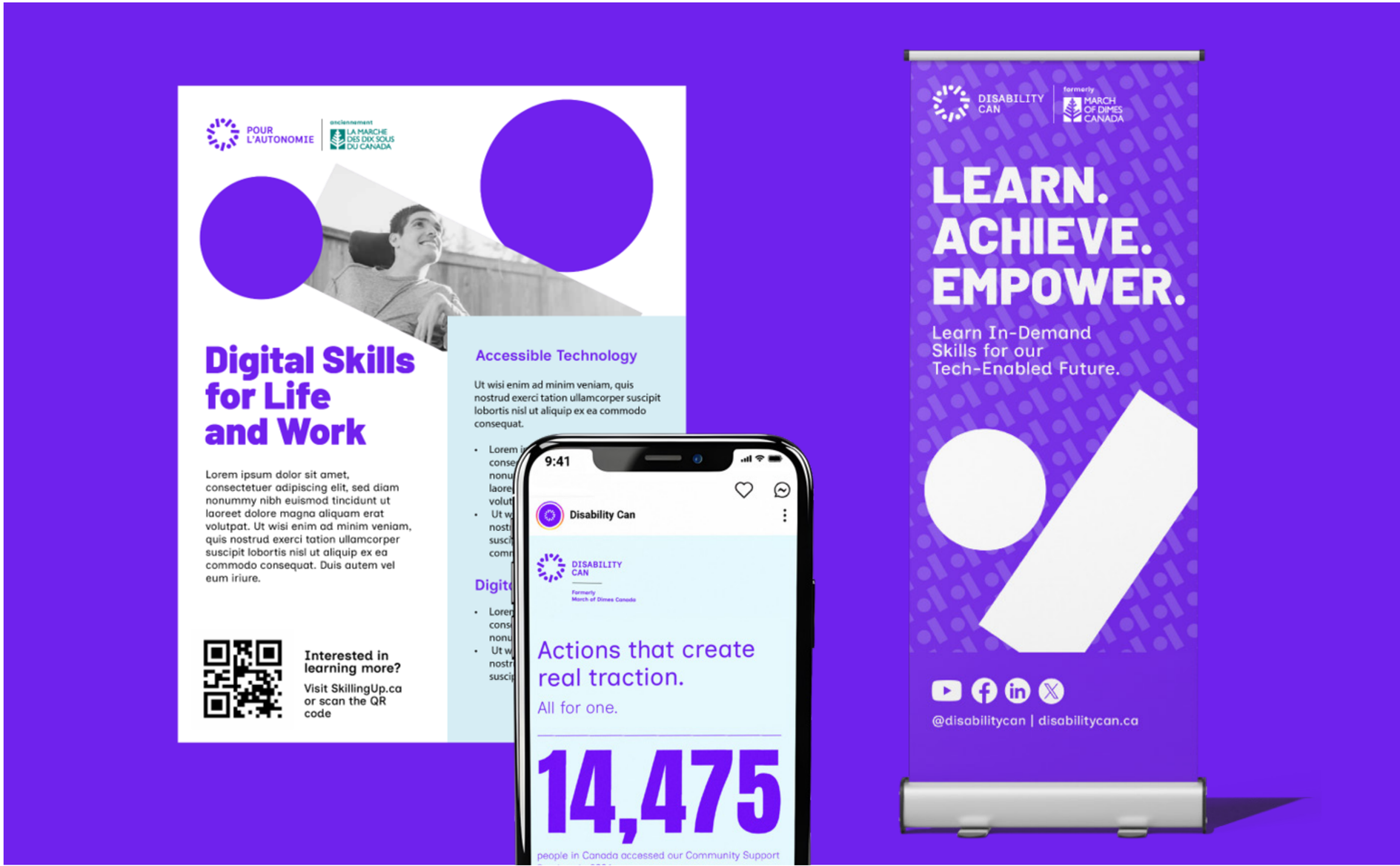


USAGE IN APPLICATION:
Key Considerations

- **Audience first:** Use the lockup to support recognition where needed; prioritize the new logo where awareness is less established.
- **Clarity over complexity:** In small or digital formats, avoid using the full lockup and opt for the text version or primary logo.
- **Accessibility matters:** Ensure all logo applications remain legible, high-contrast, and aligned with accessibility standards (WCAG 2.2 AA).
- **Consistency builds trust:** Apply these guidelines consistently to help audiences confidently understand that Disability Can is the evolution of March of Dimes Canada.
- **Timing:** We recommend phasing out the full logo lockup after three months and using the text lockup for an additional six to nine months before transitioning completely to just the new Disability Can logo for all applications.



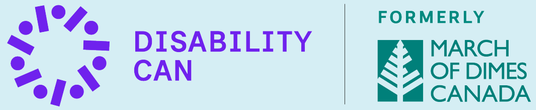
USAGE IN APPLICATION:
Additional Examples



ALTERNATE OPTION LOCKUPS

A few alternative options of the Disability Can and MODC lockup.

ALTERNATE PRIMARY LOGO 1



ALTERNATE STACKED LOGO 1



ALTERNATE PRIMARY LOGO 2



ALTERNATE STACKED LOGO 2




DISABILITY CAN
POUR L'AUTONOMIE

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



SUPPORTING COLOURS

The limited-use tertiary colour palette is reserved for icons, infographics, charts, graphs, and other data visualizations. It is designed to be subtle and supportive, without distracting from the primary palette.

