

CDPP 2.0

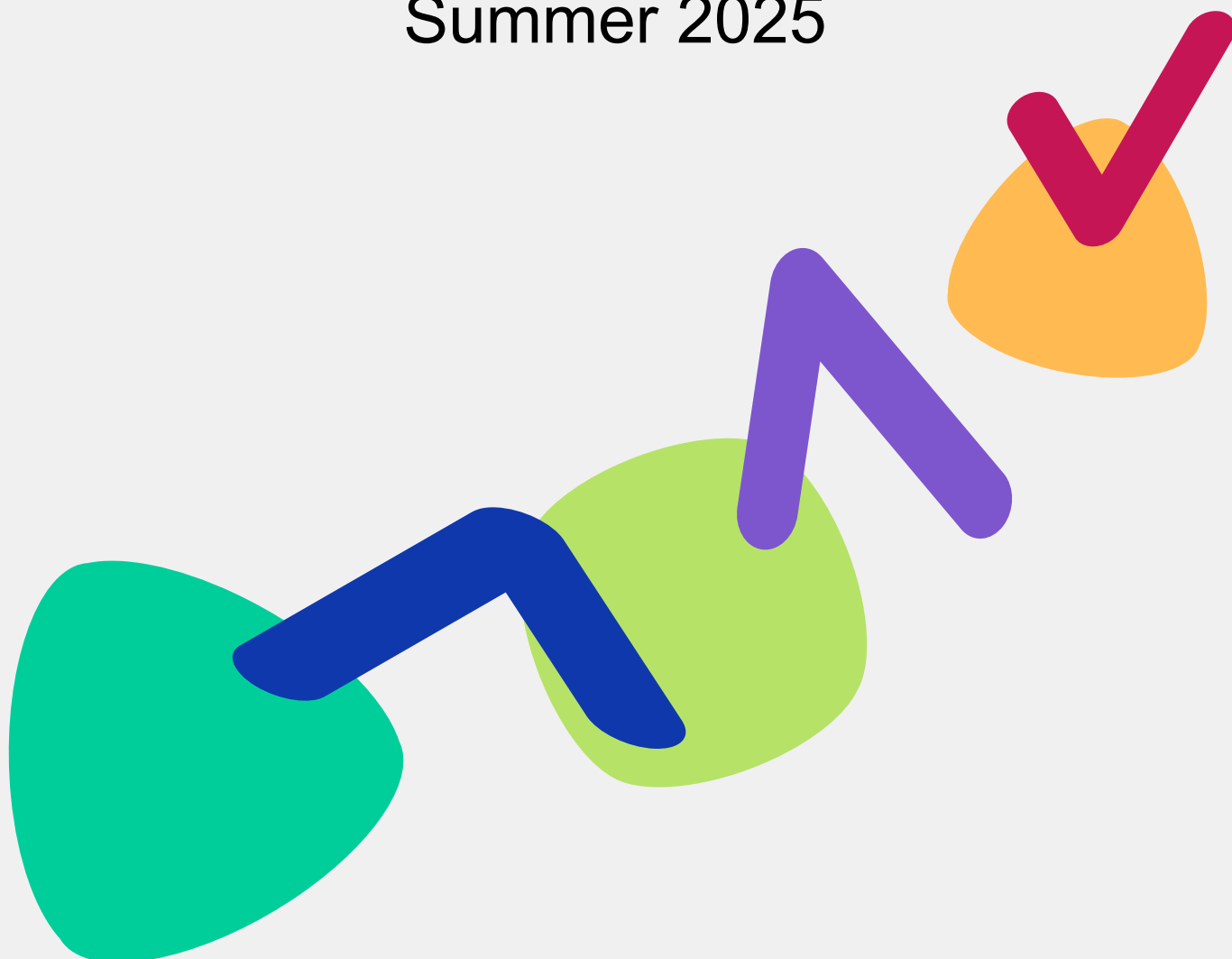
Canadian Disability
Participation Project



Le projet canadien sur
la participation sociale
des personnes en
situation de handicap

Accessible Branding and Visual Identity Guide

Summer 2025



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A Note on Accessibility

The CDPP 2.0 visual identity has been designed in line with international standards and best practices around visual and virtual accessibility. It provides the tools to create resources that meet a range of user needs. Follow the guidelines below and throughout this document to learn how to use these tools to effectively support access and inclusion.

