

Celebrating Seniors
with Every Step



thegrandparade.org
#tgp23



Style Guide 2023

We've seen many style guides - usually, they're boring, too long, and faintly pretentious. So instead, we're going to try to keep this short, practical, and info-packed. Intro done!

Why This Matters

The Grand Parade does not just happen in one place. It happens in many places all at once, and hundreds who've never met make it happen.

So what makes it TGP, everywhere? To most participants, donors, and volunteers, it's this stuff: style, fonts, voice, theme... yes, **branding**.

That's why it's important to take this seriously. We've worked hard to earn people's **trust** - let's honor that precious trust by living up to the quality standards they expect.

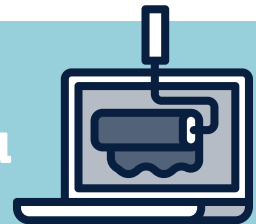


We Can Help

If you're a TGP charity and need a sign, ad, or document designed, talk to your **Blue Sea rep!**

We create custom material all the time - your idea may be useful to others too.

Show us before you publish!



Maintaining TGP's quality, message, and brand is crucial. What we want to check:

- ✓ Public signs, billboards, vehicle wraps
- ✓ Customized shirts, hats, and swag
- ✓ Widely-distributed print materials
- ✓ Published ads and articles
- ✓ Professional videos
- ✗ Personal images and videos
- ✗ Internal/small audience messages
- ✗ Social media images, videos, posts

[email design@blueseas.org](mailto:design@blueseas.org)

We'll respond within **one business day** with feedback and approval!

Logo Options

We provide several orientations of the logo in the TGP logo pack - look in the **Tools** area of the website to find it: thegrandparade.org/tools/logo

Carefully consider the best version of the logo for each situation. For most campaign needs, the **Black & White Outline** version is recommended. See the Logo Standards on the following pages for usage guidelines, tips, and no-nos.



Black & White Outline

The best option and the go-to!

We like this Black & White Outlined edition of the TGP logo the best - use this one unless it absolutely doesn't work for some reason.

We prefer it in white, but it can be tinted any TGP color in a pinch!



Greyscale

For use in photocopies, and other situations where shades of grey are possible but colour is not.



Knockout

An alternative one-colour logo. It can be used as either Black or White, or tinted and used in spot colour printing (eg. t-shirts, embroidery).



Legacy

The classic logo! We prefer the new primary logo now, but sometimes this color one's nice to have around still.











Triangle Bunting Icon

That special TGP triangle flag! It's a flexible element you can recolor, outline, rotate and reuse anywhere (see next page).


Logo Standards

Logos gain power the more you use them... providing you use them **well**.

As a general rule, don't get too crazy with the TGP logo. Protect it like a mother bear protects her cub - even though it's just a lil' handful of letters and shapes, through the magic of branding it has come to represent the **trust** people have placed in TGP. Use it well, use it often, and don't give people any reason to question its genuineness.

			
			
<p>Don't Mix Colours This is a one-colour design. It's tempting, but please stick to the official logo colors.</p>	<p>Use the Right Version Make sure the logo version you've chosen is well suited to its surroundings.</p>	<p>No Modifications Do not accentuate, enhance, rotate, or tweak the logo. Leave it pristine and original.</p>	<p>You're Hurting Me Do not try to recreate or redraw the logo, this is a nightmare. Use the real logo only.</p>

(Free space on all sides)



Leave Space
Don't crowd the logo with text or images - let it breathe on all sides, like there's an invisible wall around it. (At least as thick as the **a** in **Grand** is tall, but the thicker the better.)

Visually Dominant

In cases where multiple logos are present (eg. event sponsor, local charity, or venue logos) the TGP logo must be the most prominent:

.....



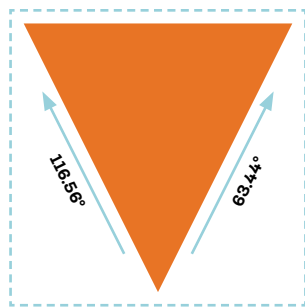
.....



Triangle Bunting Icon

The simplest expression of TGP is this humble icon - decorate everything with it!

This special decorative triangle is meant to imitate those strings of flags you'll often see during parades (called 'bunting'). Remix, reuse, embellish, and jam this shape into **everything TGP** you can! It probably isn't enough to represent TGP by itself - always make sure there's a logo nearby.