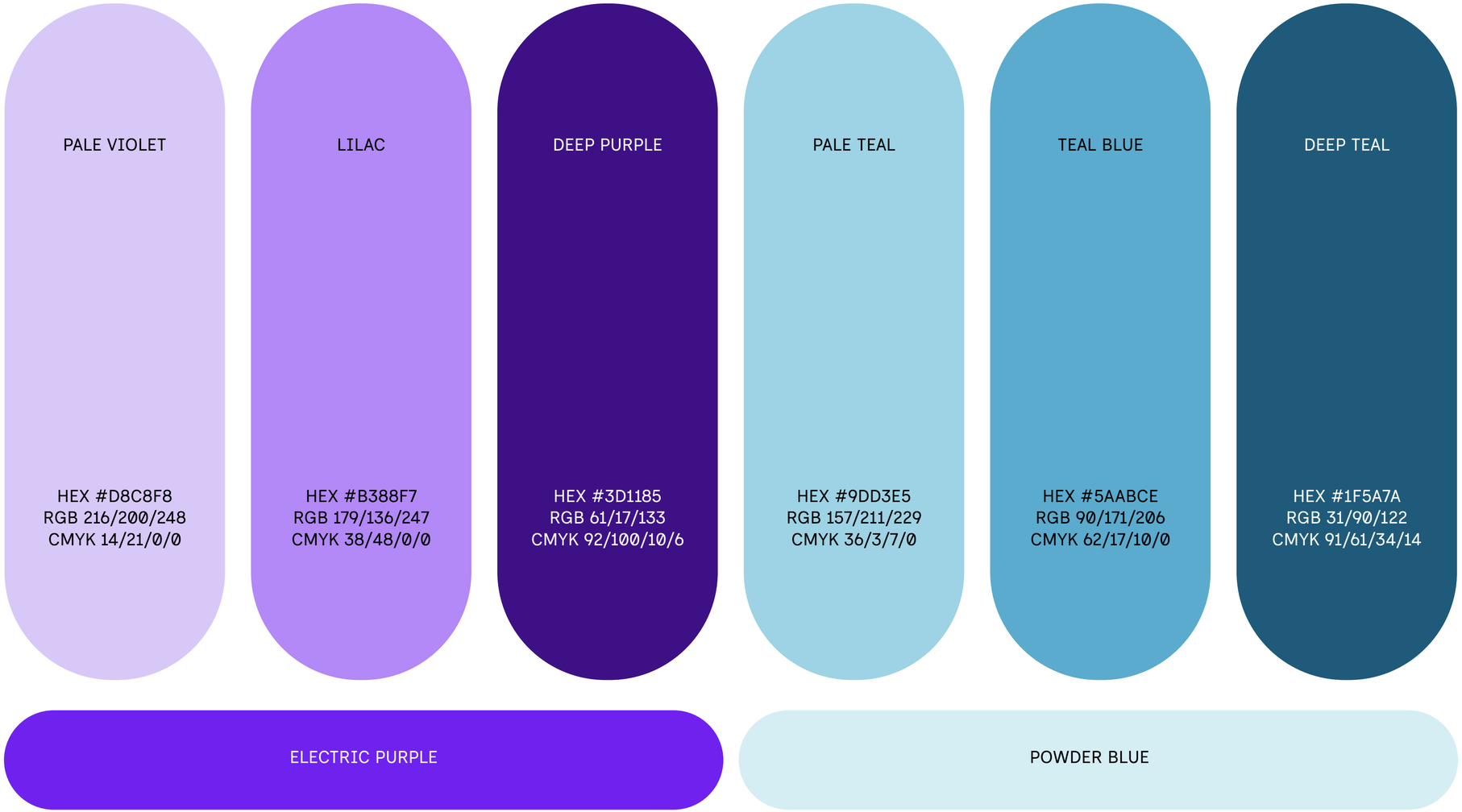
PALETTE STRUCTURE

- Anchor colours: Electric Purple (#6F22ED) and Powder Blue (#D5EEF4). These primary colours form the base of the tertiary palette, ensuring harmony and visual consistency.
- Tertiary colours are reserved for use in data visualizations and should be the only colours used for those applications.
- The combination of primary and tertiary colours in data visualizations goes against correct brand practice and should not be done under any circumstances.

COMPLIANCE NOTE

- Distinct tonal steps and alternating hues support WCAG 2.2 on non-text contrast (Success Criterion 1.4.11) and use of colour (SC 1.4.1).