Accessibility Checks

When creating resources, use built-in accessibility checker functions to identify and remove barriers that users might face. Click on the links below to find out more about those functions in different software:

- [A Guide to the Accessibility Checker in Microsoft 365 Apps \(Word, Powerpoint, etc.\)](#)
- [A Quick Intro to Canva's 'Check Design Accessibility' Function](#)
- [A Guide to Creating and Verifying Accessibility in Adobe Acrobat Pro](#)

N.B.: Accessibility checkers can help create accessible resources, but they are not fail-proof. Many aspects of accessibility require human verification. Where possible, public-facing resources should be reviewed by somebody with expertise in accessible design.

Accessible Best Practices

There are some key things to bear in mind to support accessibility:

- Remember that text and documents are not inherently accessible. They have to be set up for software such as [screen readers](#) and for [keyboard navigation](#).
- Avoid using scanned PDFs or images of text (as opposed to text boxes). For charts and visuals that contain text, always provide [long descriptions](#).
- Ensure all images have alternative text (alt-text) or image descriptions. This includes posts on social media. [Read more about alt-text and how to use it.](#)

Text and Fonts

The CDPP visual identity uses the font Arial in both regular and bold. Most content including body text should be in Arial regular. Bold can be used for titles and for emphasis within the text.

Arial Bold

Titles, headings and emphasis

Arial Regular

Body text and label elements (i.e. captions)

Accessible Text Use

In order to ensure visual accessibility, some key rules must be followed when producing written content for material or virtual resources:

- Use a minimum font size of 12pt for documents and 18pt for slideshows, posters, banners, etc. even when text is within graphics (such as graph labels)
- Use in-text emphasis sparingly, and when you do, opt for bold rather than italics
- Use left-aligned text, and avoid using justified text. Use centred text sparingly, for example for certain headings.
- Never use text over images or multi-coloured backgrounds. Avoid text crossing lines or shapes.
- Ensure all text has a high enough colour contrast with its background. (Learn more and find acceptable colour combinations in the [Colour section](#) of this guide)

Colour

The CDPP colour palette is made up of 8 colours: a primary dark colour, a primary light colour, three secondary dark colours and three secondary light colours.

Primary Colours

Black

#000000

Off-White

#f0f0f0

Secondary Colours

Blue

#1038ad

Turquoise

#00ce9a

Purple

#7d56ce

Lime

#b6e268

Pink

#c61555

Yellow

#ffbb51

Using HEX colour codes

To use these colours, copy the HEX code (the 6-digit code preceded by a hashtag) and paste it into the colour selection window of any software in the appropriate space, which is usually indicated by a hashtag.

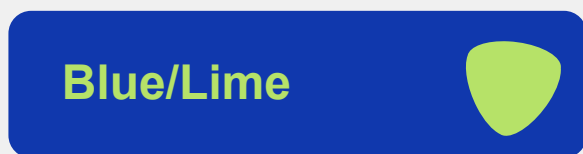
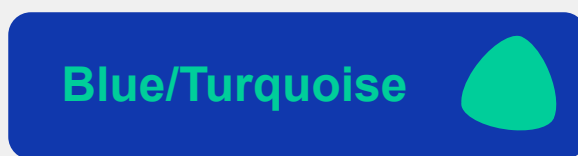
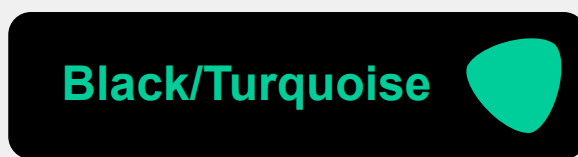
Colour Contrasts

It is important to make sure that any elements in the foreground such as text, shapes, logos, etc., have a high enough colour contrast with their backgrounds.

Below are pairs of colours from the palette with high enough contrast to be used in foreground/background pairs. **Universal colour combinations** can be used freely. **Limited colour combinations** can only be used for large elements, such as titles. Find out more about colour contrasts and usage on the [Web Accessibility Initiative website](#).

