



# **Light It Up!** For NDEAM™

## Trademark Usage Guidelines

ODEN Communications

MAY 2021

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# *Light It Up! For NDEAM* Trademark Guidelines Overview



**Light It Up! For NDEAM™** and **Light It Up! For DEAM™** are trademarks (registration pending) of The Ontario Disability Employment Network (ODEN).

*Light It Up! For DEAM* can be used in some provinces by disability-sector organizations that traditionally refer to October as Disability Employment Awareness Month instead of National Disability Employment Awareness Month. (In Ontario, ODEN and its members use the term, National Disability Employment Awareness Month and *Light It Up! For NDEAM*.)

**However, ODEN generally discourages use of the alternate *Light It Up! For DEAM*, for promotion of this event.** This is because it **can cause brand, trademark and event confusion** when *Light It Up! For NDEAM* is a national event, and is promoted by ODEN – the trademark owner and instigator of *Light It Up! For NDEAM* – as such.

These guidelines have been created to help other organizations participate in *Light It Up! For NDEAM* with ODEN **while ensuring ODEN establishes and protects the identity** of *Light It Up! For NDEAM*, which it started and owns.

Participating organizations and businesses have permission to use the *Light It Up! For NDEAM* trademarks, and **the non-trademarked design variations shown** in, and in accordance with, these *Trademark Usage Guidelines* (for more, see *Trademark Permissions*, page 16).

# Trademarked Design



## Purple and blue

This purple and blue horizontal design is trademarked (registration pending). The colours and fonts used for the wordmark constitute the design trademark. This is the **preferred wordmark that should be used in all designed promotional materials** for *Light It Up! For NDEAM*. It is **always** used **only** against a white background.

## Light It Up! For NDEAM™

✓ National event brand

✓ Preferred wordmark design to use in all promotional materials, by all organizations and businesses participating co-operatively in *Light It Up! For NDEAM* with ODEN

✗ No purple and blue trademark design variations allowed — will not be approved by ODEN

## Light It Up! For DEAM™

✓ ✗ Acceptable where October is referred to as DEAM, but **not recommended** by ODEN — **causes brand confusion**

# Trademarked Design




## Purple and blue

- **No alterations or variations of the trademarked purple and blue designs are permitted, and will not be approved by ODEN.** Adobe Illustrator (.AI or .EPS) and .PNG files of this trademarked wordmark design (and non-trademarked variations indicated in these guidelines) can be requested from ODEN.
- **Third-party-created promotional materials using the trademarked wordmark design are subject to review and approval.**

**Light It Up!** For NDEAM™

**Light It Up!**  
For NDEAM

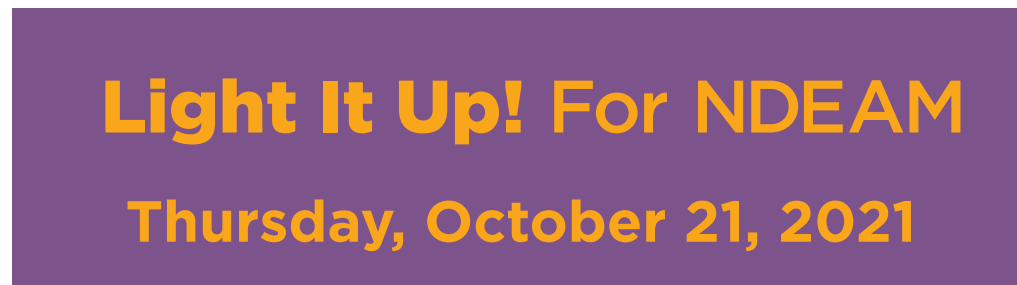
 No variations of trademarked purple and blue design allowed

# Non-Trademarked Design Variations

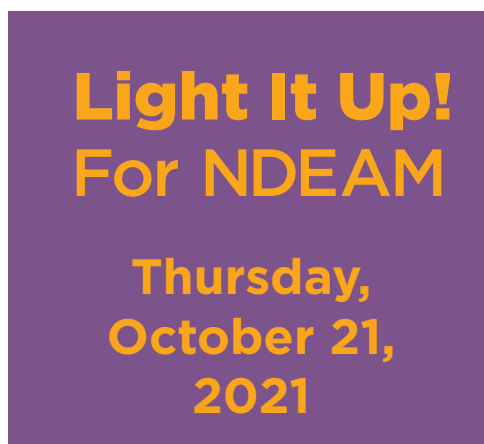




These non-trademarked variations should be used (for accessibility) when the *Light It Up! For NDEAM* wordmark design is used against a coloured background. **If you use colour combinations other than the ones shown here, they need to be accessible.**

## Bright orange on purple



 Preferred colour combination



  Square version acceptable **if the design must fit a narrow space**, but not preferred

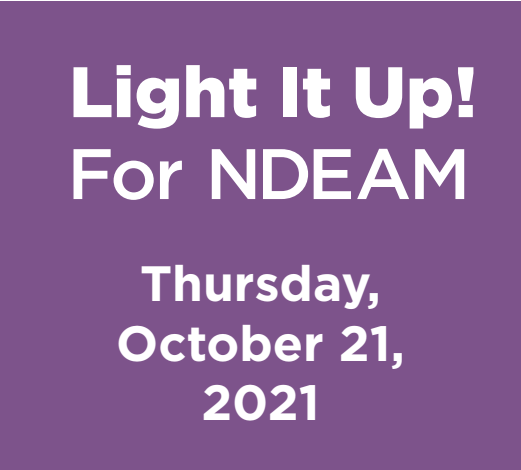
# Non-Trademarked Design Variations



White on purple



✓ ✗ Acceptable **but not** preferred;  
colour combination is accessible



✓ ✗ Square version acceptable **if the design must fit a narrow space**, but not preferred

# Non-Trademarked Design Variations



- Any **non-trademarked design variations** used or created by organizations in the same sector as ODEN (or their design agencies) — **other than the two design variations indicated** in these *Trademark Usage Guidelines* — **require review and are subject to approval (usually written) by ODEN.**
- This is because the use of non-approved design variations can cause trademark confusion, which is detrimental to the brand identity of the *Light It Up! for NDEAM* annual event.