TERTIARY COLOURS



DATA VISUALIZATION ACCESSIBILITY

DISTINCTION AND ACCESSIBILITY

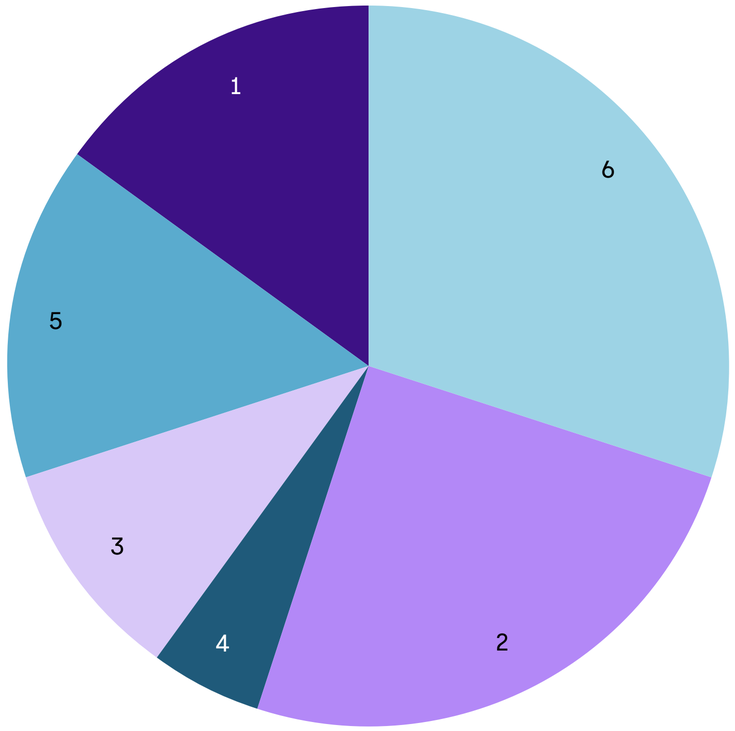
- Each colour in the tertiary palette is separated by at least two steps of brightness or chroma to ensure clear distinction.
- Purple and teal shades should alternate between adjacent segments to ensure contrast is strong for people with low vision and colour blindness. Consider that fewer colours per chart improves clarity.

- The combination of primary and tertiary colours in data visualizations (see **2 - INCORRECT**) goes against correct brand practice and should not be done under any circumstances.

NOTE

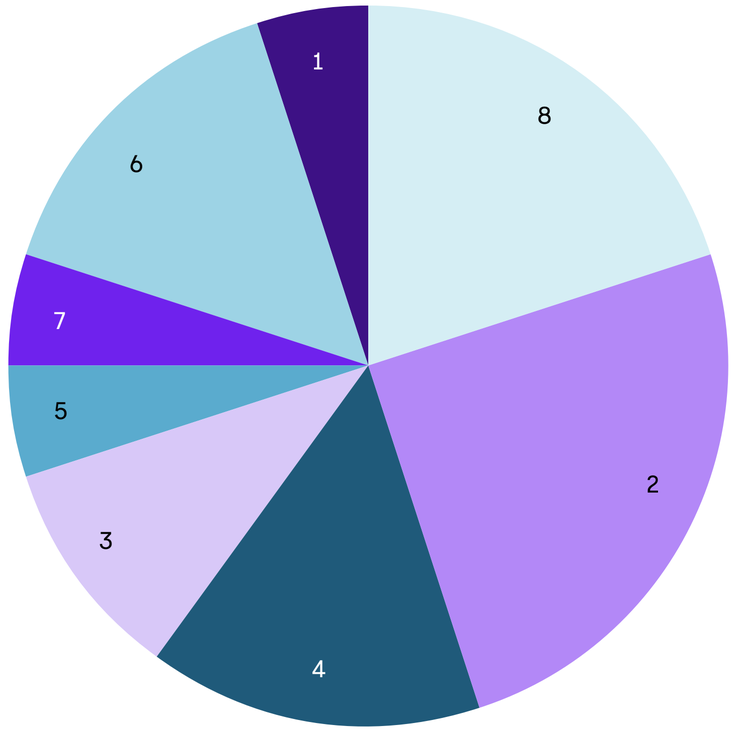
- To make data usable for everyone, try to employ the trifecta of colour, text, and icons; they should never be used alone.
- Place data labels with values directly on or beside each segment. Avoid relying solely on colour key legends. Patterns can be used for further distinction. Ensure alt text is included for complicated data or infographics.

1 - CORRECT APPLICATION OF COLOUR TO DATA VISUALIZATION



1 - #3D1185
2 - #B388F7
3 - #D8C8F8
4 - # 1F5A7A
5 - # 5AABCE
6 - # 9DD3E5

2 - INCORRECT APPLICATION OF COLOUR TO DATA VISUALIZATION



7 - #6F22ED
8 - #D5EEF4

DIGITAL-SPECIFIC

FUNCTIONAL COLOUR: Digital Body Copy

DIGITAL BODY COPY COLOUR

AAA PURPLE

HEX #520FBD
RGB 82 / 15 / 189

AAA PURPLE IS TO BE USED ONLY FOR BODY COPY IN DIGITAL ENVIRONMENTS.

WCAG AAA is not a single visual setting — it is an experience. Disability Can's approach to achieving AAA level ensures readabiliity and independence for users who need it, while preserving brand clarity and consistency for everyone.

A functional, special-use-case colour for digital body copy has been created in addition to the Disability Can Brand colour palette to ensure compliance to WCAG AAA standards.

WCAG AAA standards indicate that a contrast ratio of at least 7:1 should be met for normal text. Normal text is defined as bold text under 14 pt (~18.66 px) or regular text under 18 pt (~24 px). Utilizing AAA Purple for body text and form labels against Powder Blue and white backgrounds meets these standards.

PROHIBITED USAGE

AAA PURPLE MUST NOT BE USED FOR:

- Any material outside of a digital environment
- Headline text
- Background fills
- Design accents
- Non-textual elements

DO NOT:

- Tint, gradient, or recolour the AAA Purple in any way
- Replace a Primary Brand Colour (such as Electric Purple) with this colour

CORRECT USAGE

AAA PURPLE SHOULD BE USED FOR:

- Body copy
- Form labels

AAA PURPLE MEETS AAA LEVEL ON BACKGROUNDS THAT ARE:

- Powder Blue (#D5EEF4)
- White (#FFFFFF)

NOTE

- AAA Purple is reserved for digital environments.
- Brand colours are not to be used for body text or form labels.

