



Brand Guidelines

Visual Identity

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Brand Guidelines

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An Overview

The Grand Parade does not just happen in one place. It happens in different places all at once, and people 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... yes, branding. We've worked hard to earn people's trust – let's honour that precious trust by living up to the quality standards they expect.

Brand Description

what is The Grand Parade?

We're not just organizing a walk.

We're creating a space where people come together – across generations – to show up for seniors in their communities.

The Grand Parade is rooted in something deeply human: The people who came before us deserve to be seen, supported, and celebrated. That's the heart of it.

And yet... it's also a parade.

It's conversation and laughter.
It's neighbours walking side by side.
It's music, stories, inside jokes, and shared moments that turn into lasting memories.

That balance is what makes The Grand Parade special. The cause is real. The impact is serious. But the experience is full of life.

When you write for TGP, hold both.

Speak honestly about why it matters, without hiding behind statistics or formal language. Write like you're talking to someone you care about.

Joy and purpose belong together here. Because life is grand.

That's the tone.

Summary

“The Grand Parade is a family-friendly fundraising walk where we gather for local charities who support seniors and their families, happening all across Canada this fall.”

Speak TGP-ish

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. and most importantly, don't forget, that life is grand.

Official Slogans

Primary Lockup

life is grand.

This is the heart of The Grand Parade.
It's not just a phrase, it's a perspective.

It reflects the belief that even in the face of aging, isolation, or challenge, there is still dignity, joy, and meaning to be found, especially when people come together in support of one another.

It also captures the spirit of the event itself:
a day that is full of life, connection, and community.

Use "life is grand." when:

- Anchoring key visuals and campaign moments
- Closing meaningful or emotional stories
- Appearing on signage, apparel, and event materials
- Reinforcing the spirit of the event in a simple, memorable way

Keep it simple. Let it stand on its own.
It doesn't need explanation – just the right moment.

Tagline



life is
grand.

Logo + Marks

The happiest logo around.

Primary Logo

Primary Lockup

The Grand Parade logo is a symbol of trust.

The strength of the mark is in its simplicity. It's clear, recognizable, and built to work across a wide range of applications, from local signage to national campaigns. The badge shape gives it a sense of presence and structure, while the typography keeps it approachable and human.

Use the primary logo whenever possible. It is the most recognizable and complete expression of the brand.

The logo is designed to work clearly across both digital and print environments. Available in Navy, Vivid Blue, black, and white. These should be used thoughtfully to ensure clarity and legibility in different contexts.

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

Colour Variation



Primary

The best option – use this! This is the logo you should be using most of the time. Can be use as black, white, or Navy - ideal for coloured and busy backgrounds.



Digital

Optimized for digital use! Our Vivid Blue colour looks best when pair with white.



Alternate Logo

No Badge

A great alternative for space that's just a little bit squishy.
Can be tinted any brand colour.

No Badge



Primary

The best option – use this! This is the logo you should be using most of the time. Can be use as black, white, or Navy - ideal for coloured and busy backgrounds.



Digital

Optimized for digital use!
Our Peacock colour looks best when pair with white.

Partnership Logo Lockup

Co-Branding

When our logo shows up alongside others, like sponsors, local charities, or venues, it should still stand out as the main act. TGP should be the most prominent mark in the mix.

If you're placing your logo on a dark background, give it a cozy spot inside one of our rounded boxes. It keeps things clear, friendly, and helps the logo pop!



Incorrect Usage

Logo Don'ts

Primary Logo

Don't Recolour: Although it can be tempting, don't tint or adjust the logo's colours outside of the brand colours.

No Modifications: Do not accentuate, enhance, rotate, or tweak the logo. Leave it pristine and original.

