



Elevated Abilities

Brand + Identity Guidelines

2025



Brand + Identity Guidelines

TABLE OF CONTENTS

SECTION - 01	INTRODUCTION	001
SECTION - 02	LOGO USAGE	003
SECTION - 03	TYPOGRAPHY	015
SECTION - 04	COLOUR SYSTEM	019
SECTION - 05	ICONOGRAPHY	023
SECTION - 06	IMAGE SYSTEM	025
SECTION - 07	SOCIAL MEDIA	029
SECTION - 08	STATIONARY + COMMUNICATIONS	031
SECTION - 09	PROMOTIONAL MATERIAL	033
SECTION - 10	VALUES	035
SECTION - 11	MESSAGING + TONE	035

ABOUT US

OUR MISSION

Elevated Abilities aims to enable the full potential of children and youth by providing comprehensive, individualized, child and family focused services.

We position ourselves as a comprehensive provider of individualized services for children, youth, and adults with disabilities, combining a holistic approach with evidence-based practices to empower clients and their families.





COMPANY INTRODUCTION

OUR STORY

Founded in 2021 by a group of professionals passionate about helping children with disabilities, Elevated Abilities recognized the need for comprehensive services tailored to the unique needs of these children and their families. By offering a range of services under one roof, they aimed to simplify access to support, helping children thrive. Since its inception, the agency has grown to become a leading provider of counseling, assessment, and clinical services for children, youth, and adults.





Elevated Abilities
Brand Identity

CORPORATE MASTERBRAND

PRIMARY LOGO

Our logo represents the face of Elevated Abilities, serving as the primary visual expression of our brand identity. It is essential to use it correctly and consistently, as it is crucial in how we present and identify ourselves.



Elevated Abilities
Elevate Your Life



Elevated Abilities

Therapeutic Services



Elevated Abilities
Brand Identity

PRIMARY BRANDMARK

STAND ALONE ICON

The brandmark is the symbol that represents Elevated Abilities without needing to mention the full name or use the primary logo. It can be used on stationery, as a social media icon, in applications, and more, maintaining our brand presence in a versatile and recognizable way.







Elevated Abilities
Brand Identity



SECONDARY BRANDING

STACKED LOGO

The stacked logo is an alternative to the primary logo, ideal for use on any spaces where the primary logo may not fit well. It ensures our brand remains visually consistent and easily recognizable in various formats and placements.



Elevated Abilities
Therapeutic Services





Elevated Abilities

Therapeutic Services



Elevated Abilities
Brand Identity

BRAND USAGE

REPRESENTING OUR BRAND

Adhering to approved usage guidelines is crucial for maintaining the integrity and recognition of Elevated Abilities.

Ensuring consistent application of our logo, including clear space, minimum sizing, and appropriate use of elements, reinforces our professional image and helps clients easily identify our brand across all mediums.

It is important to not deviate from these guidelines, especially in instances when placing our logo on coloured backgrounds, or incorporating additional elements.

Proper usage ensures our logo remains clear, legible, and impactful, preserving the visual consistency that strengthens our brand identity.

Clear Space

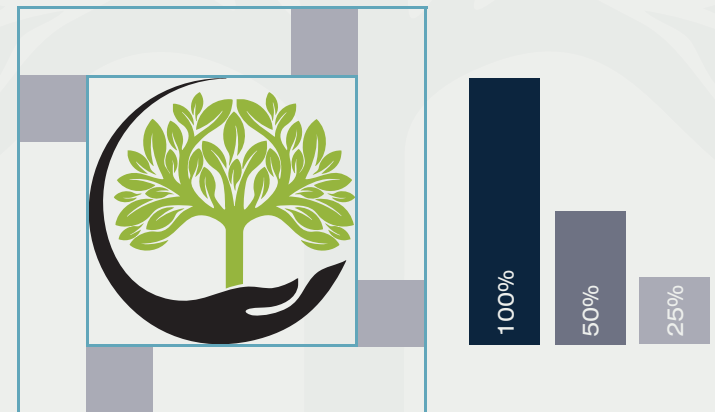
Clear space around our logo is essential to maintain its visibility and impact. It prevents other elements from crowding or interfering with the logo, ensuring it stands out and is easily recognizable. Adequate clear space also upholds the professional and polished appearance of our brand, making a strong and lasting impression.

The required clear space for any Elevated Abilities branding is equal to the height of the letter 'E' in the logo, except for standalone brandmark usage.