DIGITAL-SPECIFIC

FUNCTIONAL COLOUR: CTA Button

SIGNAL ORANGE IS TO BE USED ONLY FOR CTAs IN DIGITAL ENVIRONMENTS.

A special-use-case colour for CTAs has been created in addition to the Disability Can Brand colour palette for conversion-driven prominence.

Signal Orange has been specifically chosen to trigger action, urgency, and decision-making while remaining accessible on both light and dark backgrounds. Clear separation from the Brand Expression Colours avoids confusion with brand hierarchy, clearly indicating action-oriented tasks.

It is reserved exclusively for:

- high-intent actions where user commitment or decision-making is required.
- driving conversions through visual prominence, not decoration.

Strict usage guidelines must be followed to ensure the integrity of the Disability Can brand.

CTA BUTTON COLOUR

SIGNAL ORANGE

HEX #C43A00
RGB 196 / 58 / 0

PROHIBITED USAGE

THE CONVERSION CTA COLOUR MUST NOT BE USED FOR:

- Secondary buttons
- Decorative accents
- Section backgrounds
- Alerts, warnings, or errors
- Informational links
- Repeated actions in lists or tablets

DO NOT:

- Tint, gradient, or recolour the Conversion CTA colour
- Replace a Primary Brand Colour (such as Electric Purple or Powder Blue) with this colour
- Use alongside multiple CTAs of equal weight

CORRECT USAGE

THE CONVERSION CTA COLOUR CAN BE USED FOR:

Primary call-to-action buttons, such as:

- Donate
- Take action
- Get support
- Sign up
- Book / Apply / Register

CTA STYLING

TEXT ON CTA:

Colour: White (#FFFFFF) only

Sentence case preferred

Clear action verbs required

BACKGROUND FOR CTA:

- Signal Orange passed non-text contrast accessibility compliance (WCAG 2.2 - SC 1.4.11) for both white (#FFFFFF) and black (#000000) backgrounds.

Signal Orange CTAs **MUST NOT** be placed on:

- Electric Purple
- Powder Blue
- Citrus

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		

DIGITAL-SPECIFIC

EMAIL-SAFE BRAND USAGE

WHY EMAIL IS DIFFERENT

Email does not work like websites or apps.

Email programs (e.g., Gmail, Outlook, and Apple Mail) decide:

- How colours appear
- How dark modes work
- How layouts are displayed

Because of this, **we cannot fully control how our brand looks in email.**

These rules explain how to use our brand in email so that:

- Text is easy to read in light and dark modes
- Everyone can understand the message
- Our brand is still recognizable

These rules apply only to email.

They do not change how the brand is used on websites, apps, or products.

In email, being clear and readable is more important than looking exactly like the website or other marketing materials.

Any changes that break these email-safe rules must be reviewed by the Brand or Accessibility team.

APPROVED EMAIL COLOUR USE

COLOUR	HEX	APPROVED EMAIL USE
White	#FFFFFF	Main background for emails
Electric Purple	#6F22ED	Small details only (icons, lines, borders)
Powder Blue	#D5EEF4	Do not use in email
Citrus	#C6F125	Decoration only, very limited use

COLOUR RULES

YOU CAN:

- Use white as the main background
- Use brand colours only for small details

DO NOT:

- Put light text on dark or brand-coloured backgrounds
- Use large blocks of brand colour behind text
- Use gradients or layered background colours
- Use colour as the only way to explain something

TYPOGRAPHY

DO:

- Use normal or medium-weight text
- Make headings clear using size and spacing

DO NOT USE:

- Thin or light text
- Very small text for important information
- Colour alone to show importance

BUTTONS AND CALLS TO ACTION

APPROVED EMAIL BUTTON STYLE:

- White background
- Dark text
- A clear border showing the button shape
- Enough space around the text

OPTIONAL:

- A thin Electric Purple border
- A small Electric Purple arrow or icon

DO NOT USE:

- White text on Electric Purple
- Citrus or Powder Blue buttons
- Buttons that rely only on colour to stand out

IMAGES AND GRAPHICS

- Any text inside images must be very easy to read
- Images should support the message, not replace text
- All images used in email should have alt text with simple descriptions

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.

TYPE HIERARCHY

This page shows a suggested application of typographic hierarchy. Type treatments may need adjustment depending on the purpose and format of the material (for example, a billboard versus a company report).

HEADLINE TREATMENT

- Use **Barlow Black** for main headlines.
- **Default to using title case** first.
- For accessibility reasons, **headlines longer than 5 words cannot use all caps.** Using all caps as the primary headline format creates inconsistency. Word count limitations frequently necessitate a switch back to title case, making the brand look disorganized. (e.g., MOVE LEARN GROW, Digital Skills for Life and Work)
- The use of all caps should ultimately be decided on what works best for the layout of the designed material. It is best used to distinguish key callouts or secondary headings, up to a maximum of 5 words.