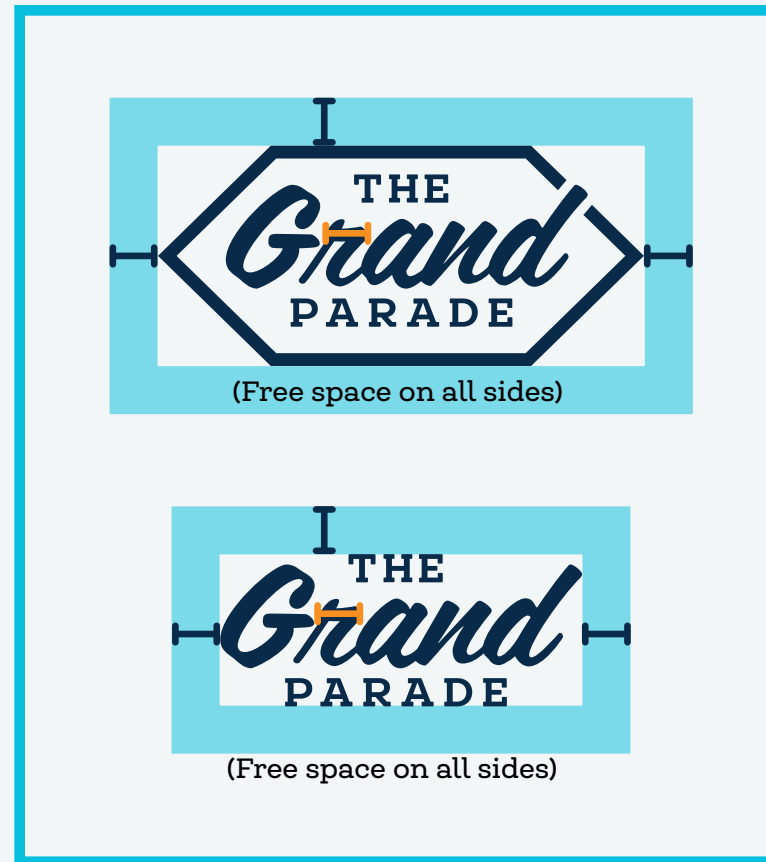
Use the Right Version: Make sure the logo version you've chosen is well suited to its surroundings. Do not try to recreate or redraw the logo, this is a nightmare. Use the real logo only.



Clearspace

Make it Roomy!

Leave Space! Don't crowd the logo with text or images - let it breathe on all sides, like there's a little invisible wall around it.



Colour Palette

Our brand colours are the bee's knees.

Colour Palette

Brand Colours

The Grand Parade colour palette is bold, clear, and is instantly recognizable.

At its core is Navy Blue, a strong, steady foundation that reflects trust, consistency, and reliability. It anchors the brand across every application, from in-person signage to digital experiences.

