



Brand Guidelines

February 2019

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Smilezone Logo

Primary Logo

The Smilezone logo is for use on all items designed to come in contact with the public. The logo should only be reproduced using an original electronic file provided by Smilezone.

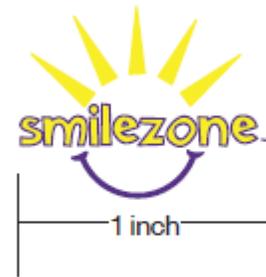
This logo shall only be used or reproduced in either the Smilezone colours as dictated in this manual or in black and white.

Where format variations are required due to positioning restrictions, contact Smilezone Foundation for clarification. Any use of the Smilezone logo should be reviewed and approved of by a representative of Smilezone Foundation.

The logo should never be reproduced smaller than 1 inch in width as illustrated in the example.

Available logo formats include EPS, JPEG, PNG and PDF.

This version of our logo is preferred for most applications.



When displaying the Smilezone logo in black or white, either of the two options above are acceptable.

Secondary Logos

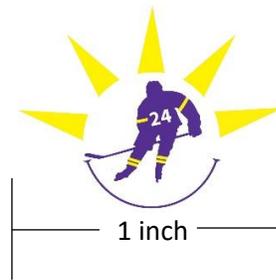
Special Events Logo

The Hockey Helping Kids logo is for use in all designs to come into contact with the public. Where format variations are required due to positioning restrictions, contact Smilezone for clarification.

The complete logo should be used and reproduced in the Smilezone brand colours or in black or white as illustrated in the examples on this page. The logo should never be reproduced smaller than 1 inch in width.

The symbol should only be reproduced externally using original electronic files supplied by Smilezone.

Available formats of this logo are EPS, PNG, JPEG and PDF.



When displaying the Smilezone logo in black or white, either of the two options above are acceptable.

Secondary Logos

Alternative Logos

This logo is to be used on darker backgrounds where there is a reduction in available space for the logo. This logo is a shorter version of the primary logo, while still maintaining most of the key elements of the primary logo.



This logo is for promotional, marketing and communications materials that have limited spacing available. This logo has a reduced height compared to our primary logo making it an effective substitute for landscape-oriented images, communications . . .



These logos should not be reproduced in any colours other than those specified in this manual. These logos should only be reproduced using an original electronic file provided by Smilezone in no smaller than 1 inch in width. All logo usage must be approved of by a Smilezone representative.

Our Pallet

Brand Colours

These colours are an important part of the overall brand identity of Smilezone. No other colours other than those described in this manual are to be used in reproductions of our logos.

Smilezone logos should wherever possible, be reproduced in CMYK printing process. The CMYK breakdowns listed on this page must be followed to maintain brand colour consistency.

Where CMYK printing process is not available, Hex Code and RGB7 colour specifications have been provided as a sufficient alternative.

Note: There will be a colour variance between coated (glossy) and uncoated (matte) paper stock. The vibrancy of colour will be greater on coated stock than uncoated stock. The colours will appear slightly darker and duller on matte stock.

Primary Pallet



#542E91
R:84 G:46 B:145
C:84 M:99 Y:1 K:0



#A388BF
R:163 G:136 B:191
C:37 M:49 Y:0 K:0



#FFF200
R:255 G:242 B:0
C:4 M:0 Y:93 K:0



The colours indicated in this style manual have been computer generated and printed using a colour toning printer system and will not exactly match the pallet designed for offset printing. The reference above should be used rather than sight matching.

Using Our Logos

A transparent logo must be used to overlay photos.



Do not use retired or miscoloured logos



We ask that our logo be kept in the original state in which it was designed. Please do not add to or alter the logos.

Acceptable Fonts

Our Fonts

Our preferred fonts are Aklatanic and FatFrank. Aklatanic is the font used for the “Smilezone” text in the Smilezone Foundation logos.

For headlines, call-outs and titles, Aklatanic is best, but may only be used in all lower case. Fat Frank is to be used for subtitles, quotes and bold copy in either upper case or lower case.

Aklatanic can be downloaded for free from [dafont.com](https://www.dafont.com) while FatFrank can be downloaded for free from [adobe fonts](https://www.adobe.com/fonts).

For body copy, captions and smaller text, Calibri must be used. Calibri is available as default options on all computers and software.

Aklatanic - Headlines, all-outs, Titles. Lower case.

A b c d e f g h i j k l m n o p q r
s t u v w x y z

FatFrank — Subtitles, quotes, bold copy. Upper or Lower case is acceptable.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v
w x y z

Calibri — Body copy, captions, smaller text. Any style.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v
w x y z

Use of Images

Image Standards - People

Images of children must depict happy, smiling faces and support Smilezones commitment to diversity and inclusivity.

Images must show subjects facing the camera without any obstruction from the environment blocking their face (i.e. tables, chairs, other people).

Grand opening photos should capture children interacting with Smilezone features, donors and guests when applicable.

All images used represent Smilezone Foundation, as such they must adhere to and reflect Smilezones values.