Headline

Barlow Black

BARLOW BLACK

Subhead

Inclusive Sans Bold

Inclusive Sans Semi-Bold

Body Copy

Inclusive Sans Medium

Inclusive Sans Regular

LAYOUT GRID

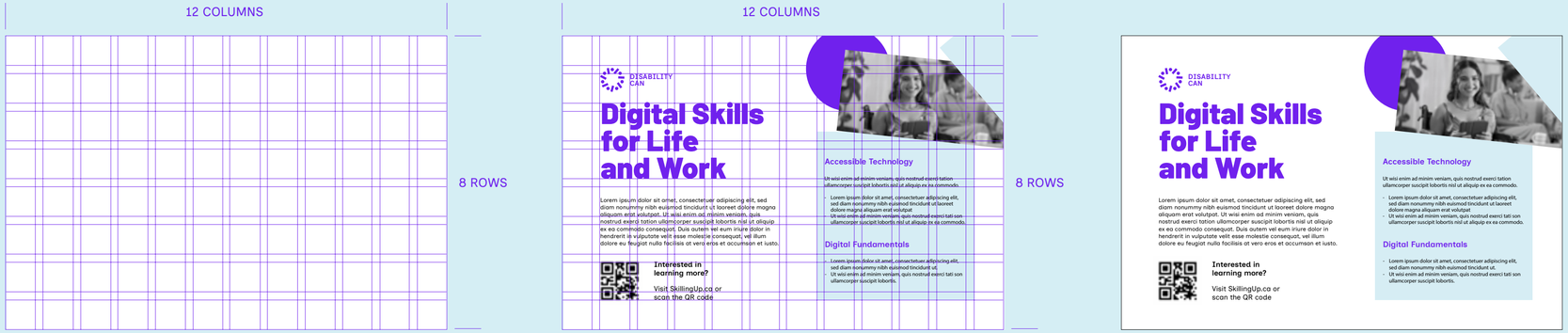
- The standard grid is 8 × 12.
- Gutters are approximately one-quarter the width of a column.
- The grid ensures adequate white space, which reduces cognitive load, separates content, and supports easy scanning.

FLEXIBILITY IN USE

- For page sizes that are very wide, very tall, or very small, the grid may be too rigid. In these cases, use design judgment to maintain visual alignment.
- Columns or rows may be divided in half without adding a gutter. This increases flexibility, for example, when images span multiple columns or when text boxes need to be lengthened.

COMPLIANCE NOTE

- Consistent alignment and use of white space support readability and scannability, aligning with WCAG 2.2 guidelines on meaningful layout and separation of content (Success Criterion 1.3.2).



BRAND SHAPES

The Disability Can Visual System is built on three foundational shapes: the Frame, the Capsule, and the Core.

PURPOSE AND MEANING

The bold, approachable design of these shapes ensures versatility across brand materials. Their repetition and overlap symbolize collaboration and the unique contributions of every individual.

APPLICATION

Brand shapes may be:

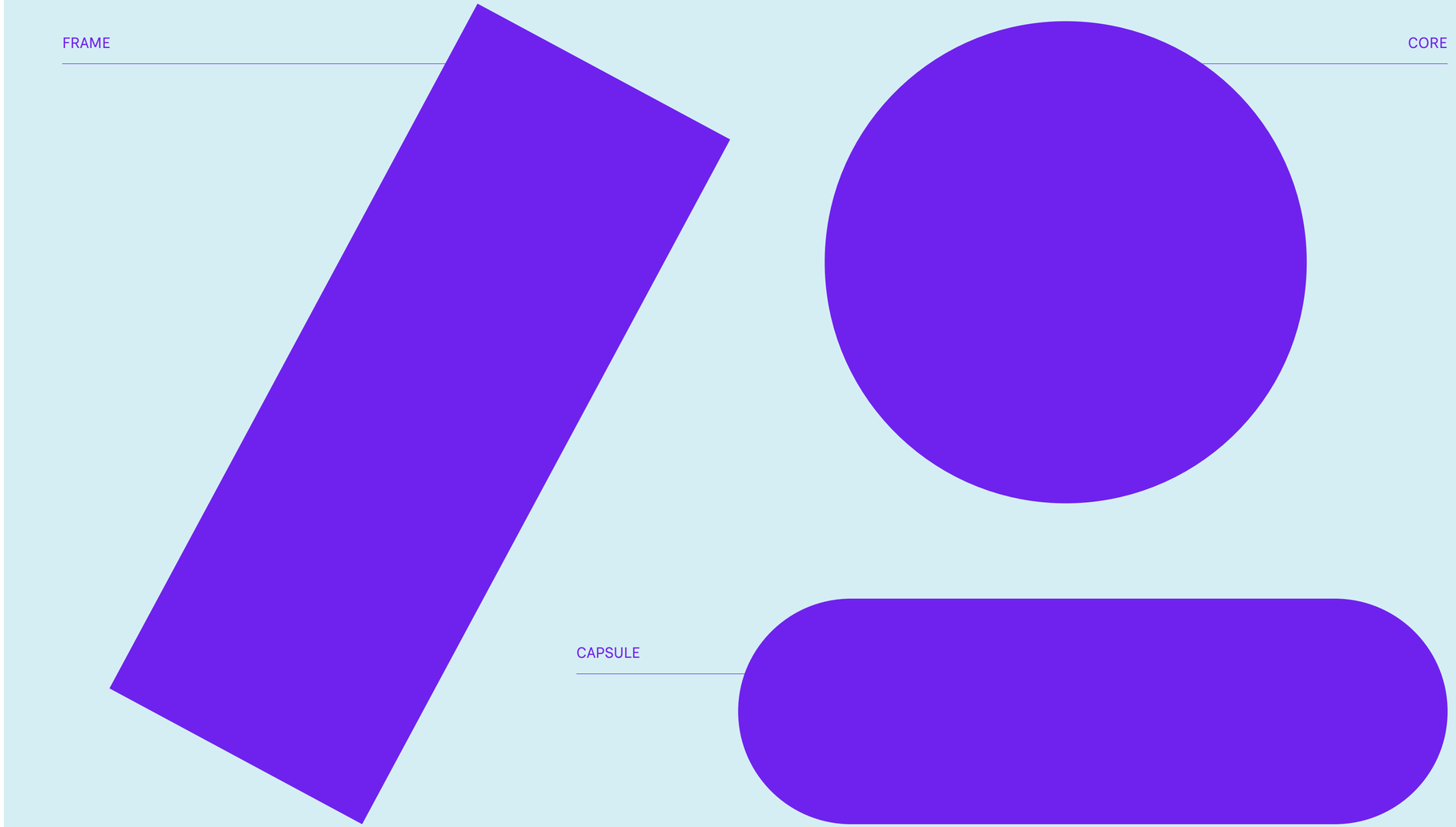
- layered as graphic elements
- used to mask images
- applied to highlight content