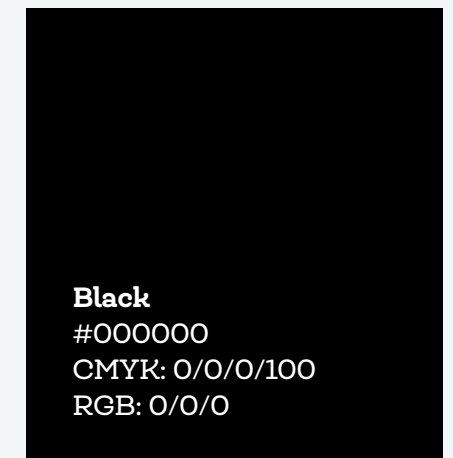
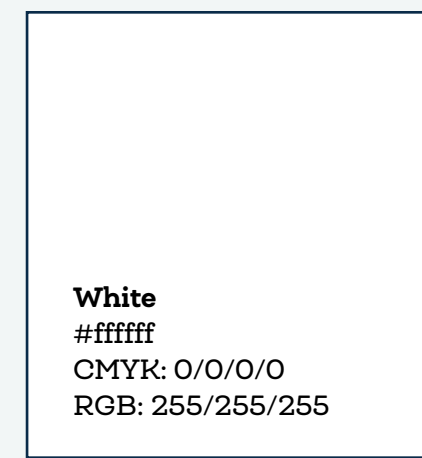
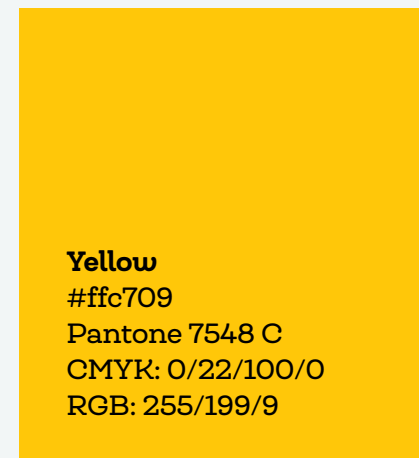
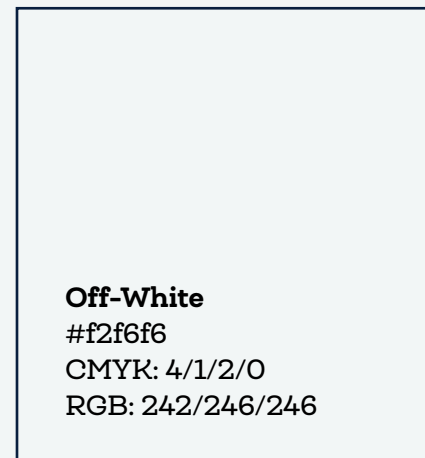
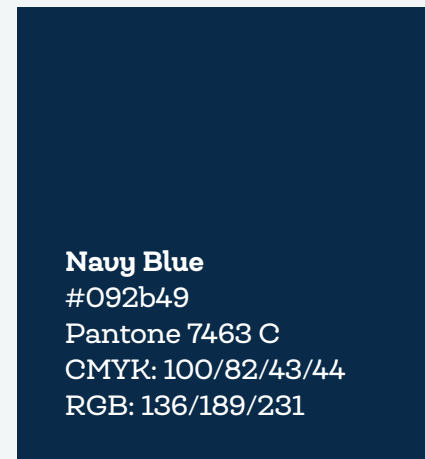
Supporting colours bring energy and visibility. Vivid Blue, Oasis Orange, and Yellow are used to highlight key moments, guide attention, and create contrast where it matters most.

Accent tones like Seafoam and Off-White add balance and flexibility, helping layouts feel open, approachable, and easy to navigate.

Together, the palette is designed to feel:

- Confident, not overwhelming
- Energetic, but controlled
- Consistent across every community and touchpoint

Like the event itself, the system works best when everything plays its role – with clarity, intention, and balance.



Usage Guide

Colour Hierarchy

Colour should always support clarity first.

Use Navy Blue as the primary base wherever possible. It provides the strongest contrast and ensures consistency across materials.

Brighter colours should be used with intention to highlight key information, create visual hierarchy, and bring energy to a layout without overwhelming it.

When in doubt:

- Prioritize readability
- Use contrast to guide attention
- Keep combinations simple and consistent