Stacked Logo

Clear space required for the stacked logo is equal to the height of the letter 'E', at its final size.



Brandmark

Clear space required for the standalone brandmark is equal to 25% of its height.



Elevated Abilities Brand Identity

APPLICATION

SHOWING OFF OUR BRAND

The proper application of Elevated Abilities' brand elements—colouring, sizing, and clarity—is essential for effective communication. Consistent use of our brand colours ensures that our visual identity remains recognizable and impactful across all platforms. Sticking to our colour palette helps us present a cohesive and polished appearance, making it easy for clients and stakeholders to identify and trust our brand.

Getting the sizing and clarity right is just as important in showcasing our brand. Keeping the correct proportions and clear spacing for our logo makes sure it's always easy to read and stands out. This attention to detail not only strengthens our brand identity but also shows our dedication to excellence. By following these guidelines, we ensure that Elevated Abilities' brand stays strong, unified, and instantly recognizable wherever it appears.

LOGO BACKGROUND VARIATION

When placing the logo on a background, it's important to ensure the background is not too busy or contains colours that conflict with the logo, as this can obscure its visibility and impact. Always use the correct logo colour variation on different coloured backgrounds to maintain a high contrast ratio, ensuring the brand remains visible and clear. Avoid backgrounds that make parts of the logo blend into the background, as this results in poor brand communication.



Elevated Abilities
Therapeutic Services



Elevated Abilities
Therapeutic Services



Elevated Abilities
Elevate Your Life



Elevated Abilities
Therapeutic Services



Elevated Abilities
Therapeutic Services

THE IMPORTANCE OF SIZING

Ensuring the logo meets minimum sizing guidelines is crucial for maintaining the clarity and legibility of Elevated Abilities' brand. Keeping within these parameters ensures our brand remains clear and professional, making a strong and concise impression across all applications.

Minimum Size



20mm
110px

Primary Logo



Elevated Abilities
Therapeutic Services

40 mm
110px

Secondary Logo



20mm
60px

Brandmark

Size guidelines help ensure legibility across print and digital mediums.

For Primary Logo, the minimum size is 20mm. For digital, the minimum size should be 110px.

For Brandmark, the minimum size is 20 mm. For digital, the minimum size should be 60px.

THE 'DO-NOTS'

Do Not: Fonts

Do not use any font other than the approved ones, regardless of how similar they may appear. Consistency in typography is crucial for maintaining our brand's visual identity and coherence. Always use the pre-made logo files or refer to the detailed typography guidelines provided.

Do Not: Sizing

Do not distort the logo by squishing or squashing it. Any resizing must maintain the logo's original proportions and adhere to the minimum sizing specifications detailed in these guidelines.

Preserving the logo's integrity ensures it remains clear and professional in all applications.

Do Not: Colour

Do not alter the logo's colours, even if the changes seem minor. Always use the official colour specifications detailed in these guidelines to maintain brand consistency and ensure the logo's visibility and impact. Using the correct colours is essential for



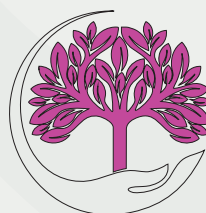
ELEVATED ABILITIES
THERAPEUTIC SERVICES



Elevated Abilities
Therapeutic Services



Elevated Abilities
Therapeutic Services



Elevated Abilities
Therapeutic Services



Elevated Abilities Brand Identity

TYPOGRAPHY

FONT SECTION

Using Elevated Abilities' approved font families for communications is essential for maintaining brand consistency and ensuring effective communication. Consistency in typography helps create a cohesive visual identity, making our brand instantly

recognizable across various platforms and materials. Fonts play a crucial role in conveying the brand's personality and values; they are more than just letters—they shape how our message is perceived.

CORPORATE PRIMARY FONT

Montserrat - Bold

Aa

Montserrat is a geometric sans-serif font designed by Julieta Ulanovsky, inspired by the signage of the Montserrat neighborhood in Buenos Aires. It is known for its high legibility, particularly at smaller sizes, due to its large x-height, short descenders, and wide apertures. Montserrat is a popular choice for both headlines and body text, especially in digital formats, and is considered a modern classic with a timeless feel.