SHAPE RATIOS

The rectangular shape is taken directly from the Disability Can Emblem. Its ratio must remain constant but may be scaled as needed to fit the design layout.

COMPLIANCE NOTE

Consistent use of shape ratios and repetition supports recognizability and predictability, aligning with WCAG 2.2 on consistent identification (Success Criterion 3.2.4).



BRAND PATTERN

The Disability Can brand pattern is created by combining elements of the Emblem into a repeating motif.

CONTRAST AND OPACITY

- The pattern may be used at 30%, 60%, or 100% opacity.
- Lower opacity levels (30% or 60%) are preferred to create a subtle, textural effect.
- Full opacity (100%) should be reserved for special applications.

APPLICATION

Refer to the Application Examples section of this guide for inspiration on how to apply the brand pattern effectively.

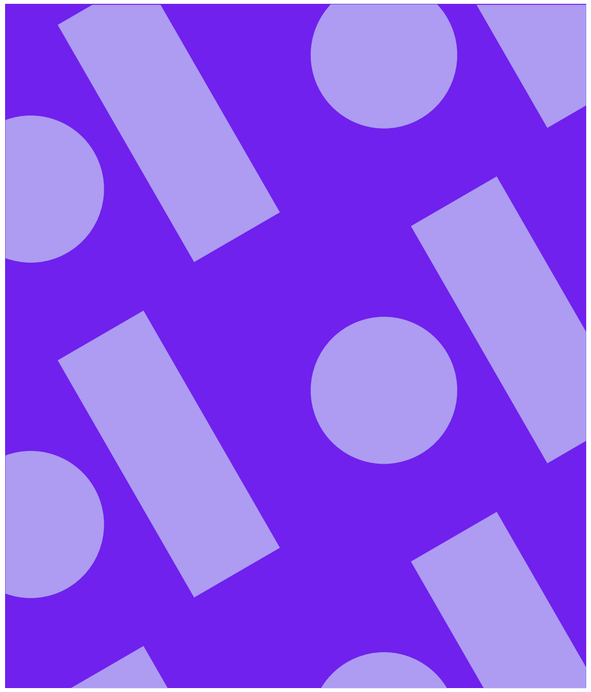
COMPLIANCE NOTE

- Using patterns at reduced contrast helps maintain readability of surrounding content, supporting WCAG 2.2 on non-text contrast and avoidance of visual clutter (Success Criterion 1.4.11).

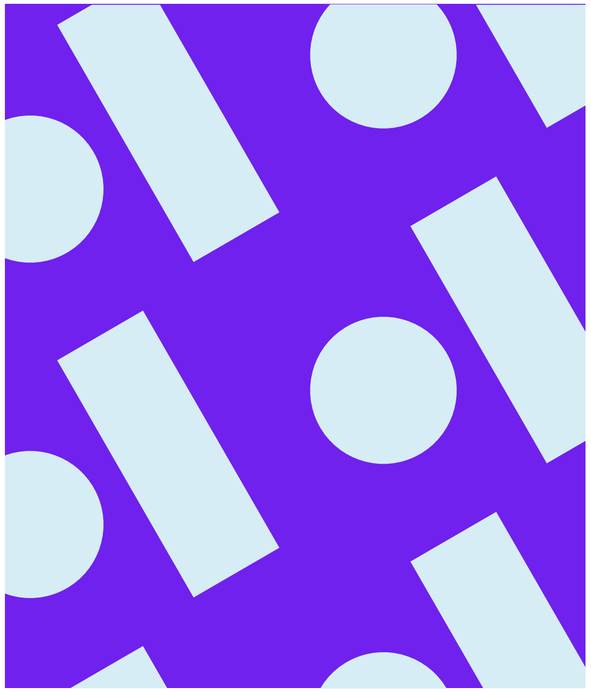
30% OPACITY



60% OPACITY



100% OPACITY









PHOTOGRAPHY

Photography is a vital tool for expressing our mission, values, and the stories of those we serve. Images should authentically represent people with disabilities, highlight accessibility, and foster an inclusive, empowering narrative.

