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The Importance of Consistency

To present a unified brand, consistency is key. Maintaining that consistent brand makes the Canadian Centre for Christian Charities easily recognized by our partners and the communities we serve.

Our brand is made up of some core building blocks – logo and tagline, colour palette, typography, a tone or personality and graphic elements – to capture who we are and the ways in which we provide leadership, resources and support for Canadian Christian charities.

These guidelines ensure that our brand is reflected in what we say, what we write and how we appear at all times.