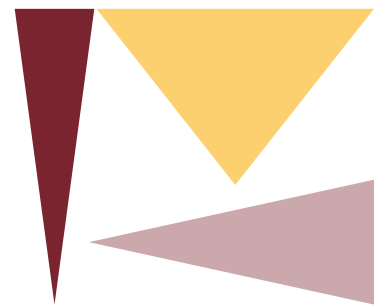
It's Special

The TGP triangle is designed to fit perfectly within a square! That side angle is about 63.44°.



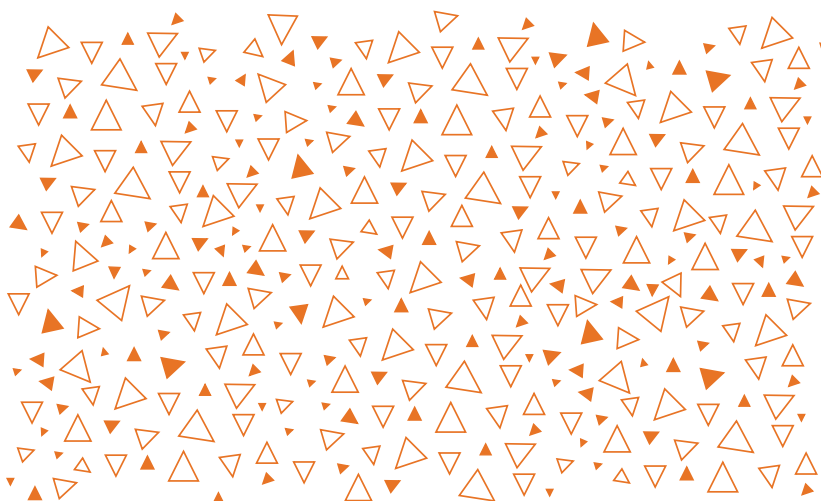
Get a little creative!

Did someone say confetti?! This year, we loved spinning the TGP triangle around to create a fun pattern.



Don't Stretch

A stretched or squished triangle isn't the special TGP triangle! Accept no imposters.



2023 Confetti Pattern

We've created a repeating pattern for this year that uses a mix of solid and outlined TGP triangles. Use as a light overlay on images or on a solid colour background. This triangle confetti helps tie the celebration theme together!

TGP Colours 2023

Tried and true, our TGP colours have become a signature part of the event. These are the main ones for 2023:



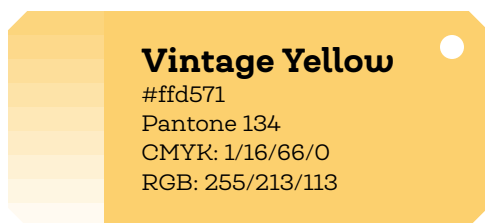
Primary: Navy Blue

- The anchoring TGP colour - works nearly everywhere. Bold, dignified, and contrasty.
- Used in various shades to enhance titles and subtitles, boxes, graphics, icons, and even photos.
- Low contrast with black and burgundy - handle with care.



Secondary: Timely Teal

- **Use with restraint!** We love a yellow-to-teal gradient! Use sparingly to enliven a page. Can be used for emphasis, focus, photo grading, and graphics.
- Low contrast with yellow for text - handle with care.



Tertiary: Vintage Yellow

- **Not for text!** This color is too light to be readable - it is intended as a splash of colour for backgrounds and colour grading only.
- Low contrast with teal for text - handle with care.



burgundy

Pantone 188

#79242f

Subtitles, accents and triangles!



orange

Pantone 152

#ed7200

Subtitles, accents and triangles!



black

#000000

Mostly for text. Occasionally for outlining.



white

#ffffff

The primary logo and text on dark colours.

Font Options

1
BEST

Queulat Alt Soft Regular Queulat Alt Soft Black

- The **best** option, used in almost everything.
- Not installed by default on most computers. We can't give Queulat away for free, but it can be purchased for a small fee at myfonts.com/collections/queulat-soft-font-latinotype. (If you plan on designing custom TGP material in-house, we highly recommend you purchase this font.)

2

ALTERNATE

Arvo Regular Arvo Bold

- A free alternative with a similar feel. (Queulat's still better though!)
- Not installed by default on most computers, but available instantly via Google Fonts, or downloadable for free at fontquirrel.com/fonts/arvo.
- **Rockwell**, a similar font, is also an acceptable alternative if you have it.

3

EASIEST

Arial Regular Arial Bold

- A **last resort** option that is universally available on nearly every program and system - especially useful for email.
- **Helvetica**, a similar font, may be used instead if you have it.