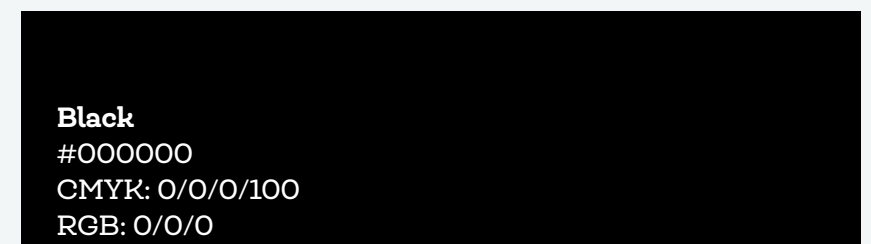
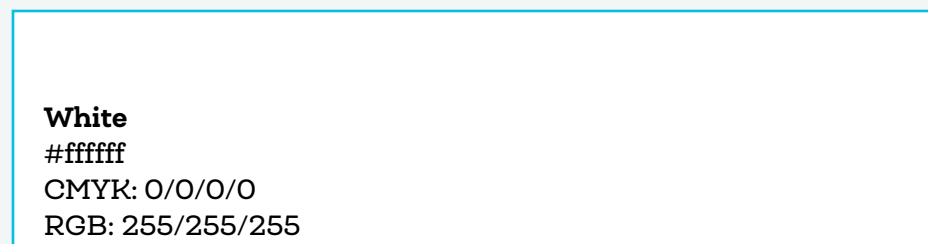
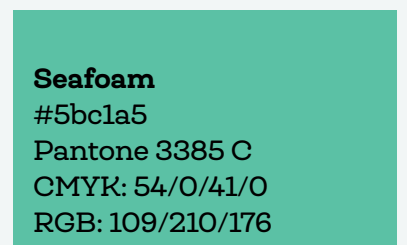
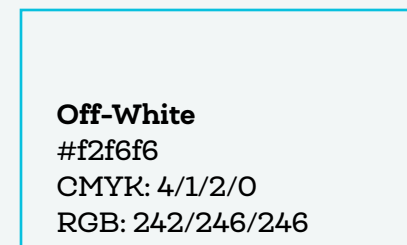
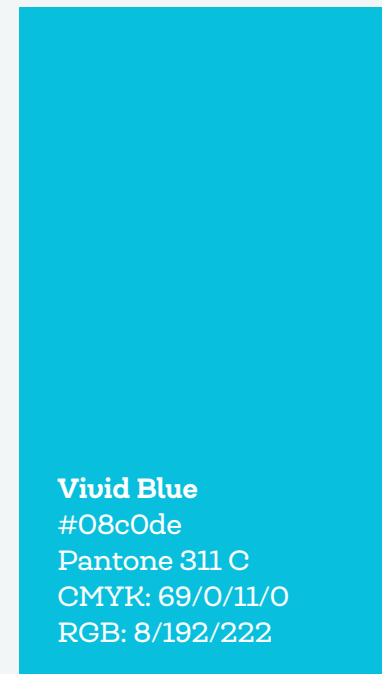
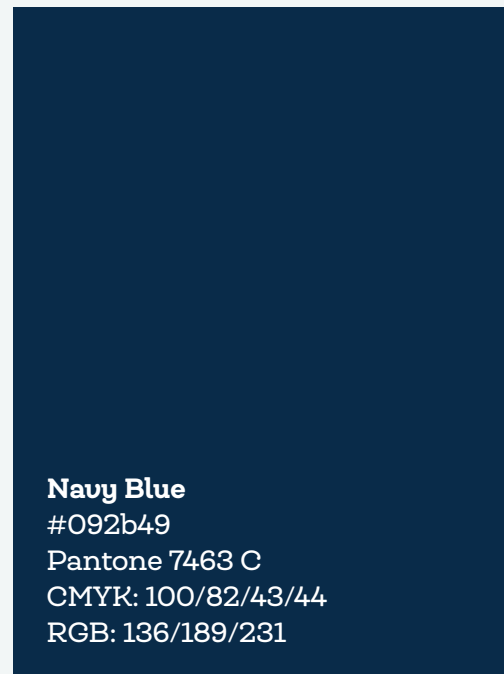
A restrained approach helps the brand feel cohesive, recognizable, and easy to engage with.

Avoid for small text:

- Vivid Blue, Oasis Orange, and Yellow
- Any mid-tone colour on another mid-tone colour

When in doubt:

- Use Raven or white for text



Typography

We're very font of this typeface.

Typeface

Brand Font

Type isn't just letters on a page – it's our voice, dressed up and ready to talk. The way our words look helps people recognize us before they even start reading. When we keep our typography consistent, our messages feel clear, confident, and unmistakably us.