Images of children must only be used with consent from the parent/legal guardian. Images are Smilezone property; use of images must be approved of by a Smilezone representative.

Use of Images

Image Standards - Smilezones

Before and after photos used must depict the same shot or angle in each photo to fully capture the transformation.



The images must capture the whole room from floor to ceiling. The images must capture as much of the Smilezone space as possible.



The images must not contain any people unless taken during a grand opening and must show case the various Smilezone features.



The images must show identifiable Smilezone branding.

Images must be of high quality to accurately depict all that the Smilezones encompass. Images must be high resolution (4000px by 4000px). Photos that are over or under exposed are not suitable for use.



Brand Identity

Our Name

Our proper name is “Smilezone Foundation” where the first letter of both words are capitalized. Smilezone is all one word with no spaces.

Smilezone Foundation can be shortened to “Smilezone” where the S is capitalized.

For internal use only, it is acceptable to refer to Smilezone Foundation as “SZ” where both letters are capitalized and there is no space between the letters.

When referring to “the Smilezone Foundation” within a sentence, “the” is not to be capitalized.

When referencing Smilezone as “the Foundation”, the “F” should be capitalized.

Do not refer to Smilezones as “Zones”.

Correct use

Smilezone Foundation

Smilezone

SZ

“the” Smilezone Foundation

“the” Foundation

Improper use

Smile Zone

SmileZone

Zones

Our Brand is

Happy

Uplifting

Engaging

Accessible

Inclusive

Innovative

Fun

Hopeful

Creative

Cheerful

Our Purpose

Mission

Smilezone Foundation’s mission is to make tough days a little brighter for kids receiving treatment in hospitals and health care facilities. We do this by creating fun and engaging “Smilezones” that harness the uplifting power of a smile for the kids and their families.

Vision

Smilezone Foundation’s vision is to improve the lives of children receiving medical treatment at health care facilities across Canada.

Tagline

Every child deserves to smile

Values

Compassion, inclusivity, accessibility, integrity, trust, collaboration & integration



What we Do

As a children’s health charity, Smilezone transforms institutional spaces into bright, engaging and therapeutic Smilezones for kids of any age, ability and interest to enjoy during their hospital stays. Through our many innovations and in close collaboration with hospital faculty, Smilezones provide opportunity for children to strengthen essential development skills through fun and engaging play to bring comfort to kids during their healing journey.

Please note; Smilezone reserves the right to refuse any partnership that is not consistent with the morals, values and vision of the Foundation. Included but not limited to services related to: drugs, tobacco products, adult content, violence etc. Every partnership request is brought to the Foundation’s Board of Directors for approval.

Our Audiences



Corporate Donors

Family Foundations

Individual Donors

Users (children, families, staff)

Health Care facilities

Event Participants

Volunteers

Media

Strategic Partnerships



Value Proposition

Needs-based customization & expertise

Each Smilezone design is fully customized through collaboration with hospital faculty so it can best meet the unique needs of the children. Our team are experts in infection control, fire safety child development and accessibility.

Community & Comfort

While nothing can replace the comfort of your own home, a Smilezone helps to make the hospital or centre a better place to be. Smilezones allow children and families to feel a sense of comfort and belonging.

Healing & Therapeutic

There are therapeutic benefits to everything that goes into a Smilezone. With carefully considered technology, artwork, sensory toys and soft, varied seating, Smilezones are carefully designed to maximize patient comfort and healing.

Inclusive & Accessible

We ensure that each Smilezone can be accessed and used by children of any age, ability and interest to ensure every child can enjoy the benefits of a Smilezone and play like their peers.

Emphasis on Child Development & Play

Smilezones provide a more inclusive and fun environment equipped with all the necessary tools to ensure children are reaching their fullest capacity when it comes to development.

Safe Space

Smilezones are safe spaces physically, mentally and emotionally where kids can go and be themselves without fears of judgement, where they are with other families who share in similar experiences. They can be themselves, relax, and feel supported.

Minimal Routine Disruption

We complete all construction in 72 hours and work around the schedules of the facilities to allow the centres to return to regular operations very quickly. This makes the process easier on the patients by limiting any disruptions to their routine.

Social Media Policy

The Smilezone Voice

Language is an important element in the Smilezone brand, particularly as we work with vulnerable populations.

At Smilezone Foundation we use person-first language when describing children and their circumstances. Person-first language credits the individual as a person first, and diagnosis second, rather than being defined by their circumstances. i.e “children with disabilities” not “disabled children”.

We must avoid using medical jargon and always use uplifting messaging.

Always avoid negative terms such as “suffering”, “problems” and ‘struggles”. Use instead “healing”, “challenges”, and “journey”.



[/smilezonefoundation/](#)



[@smilezonefoundation](#)



[@smilezone4kids](#)

Note: When speaking on behalf of or about Smilezone Foundation, an individual must clearly identify themselves as an affiliate or speak in the first person with the following disclaimer; “The opinions expressed are my own and do not necessarily represent the views of Smilezone Foundation”.

Questions?

If you have any questions regarding this manual or require any Smilezone media content, please contact our marketing team for assistance.

Emily Kerr

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Thank You!