The photographic treatment of images used for the Disability Can brand is a 50/50 split of black and white and full colour. The choice of photographic treatment should be dependent on whether the image is a portrait or a lifestyle image. In application, the following should be used as guidance:

- **Portraits**: black and white, with strong contrast between subject and background
- **Lifestyle imagery**: candid and full colour, using natural lighting where possible for warmth and realism

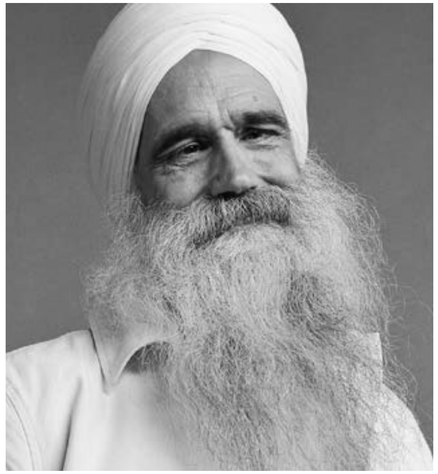
STYLE AND COMPOSITION

- Use cool tones (blues, greens, purples) to reinforce brand identity.
- Keep compositions uncluttered so the subject remains the focus.

NOTE

All photos in this document are placeholders and are not intended for external use.

BLACK AND WHITE FOR PORTRAITS



FULL COLOUR FOR LIFESTYLE IMAGERY






AUTHENTICITY AND RESPECT

- Depict people with disabilities as active and empowered, not as subjects of pity or inspiration.
- Avoid staged or artificial scenarios; aim for candid, real-life moments that celebrate individuality.

DIVERSITY AND INCLUSION

- Represent a wide spectrum of disabilities (visible and invisible), as well as varied ages, genders, ethnicities, and backgrounds, reflective of the diversity of Canada.
- Show assistive devices (wheelchairs, canes, hearing aids, service animals, etc.) naturally and without emphasis.

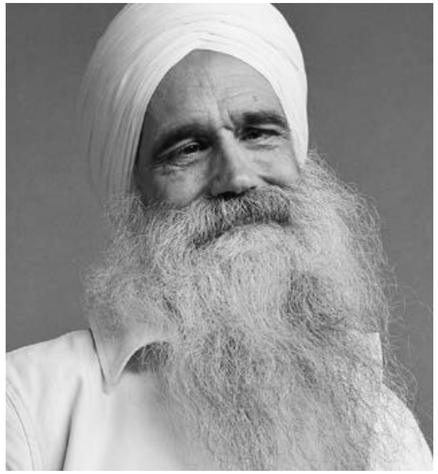
POSITIVE AND EMPOWERING

- Focus on ability, participation, and achievement rather than limitation.
- Show people engaged in daily life, work, education, recreation, and community.

COMPLIANCE NOTE

- Authentic, diverse, and clearly composed imagery supports accessibility and inclusive representation, aligning with WCAG 2.2 on non-text contrast (Success Criterion 1.4.11) and W3C's guidance on inclusive design practices.
- Always include concise alt text for meaningful images. Decorative images should have empty alt text.

BLACK AND WHITE FOR PORTRAITS



FULL COLOUR FOR LIFESTYLE IMAGERY






ICONOGRAPHY

Iconography provides simple, recognizable symbols that support clarity and accessibility across digital and print applications.

Our iconography set is from Font Awesome, a web-based icon library with a large collection of vector icons, including a set dedicated to accessibility. Vector format ensures icons remain sharp and clear at any size, from small web buttons to large printed banners.

STYLE CONSISTENCY

If a required icon is not available through Font Awesome, custom icons should follow the same style: solid-filled shapes with rounded corners.

NOTE

Font Awesome is a subscription service, with pricing based on the selected plan. Classic Solid Style icons are available at: Font Awesome – Solid Icons

https://fontawesome.com/search?ip=classic&f=classic&s=solid&o=r

COMPLIANCE NOTE

- Consistent, scalable iconography supports clarity and recognizability, aligning with WCAG 2.2 requirements for meaningful non-text content (Success Criterion 1.1.1).