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

CORPORATE SECONDARY FONT

Nimbus Sans Extended
Family

Light

Regular

Bold

Black



Complementing Montserrat is the secondary font, Nimbus Sans Extended. Based on Helvetica it aims to address some of its perceived shortcomings. The “extended” designation signifies a wider, more open appearance compared to the regular or condensed versions of the font. Standard and formal, yet remains very approachable.

Nimbus Sans Extended - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Nimbus Sans Extended - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Nimbus Sans Extended - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)



HEADING

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!*+(.,)

SUBHEADING

Aa

Nimbus Sans Extended - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!*+(.,)

Body

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!*+(.,)



Elevated Abilities Brand Identity

COLOUR SYSTEM

COLOUR SECTION

Adhering to Elevated Abilities' colour palette is crucial for clear and effective brand communication. Consistent use of our designated colours helps create a cohesive and recognizable visual identity, making it easy for clients and stakeholders to identify our brand across various platforms. When we stick to our official colour specifications, we ensure that our brand remains professional and polished, fostering trust and familiarity with our audience.

Our colour palette is more than just a set of hues; it's a key part of our brand's personality and message. By using the correct colours consistently, we convey a sense of reliability and attention to detail, reinforcing the values we stand for. This visual consistency helps us communicate our brand's story clearly and effectively, ensuring that Elevated Abilities' identity remains strong, unified, and memorable in every interaction.

THE PRIMARY COLOUR SYSTEM

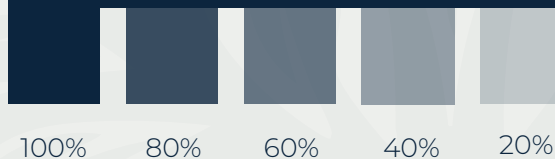
Midnight Navy

In colour theory, navy blue evokes feelings of stability, trust, and professionalism, and is often associated with reliability, and sophistication. Midnight Navy offers a more approachable feel to the viewer than other darker options often used as a primary detail or background colours or shades, while also projecting a sense of trustworthiness and dependability.

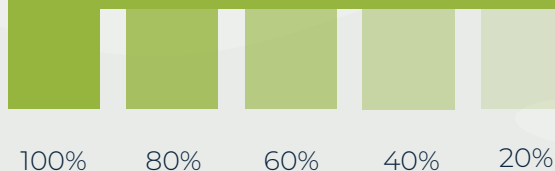
Macaw Green

Symbolizing new beginnings, growth and harmony, this shade of Macaw Green is often linked to health and vitality and is an excellent choice for promoting rejuvenation, while creating a sense of calm and balance. A clear choice for projecting a sense of peace and stability.

Midnight Navy
CMYK: 97, 80, 48, 52
RGB: 10, 38, 62
HEX: #0A263E



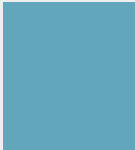
Macaw Green
CMYK: 47, 11, 99, 0
RGB: 151, 183, 62
HEX: #97B73E



THE SECONDARY COLOUR SYSTEM

**COLOUR
NAME:**
MUTED
TURQUOISE

PANTONE 000
62a7bb
CMYK: 58, 8, 16, 0
RGB: 99, 186, 206



100%



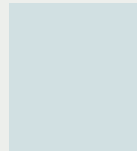
80%



60%



40%



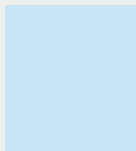
20%

**COLOUR
NAME:**
ICEY
LANDSCAPE

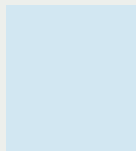
PANTONE 000
c2e1f6
CMYK: 36, 13, 7, 0
RGB: 162, 195, 217



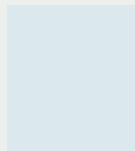
100%



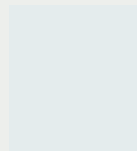
80%



60%



40%



20%



COLOUR VISION

Midnight Navy

Macaw Green

Warm Grey

Black



Muted Turquoise

Icy Landscape

Shades



Elevated Abilities
Brand Identity

CORPORATE ICONOGRAPHY

APPROVED ICONOGRAPHY

Iconography can play a crucial role by providing visual cues that are friendly and approachable. Our outlined style is chosen for its clarity and ease of view across various devices, ensuring that our icons are easily recognizable and understandable. This unified approach prevents confusion, such as distinguishing between an office line and a mobile line, and ensures our communications are clear and effective.