Universal Colour Combinations (Minimum 4.5:1 Colour Contrast)

The following combinations can be used together for any usage, both as they feature here, and with the foreground and background inverted. For example Black elements can be used on Off-White backgrounds, and Off-White elements can be used on Black backgrounds.



Limited Colour Combinations (Minimum 3:1 Colour Contrast)

The following combinations can only be used for large text and elements such as titles, shapes or decorations (i.e. visual elements that have no impact upon meaning or understanding). They too can be used both as they feature here, and with the foreground and background inverted.



Accessible Colour Use

In order to ensure visual accessibility, some key rules must be followed when using colours to create material or virtual resources:

- Only use the colours provided within the CDPP palette. If more colours are needed, contact the CDPP team
- Use the colour combinations given in this document, respecting the usage rules provided for each category
- Avoid overly busy, patterned or gradient backgrounds
- Avoid white backgrounds. Instead, use the Off-White colour in the CDPP palette. This is particularly important to remember when creating new documents, or using the layout graphics covered in the [Shapes](#) section.
- Make sure that any shapes, graphics, illustrations and images have alt-text (alternative text) or are marked as 'decorative'. [Find out more about alt-text](#).

Logos

The CDPP logo exists in three formats: English, French, and bilingual. Each logo exists in two multi-colour versions for lighter and darker backgrounds, as well as in single-colour versions in the CDPP colours.

Logo Formats

Bilingual Logo

| | | |
|---|---|---|
| CDPP 2.0 Canadian Disability Participation Project |  | Le projet canadien sur la participation sociale des personnes en situation de handicap |
|---|---|---|

English Logo

| | |
|---|---|
|  | CDPP 2.0 Canadian Disability Participation Project |
|---|---|

French Logo

| | |
|---|---|
|  | CDPP 2.0 Le projet canadien sur la participation sociale des personnes en situation de handicap |
|---|---|

Samples of Alternative Colour Versions

Multi-Colour Logo on Dark Background



Single-Colour Logos



Accessible Logo Use

Follow the guidelines below to ensure that the CDPP logo is used in the most accessible way possible:

- Single-colour versions of the logo should only be used on backgrounds with a high enough colour contrast, and never on images. Check out the [Colour](#) section of this document for more information on accessible contrasts.
- Used correctly, single-colour versions are more accessible than multi-colour versions.
- Unless unavoidable, logos should be large enough for the text within them to respect minimum font sizes. See the section on [Texts and Fonts](#) to find out more.
- The logos are provided in both SVG and PNG formats. Where possible, SVG formats should be used because they preserve image quality at a range of sizes.

Shapes and Images

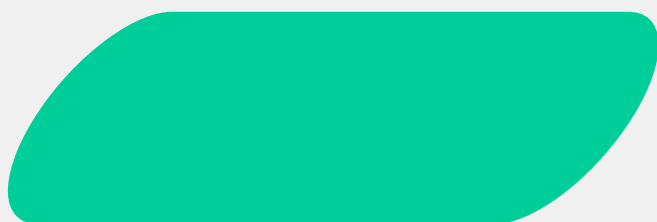
CDPP 2.0's visual identity is based around a series of shapes that reflect the logo. They can be used as building blocks to create layouts, graphic elements and image inserts that reproduce the feel of the visual identity. Like the logo, they are provided in both SVG and PNG formats, and SVG versions should be used where possible to ensure maximum quality.

Key Shapes

All of these shapes can be made larger or smaller, although only the lozenge should be made longer, i.e. the shape retains the curved ends but has more or less length, as shown with the lozenge samples below.