TITLES

Coffee Service

- Used sparingly, for large page headings **only**.
- If unavailable, do **not** use lookalike substitutes! Use the above fonts instead.
- Can be purchased at myfonts.com/collections/coffee-service-font-sideshow.

2023 Theme

Each year, TGP relaunches with a new theme to keep things **fresh and exciting**. Here is the theme image for 2023:



2023 thematic elements

- **TGP walkers on the road celebrating seniors:** TGP is a family-friendly event with walkers from every age group - everyone is welcome!
- **Triangle confetti:** This unobtrusive but tactile pattern speaks to TGP's festivity. You can't call it celebration without the confetti!
- **Yellow-to-teal gradient:** We love the TGP teal, and it helps ground our subjects, while also offering clean "teal space" for text, logos and important information.
- **Main logo:** Nothing better than seeing a big white TGP logo screened prominently otop of some bold TGP colors! See 'Logo Options' on page 2 for guidelines and ideas.
- **Key phrases:**
 - Celebrating Seniors with Every Step
 - Have a hoot!
 - The Good Ol' Days are Now

How to Talk Good

**“The cause is serious,
but the event is fun.”**

We say this all the time as we search for that perfect mix between fun and urgency. The heartbreaking issues facing seniors hit close to home for us, and we're compelled by an **intense core of empathy** to support local charities who are serving those who came before us. We know we're standing on the shoulders of giants - our seniors have given so much, and we're driven to pay them back with the love and respect they so richly deserve.

And yet... The Grand Parade is **all about fun!** After all, everyone loves a parade - people join together, chat up a storm, romp through the neighbourhood, laugh, whistle, snack, reminisce, and crack plenty of jokes. That love of fun frees us from being strident and dour, while the seriousness of the cause prevents us from spiraling off into flighty self-absorption. It's the yin and yang, fire and ice, a cold drink on a hot day: the contrast is what makes it special.

So keep these things in balance. Talk about **both things** - the fun event and the serious cause - because they must exist together.

When you talk about the cause, be real. Don't get caught up in reciting statistics or repeating nonprofit-government-sociological jargon, that's how eyes glaze over and minds wander. Use your own words, **feel it in your heart**, and write like you're talking to an old friend over coffee.

On the other hand, when you get to the fun stuff, don't be afraid to **be goofy!** In fact, some of the funniest people we know are seniors - they've been around the block, they've seen it all, and they've got treasuries of time-tested jokes they're ready to bust out at a moment's notice. So go ahead, make some dumb puns, wear a bunch of hats, be self-deprecating about your fitness, fondly remember the old days. You're allowed to be as creative and fun and memorable as you want. Just remember, the cause is still serious - don't get so jokey that you stray into making light of the people you're walking for.

Summary 2023

“Walk with us in The Grand Parade! Have a hoot while fundraising for local charities who serve and support seniors and their families across Canada. It's the only walk that's uphill, both ways!”

Speaking TGP

TGP words are **inviting** - they spring from the heart and don't get bogged down by academic rules. So, be direct and colloquial. End a sentence with a preposition, split infinitives, go for it! Choose well-understood words that speak to people where they are.

Official Words

TGP: The short form of 'The Grand Parade'

Don't use: tGP, WALK, PARADE

#tgp23: Use the hashtag!

Don't use: #walk23, #tgp

TGP Day: The official day of the event - Sep. 16, 2023.

Don't use: Event Day, WALK Day

Celebrating Seniors with Every Step: The TGP slogan!

Tips + Tricks



Beveled Corners

Where possible, every TGP box is a secret octagon! These 0.1” cutoff corners pay subtle homage to the logo, and give everything a nice copperplated vibe.



Scripty Titles

Render your biggest, most prominent headlines on each page with **Coffee Service** (in Title Case) for a dash of fun and flavour to keep things loose.



TGP Line Dividers

Separate chunks of disorganized or unrelated content with dotted or thick lines (usually TGP Teal).



Photo Pack! thegrandparade.org/tools/photopack2023

Every year, we receive hundreds of snapshots from volunteer photographers across TGP, and painstakingly go through them all to select the very best. The colour is eyepopping, the images are evocative, and oh-so-unmistakably TGP.

You Don't Own TGP

No business or charity should claim to own, run, or 'present' TGP, or imply that the event belongs to/exists because of them.



.....
Companyname Presents TGP
TGP, An Event by Companyname
Charityname's TGP
TGP by Charityname
.....



.....
Company, Proud Sponsor of TGP
TGP City, Sponsored by Company
Raising funds for Charityname
Charityname, Proud Partner of TGP
.....

thegrandparade.org/tools

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