Our colour palette is more than just a set of hues; it's a key part of our brand's personality and message. By using the correct colours consistently, we convey a sense of reliability and attention to detail, reinforcing the values we stand for. This visual consistency helps us communicate our brand's story clearly and effectively, ensuring that Elevated Abilities' identity remains strong, unified, and memorable in every interaction.

Icons should be either Midnight Navy, Macaw Green, or Warm Grey in colour.

Please note:

Do not alter or change the icons in any way.

Do not outline.



Elevated Abilities Brand Identity

IMAGE SYSTEM

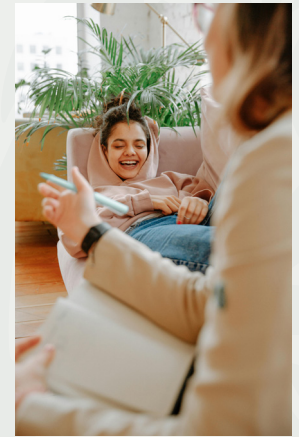
TYPES OF IMAGERY

Using the same tone in the imagery we choose for Elevated Abilities is essential for maintaining a consistent and relatable brand identity. Realistic and relatable images help convey our human, dependable, and friendly nature. When we select images that reflect real-life scenarios and genuine interactions, we strengthen the connection between our brand and our clients, showing them that we truly understand and care about their needs.

It's important to avoid overly staged images, as they can undermine the approachable and warm image we strive to maintain. By focusing on visuals that emphasize our commitment to real people and real results, we ensure that our clients feel a genuine connection to our brand. Following these guidelines in our imagery helps clients see Elevated Abilities as a reliable partner they can trust, reinforcing our values and enhancing their overall experience with us.

EXAMPLES OF APPROVED IMAGERY

The images shown here are some examples of approved imagery for Elevated Abilities, featuring real people with natural poses and expressions. We try to avoid the typical 'stock' image feel, instead showcasing individuals who appear candid and frozen in a moment. The tones used in these images align well with Elevated Abilities' approachable and human-centric brand identity.



EXAMPLES OF THE 'DO-NOTS' OF IMAGERY

The images shown here are **not approved** for several reasons. Firstly, they are unrealistic and not reflective of the brand. We want to avoid this type of imagery because it is overly common in the industry and doesn't align with our tone. Subjectless or overly dramatic images fail to convey the approachable, warm, and client-focused identity we strive to maintain.







Elevated Abilities Brand Identity

SOCIAL MEDIA

THE ROLE + IMPORTANCE OF SOCIAL MEDIA

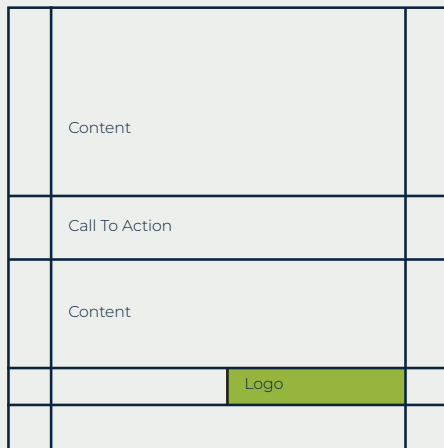
In today's digital age, social media is a crucial platform for connecting and engaging with people. It's where the world goes to socialize, discuss, and share, making it an essential space for Alt-Tech to establish its presence. While potential clients may not be actively searching for IT MSP partners on social media, it's where they spend significant time on their phones. Therefore, maintaining the tone and positioning of Elevated Abilities in social media communications is as important as in any other medium.

Social media provides a fantastic opportunity to highlight the friendly and fun aspects of Elevated Abilities. It allows the brand to blend its speaking and writing tone, image system, and eye-catching graphics, creating a unified and recognizable online presence. Engaging posts that reflect a human-centric approach can build stronger brand recognition, making it easier for potential clients to connect with and remember the brand. By leveraging social media effectively, Elevated Abilities can foster deeper relationships with its audience and showcase its commitment to exceptional service and innovation.

SOCIAL GRID SYSTEM

Social Posts should follow the grid systems below. You may use a blend of approved imagery, colour backgrounds, overlays, iconography, an additional elements. Feel free to get a little creative!

