Guide: Branding & Accessibility Considerations

Using the Federated Health Brand & How to Make It Accessible

Federated Health is an organization built on trust, so we want to ensure that when people see a piece of Federated Health material, they can trust it is coming from us and it is available for them. We do this by prioritizing our branding visuals and accessibility.

One way we can ensure greater accessibility is to ensure our volunteers have clear guidelines to follow when creating campaign communications. Please consider the following suggestions when using or adapting our materials, or if you are creating Federated Health communications from scratch.

Font type and size: Federated Health uses Montserrat font and we encourage you to od the same for your campaign materials. If you are using a different font, please use a sans sarif style font and is minimum 12-point font. This makes it better for readability and accessibility.

Branding Colours: Federated Health uses five colours as part of our branding palette and the codes can be found below. Please use these colours in your Fed Health promotions.

R 16, G 22, B 27
#10161B

R 96, G 23, B 252
#6017FC

R 5, G 133, B 103
#058567

R 252, G 35, B 89
#FC2359

R 0, G 115, B 230
#0073E6
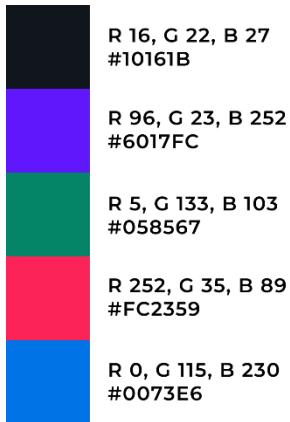
Logo: There are a range of Federated Health logo options available. Please consider using the accessible versions which have greater colour contrast and darker fonts. If you are placing our logo on a coloured background, please ensure there is enough contrast for the logo text and images to be visible.

Images: Images such as our logo or campaign photos need to include alternative text (alt text) which describes their content, helping those who use screen readers understand the graphical content and text that may be embedded in the image. Example of an alt-text for the logo: Federated Health Charities logo, four ribbons, one green, two pink, and one blue.

Colour contrast: Many of our materials offer sufficient colour contrast between the text and background colours. This also enhances visibility when combined with other important factors like font size and type. If you are creating your own materials, please consider colour and contrast as well. We find a plain white background offers the greatest contrast with our logo and images.

Materials and Event Communications: When sending communications (e.g., memos, emails, or invitations for events), proactively offer accessible formats and accommodations for individuals with disabilities to ensure inclusive participation in the events.

> Sample: As part of providing accessible customer service, if you have any accommodation needs, require communication supports, or alternate formats please let me know. These accommodations are often easily achievable, so providing a format for them to be communicated is encouraged.

If you have any questions or suggestions regarding our materials, please feel free to reach out to us. Your input is important to us and will be helpful as we continue to make progress on our accessibility efforts!

Additional Resources:

Self-directed guides and learning from OPS I&IT Accessibility Centre of Excellence such as how to create accessible documents, events, videos and more.

Your ministry's accessibility lead may have additional tips and guidance or ministry-specific training tools to support the creation of accessible communications and documents