Queulat Alt Soft, our font, is not installed by default on most computers. We can't give it away for free, but it can be purchased for a small fee online 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.)

Primary Typeface – Queulat Alt Soft

Our primary font for all branded materials. Use whenever available to maintain consistency and recognition.

Alternative – Sanchez

A free, accessible alternative with a similar feel. Suitable for materials where Queulat is not available. Available instantly via Google Fonts, or downloadable for free at fontquirrel.com/fonts/sanchez.

System Fonts – Arial / Helvetica

Use only when necessary, such as in email or basic documents where brand fonts cannot be applied.

Primary font

Queulat Alt Soft

Queulat Alt Soft

Type Hierarchy

Application

A good type hierarchy is like a walk with purpose – clear path, steady steps, and everyone moving together. It guides the eye, highlights what matters most, and keeps our message flowing naturally. When done well, our communications feel welcoming, organized, and easy to take in.

These guidelines are your starting point, solid enough to keep our voice clear and confident, but flexible enough to adapt as projects shift and grow. The sizes and leading here are examples, not hard rules.

Main Heading

Queulat Alt Soft Black

Size: 47pt, Leading: 46pt, Tracking: 0

Intro Paragraph

Queulat Alt Soft Regular

Size: 16pt, Leading: 18pt, Tracking: 0

Subtitle

Queulat Alt Soft Black

Size: 25pt, Leading: 23pt, Tracking: 0

Subheading

Queulat Alt Soft Regular

Size: 16pt, Leading: 20pt, Tracking: 0

Paragraph

Queulat Alt Soft Regular

Size: 10pt, Leading: 13.5pt, Tracking: 0

Bullets

Queulat Alt Soft Regular

Size: 10pt, Leading: 13.5pt, Tracking: 0

main headings

This is an intro paragraph! This is information that is important to highlight before a reader jumps into the whole rest of the text.

this is a subtitle.

this is a subheading.

This is a paragraph! This is usually written in a regular weight, to allow for contrast. To highlight certain facts, fun findings, or important information, you can **bold that section of the paragraph** when you need to.

- Need to make a list? It's our paragraph styling!
- **Highlight** key topics using the bolded weight.

Graphic Elements

the stuff that makes us, us.

Graphic Styling

Visual Language

Graphic Elements

Graphic elements help organize information and bring consistency across The Grand Parade. They are not just decorative, they provide structure, guide attention, and make content easier to understand at a glance.

The overall style should feel clean, clear, and approachable.

Containers + Layout

Boxes and containers help organize content and create visual hierarchy.

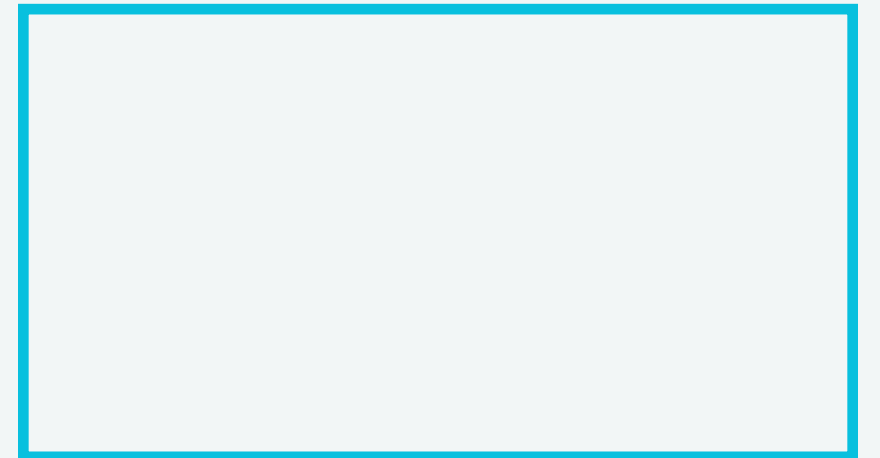
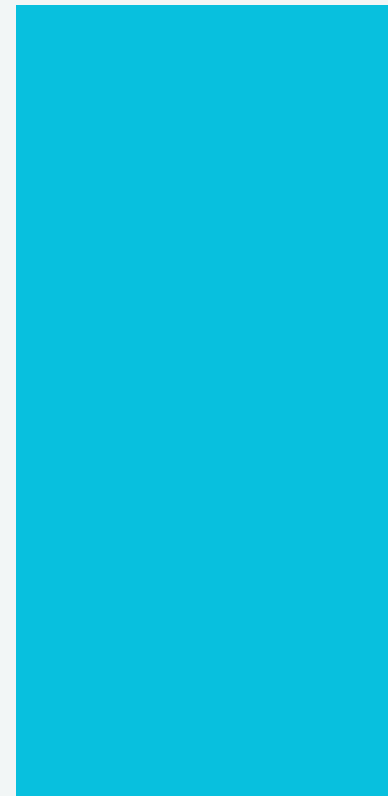
Use them to:

- Group related information
- Highlight key messages or calls-to-action
- Support readability in busy layouts

Keep layouts structured and uncluttered. Each element should have a clear purpose.

Dividers + Lines

Dividers help separate content and guide the reader through a page. Use simple lines or dotted treatments to break up sections and improve flow, especially when content becomes dense or varied.



Iconography

Styling

Whether used on websites, brochures, or slideshows, these icons play a crucial role in visually guiding and engaging our audience. Each one adds a little spark of personality to our materials without stealing the show.

Purpose

Icons in the TGP world aren't just decoration – they're storytellers. They point the way, celebrate milestones, and make complex ideas simple. Think of them as our little visual sidekicks, cheering people on with every click, step, and donation.

Style & Feel

TGP icons are clean just like the rest of our brand – no sharp corners or fussy details here. The thick outlines and smooth curves make them feel approachable, while still staying crisp and professional.



Gradient

Custom Gradient

The Grand Parade gradient is a defining part of the visual identity. It brings together the core brand colours into a single, recognizable expression, while adding energy, visibility, and cohesion across materials.

Used well, the gradient helps unify The Grand Parade across different communities and formats, creating a consistent look and feel no matter where it takes place.

How to Use it:

- Use as a background for hero graphics
- Ensure sufficient contrast when placing text or logos on top
- Do not overlay competing patterns

The gradient should feel clean, bold, and intentional.

Overall Approach

Use the gradient to create presence – not noise.

When applied with restraint, it becomes a powerful visual anchor that reinforces recognition and consistency across the entire event.



Texture

Background Texture

A subtle paper texture is used to add depth and warmth to The Grand Parade materials. It helps soften large areas of solid colour, preventing layouts from feeling too flat or overly digital. The effect should be understated, something you feel more than you see.