1:1 Square



9:16 Portrait



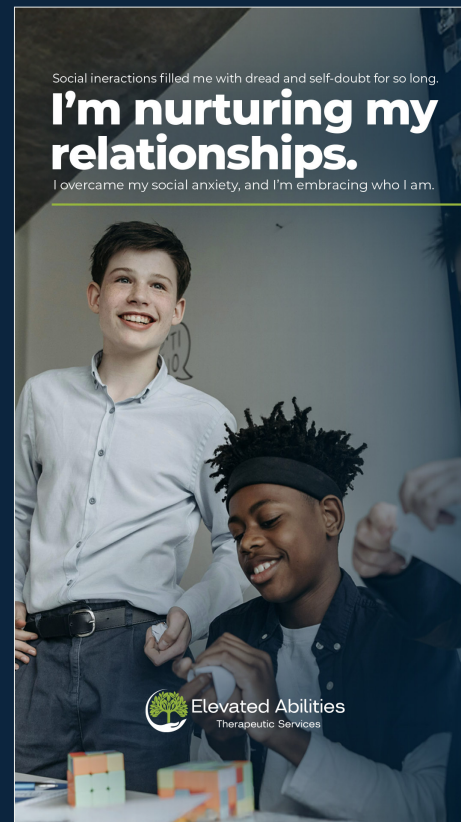
Portraits should focus on imagery or video content, and minimize the text content usage.

ADDITIONAL ELEMENTS

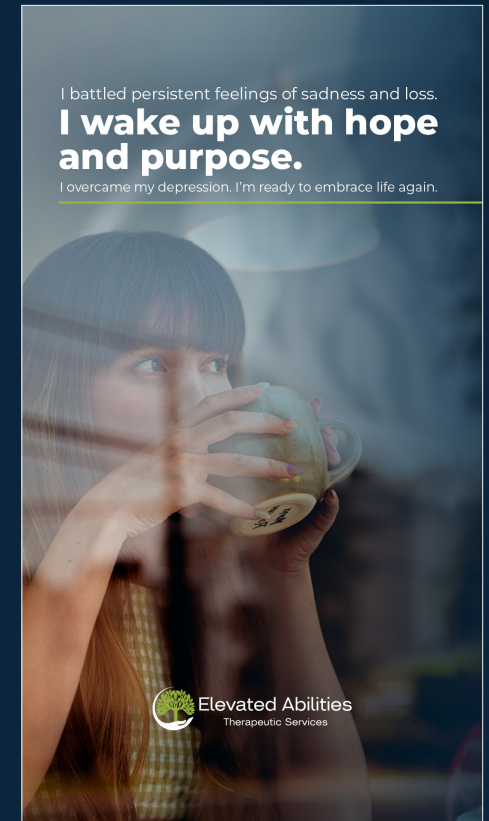
Additional design elements are used simply for two reasons - to creatively fill space, or highlight elements of a photo. These aren't always needed, and can sometimes become too busy. So, use discretion when adding them to your posts. These elements can be things like dots, outlined shapes and circles, line art, and separation lines.



1:1 Square / 1080 x 1080



9:16 Rectangle / 1080 x 1920



9:16 Rectangle / 1080 x 1920



1:1 Square / 1080 x 1080



Elevated Abilities Brand Identity

STATIONARY+COMMUNICATIONS

APPROVED STATIONARY + EMAIL SIGNATURES

Consistency in branding extends beyond logos and social media - it's present in every email, document, and internal communication. Using approved templates for internal documents and email signatures ensures that every interaction reflects our professional, cohesive brand identity. These templates standardize formatting, maintain brand-aligned typography and colors, and reinforce our positioning, creating a seamless experience for clients and partners.

Since emails and documents are among the most frequent touchpoints with external audiences, maintaining visual consistency across digital and physical communications strengthens brand recognition. A unified look not only builds trust and credibility but also signals our attention to detail and commitment to excellence. By adhering to approved templates, we ensure Alt-Tech is represented clearly, professionally, and consistently in every interaction.

LETTERHEAD TEMPLATE

The letterhead template is provided in Word document format. Please access file through your manager. Letterheads should adhere to the following margins to ensure text is displayed clearly across all documents:

Top Margin: 1.3" in. | **Bottom Margin:** 1.0" in.

Left Margin: 0.6" in. | **Right Margin:** 0.6" in.

Body Font: Montserrat - Light

**Elevated Abilities**
Therapeutic Services

To: Name Lastname
Title
Company
email@domain.com

Date: 01/01/2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,

Sincerely
.