VISION



UNIVERSAL ACCESSIBILITY



MOBILITY



HEARING



MENTAL HEALTH



LOW-VISION

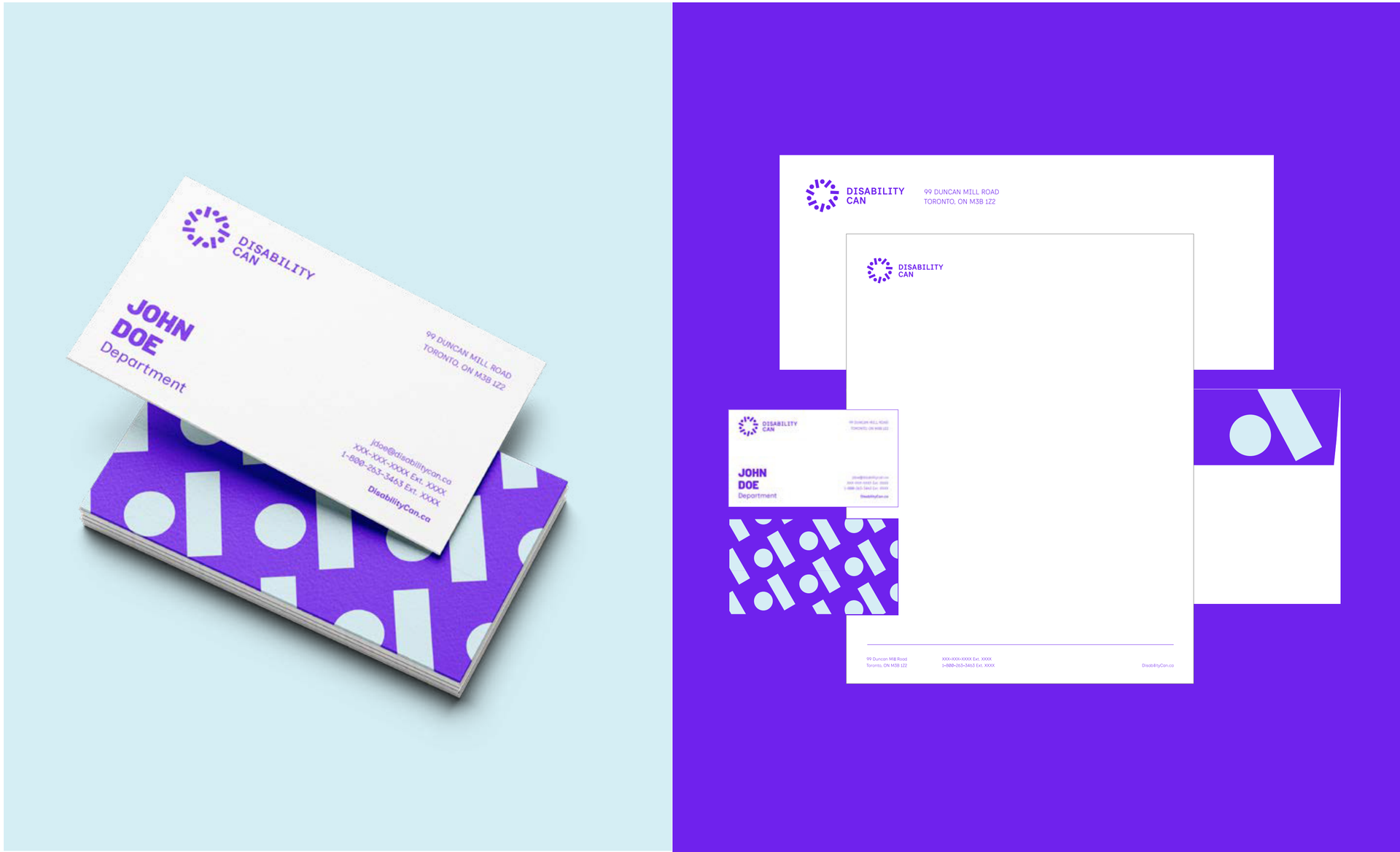
03

APPLICATION EXAMPLES

SOCIAL POSTS



BUSINESS CARD & STATIONERY



ONE PAGE BROCHURE & PROMOTIONAL POSTER

DISABILITY CAN



Digital Skills for Life and Work

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Interested in learning more?

Visit SkillingUp.ca or scan the QR code

Accessible Technology

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Digital Fundamentals

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MOVE LEARN GROW

Summer Sessions

For Children with Disabilities Aged 0-12 Years Old

Free, one-hour weekly group classes designed by occupational therapists to support the social, emotional, cognitive, and growth of children with disabilities through play-based learning.

LOCATION (IN-PERSON)

1 Duncan Mill Rd, Toronto

Free parking and TTC accessible

SESSION DATES

July 7 - August 15, 2025

DISABILITY CAN

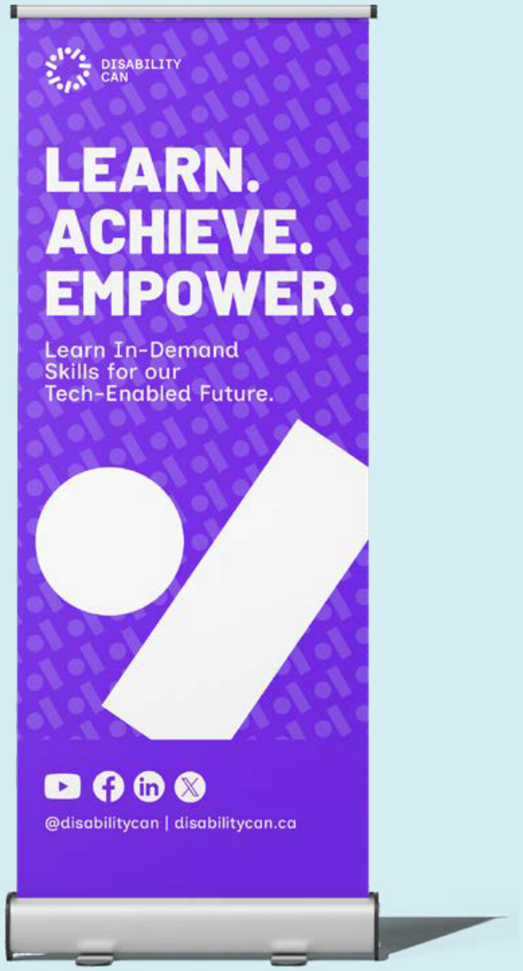
Interested in Registering?

Step 1: Scan the QR code or visit the program page

Step 2: Book a session to meet with an occupational therapist for as assessment and class placement recommendation

Step 3: Confirm your class choice to finalize enrollment.

PULL BANNER & NEWSLETTER





CONTACT

For questions about Disability Can brand identity, please don’t hesitate to reach out to our Brand and Digital Marketing team. We are here to help!

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sarah.ahmed@disabilitycan.ca

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