Lozenge

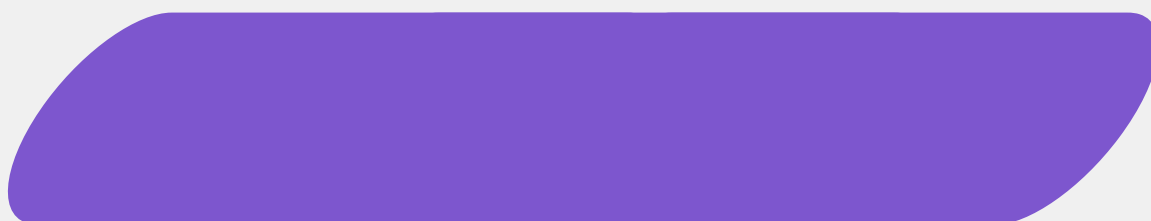
Standard



Shortened



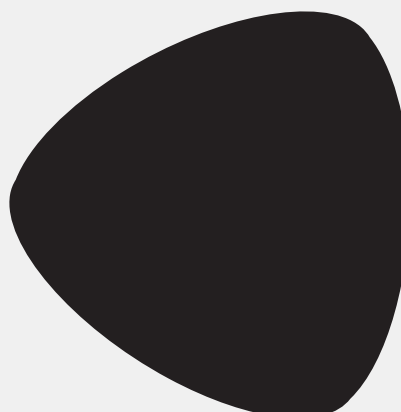
Lengthened



Curved Square



Curved Triangle



Layout Elements

As you can see with the design of this document, these shapes can be used to build layouts for CDPD resources. Most documents should use some variation on the layout provided here, i.e. with the coloured tabs at the top and bottom of the document.

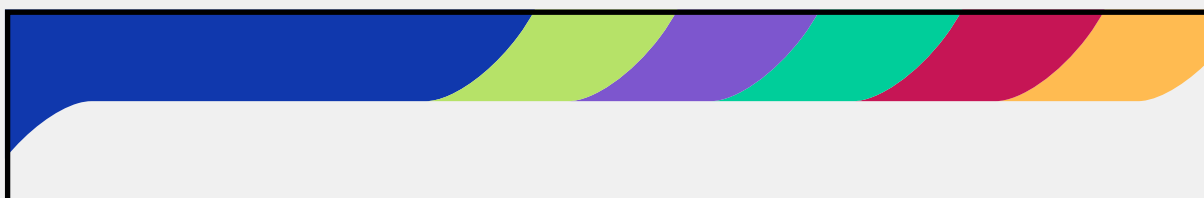
This can be used in three ways: using all of the CDPD colours, as here, using three colours, or using a single-colour. Users should use the same three colours for resources relating to the same study or theme, although the order and background can vary between different documents.

Single-colour versions can also be used within documents to differentiate between sections. In these cases, accessibility and understanding are best promoted by introducing the colours and their themes or meanings somewhere within the document, and not relying solely on colour, i.e. colour should never be used in the place of a header or label.

These graphic elements are provided in an Adobe Illustrator file that can be modified, with versions with and without bleed available. These can be used with the palette to create new colour combinations.

Top of Page

Multi-Colour Version



Three-Colour Version

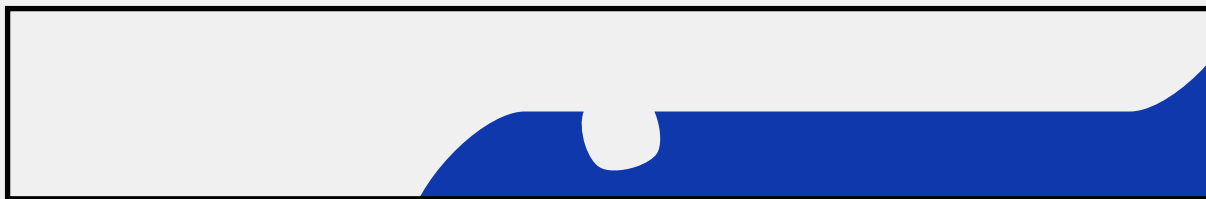


Single-Colour Version



Bottom of Page

Single-Colour Version



Two-Colour Version



N.B.: Should documents be created without page numbers, the space for the number can be filled in, as below:

Alternative Version



Images and Frames

Photographs can be integrated into documents using the shapes as frames. The shapes can also be used to add depth behind photos:



To be as inclusive as possible, make sure that any photographs or imagery represent a wide range of identities and experiences, and that you have permission to use people's images in this way.