Name Lastname
Title
Elevated Abilities - Therapeutic Services
name@domain.ca

Elevate Your Life ●●●

2816 21 St NE Unit 202, Calgary, AB T2E 6Z2
1-833-465-4336
info@elevatedabilities.ca
elevatedabilities.ca

EMAIL SIGNATURE TEMPLATE

Email Signatures should adhere to the following font sizes in to ensure consistent reproduction across all team members.

Name: Montserrat - Bold - 24pt

Title: Nimbus Sans Extd - Regular - 18pt

Contact Phone: Nimbus Sans Extd - Regular - 14pt

Contact Email: Montserrat - Light - 18pt

Website: Montserrat - Bold - 18pt

●●●: Social Icons

**Elevated Abilities**
Therapeutic Services

NAME LASTNAME
JOB TITLE

O: 1-833-465-4336
C: X-XXX-XXX-XXXX

EMAIL@ELEVATEDABILITIES.CA

ELEVATEDABILITIES.CA

●●●



Elevated Abilities Brand Identity

PROMOTIONAL MATERIAL

MERCHANDISE + PRESENTATION

Branded materials help create a safe, inviting space for children, easing anxiety and building positive associations with therapy from the very first visit. Merchandise isn't just an add-on, it's a part of the client experience. Promotional items can also serve as quiet ambassadors for the brand. Whether in a child's home, at community

events, or through partnerships, these tangible touchpoints extend Elevated Abilities' presence, strengthen brand recognition, and foster trust. In a field built on personal connection, even small, thoughtful items can leave a lasting impression that supports both care-centred outcomes, and business growth.

EXAMPLES OF MERCHANDISE + PROMOTIONAL ITEMS





Elevated Abilities Brand Identity

VALUES

OUR PROMISE

To deliver high-quality, personalized services that make a real difference in the lives of clients, continually evolving to meet their changing needs and helping each individual reach their full potential.

Above all, we value family. This means supporting each other, fostering trust, and approaching every interaction with kindness and respect. Our unparalleled team embodies this value, making every client feel welcomed and valued.

OUR VALUES

A Holistic + Innovative Approach:

Combining established methods with new and creative strategies to deliver well-rounded support.

Transparent Accountability:

Maintaining openness, honesty, and responsibility in all actions.

Respect for All:

Honouring the unique experiences and backgrounds of clients, families, and staff.

Evidence-Based Practices:

Integrating ongoing professional development with clinical experience and client feedback to ensure effective interventions.



Elevated Abilities Brand Identity

MESSAGING+TONE

COMMUNICATION

Our communication is empathetic, informative, and supportive, aiming to build trust and convey a commitment to client well-being. Messaging focuses on empowerment, inclusivity, and the effectiveness of evidence-based interventions.

Elevated Abilities presents itself as compassionate, inclusive, and professional. Our approach emphasizes personalized care, adaptability, and a commitment to evidence-based practices, reflecting a personality that is both nurturing and competent.

TONE

What is Tone?

Tone in a brand is the distinct voice and style used in all communications, reflecting the brand's personality and values. It shapes how clients perceive and emotionally connect with the brand, ensuring consistency and relatability across all interactions.

Importance of Tone

Tone is crucial. It shapes how clients perceive and connect with us. A friendly and professional tone ensures that our communication is approachable and trustworthy, making clients feel valued and respected. By maintaining a human and relatable voice, we can foster confidence and clarity. Our caring and supportive tone reflects our commitment to treating clients like family, while transparency and honesty build trust, and dedication to client success, creating a positive and engaging experience.

Friendly and Professional:

Communication should be warm and welcoming while maintaining a high level of professionalism. Strive for a conversational tone that makes clients feel at ease and valued.

Human and Relatable:

Speak in a way that is easily understandable, ensuring clients feel informed and respected.

Caring and Supportive:

Emphasize our commitment to treating clients like family. Show genuine concern for their needs and success, highlighting our dedication to going above and beyond.

Transparent and Honest:

Maintain clear and honest communication. Be straightforward about what we offer and how we can help, fostering trust and confidence in our services.

Passionate and Enthusiastic:

Convey our love and our excitement in helping clients succeed. Let our passion shine through in every piece of communication.



Elevated Abilities
Brand Identity

SUMMARY+CONTACT

THANK YOU.

CERCO
design

2770 3 Ave NE Unit #233
Calgary, AB
T2A 2L5

hello@cerco.design

If you have any questions, please feel free to reach out.
We thank you for trusting us with your branding needs



Elevated Abilities
Therapeutic Services

Elevate Your Life