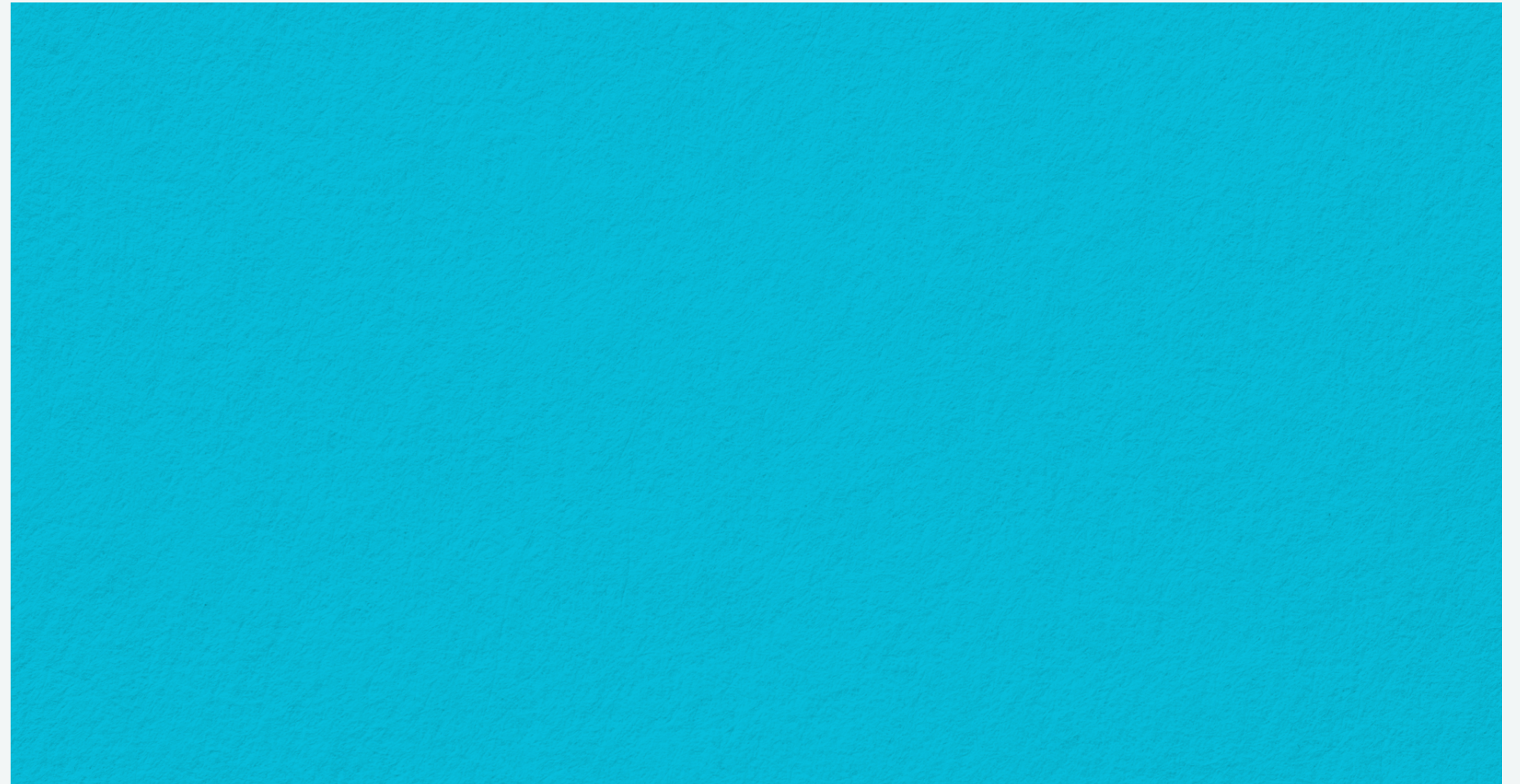
Why It Works

The texture introduces a light sense of tactility without distracting from the content.

- Adds depth to backgrounds
- Reduces visual flatness
- Creates a more natural, grounded feel

Usage Guidelines

- Apply at low opacity, multiplied over solid colour backgrounds
- Keep the texture subtle – it should never compete with text or imagery
- Avoid using behind dense body copy where it may affect readability
- Do not scale or exaggerate the texture



Photography

Say “cheese!”

Photography

Styling

Photography for The Grand Parade should feel real, human, and grounded in community. This is not staged or overly polished imagery.

Focus on:

- Genuine interactions and expressions
- Moments of connection between participants
- A mix of individuals, pairs, and groups
- A range of ages that reflects the full community

Images should feel bright and clear, with an emphasis on natural light whenever possible. Avoid overly stylized, heavily filtered, or staged compositions.

For tightly cropped images of individuals, use a clean white background to anchor the subject.

- Creates strong contrast and clarity
- Helps subjects stand out across layouts
- Keeps compositions consistent across different uses

The result should feel simple, intentional, and easy to integrate into a variety of materials.