## Unallowed colour combinations

- **No other colours** are allowed for the *Light It Up! For NDEAM* or *Light It Up! for DEAM* wordmark design against a white background.

**Light It Up! For NDEAM**

**Light It Up! For NDEAM™**



**Not allowed against a white background** — no colour variations of the purple and blue trademarked design against a white background are allowed. **This clearly causes trademark confusion.**

# Visual Wordmark Design Clearance



## x-height clearance

Whether you are using the trademarked purple and blue design wordmark or an approved, non-trademarked design variation, there **must always be at least x-height clearance** of other design, coloured background or text elements, around the *Light It Up! For NDEAM* wordmark. This is so the *Light It Up! For NDEAM* wordmark doesn't get "lost" in your designed promotional materials. **It must be visually prominent.** Notice how much white space there is between this sentence and the wordmark.

- The x-height clearance depends on the sizing of the wordmark design.





# Wordmark Visual Design Clearance



## x-height clearance



**Light It Up! For NDEAM™**



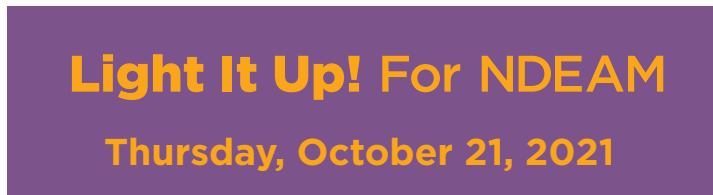
The wordmark design is visually separated from the coloured text box.



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The coloured text box is too close to the wordmark design.



There is enough purple background behind the wordmark.



The edges of the purple background shape are too close to the *Light It Up! For NDEAM* wordmark design.

# Wordmark Design Size



## All versions

The wordmark design **must be easily seen and visually prominent**. This applies to both the trademarked purple and blue design, and non-trademarked variations.

### Light It Up! For NDEAM™



The **minimum allowable** size of the *Light It Up! For NDEAM* (and the alternate *Light It Up! For DEAM*) wordmark design is 3" wide (2-1/2 columns wide on a four-column, 8-1/2"x11" page), or 288 pixels.

Light It Up! For NDEAM



The wordmark design is too small.

# Wordmark Design Size



## Decks

**Light It Up! For NDEAM**

Thursday, October 21, 2021



The *Light It Up! For NDEAM* designed wordmark must always be visually prominent. “Decks” of type under the wordmark **must be set smaller** than the *Light It Up! For NDEAM* (or the alternate *Light It Up! For DEAM*) design.

Thursday, October 21, 2021

**Light It Up! For NDEAM**



Also, **the wordmark** — whether you use the trademarked purple and blue design, or an approved, non-trademarked design — **must always come first.**

**Light It Up! For NDEAM™**

Thursday, October 21, 2021



The wordmark design and the deck of type are the same size.

**Light It Up! For NDEAM**  
**Thursday, October 21, 2021**



The wordmark design is smaller than the deck of type.

# Wordmark Design Colours and Fonts



## Wordmark colours



### Purple

Pantone 2082 C  
C: 59% M: 78% Y: 18% K: 2%  
R: 125 G: 82 B: 138  
Hex: #7d528a



### Dark Blue

Pantone 7545 C  
C: 83% M: 61% Y: 47% K: 30%  
R: 50 G: 77 B: 92  
Hex: #324d5c



### Bright Orange

C:0 M:40 Y:100 K:0  
R:250 G:166 B:26  
Hex: faa61a

✓ Purple and Dark Blue are the trademark design colours.

✓ Bright Orange against Purple background is the preferred colour combination for using a non-trademarked wordmark design variation.

## Wordmark fonts

**Light It Up!** For NDEAM™

**Gotham Black**   **Gotham Medium**

# Wordmark Design With Multiple Logos



## Two or more

When other organizations are collaborating on or participating in *Light It Up! For NDEAM* with ODEN and wish to have their logos appear on any promotional material along with ODEN's logo:

- The ODEN logo **must always appear first, on the left**. ODEN is the trademark owner, and instigator of *Light It Up! For NDEAM*. The ODEN logo is **always** separated from secondary logos by a 1-point, Bright Orange rule.
- If logos are used together in combination with the *Light It Up! For NDEAM* wordmark design, the wordmark design **always** must be aligned left with the ODEN logo, as shown here. The trademarked purple and blue design *Light It Up! For NDEAM* wordmark **must** be used. No non-trademarked variations can be used.



# Wordmark Design With Multiple Logos



## Secondary logos

Secondary logos **cannot be larger than** the ODEN logo.



## Light It Up! For NDEAM™



The secondary logo, of another organization, is the same size or smaller than the ODEN logo.



## Light It Up! For NDEAM™



Larger than the ODEN logo — not allowed.

# Written Trademark Usage



## Online/print trademark usage

### Headlines:

***Light It Up! For NDEAM* happens October 21 across Canada**

### Body copy:

Light It Up! For NDEAM™ is happening across Canada on October 21. More than 70 buildings in 30 cities across Canada will be specially lit purple and blue for *Light It Up! For NDEAM*.

# Trademark Permissions



## Blanket permission

- ODEN members, other same-sector (disability/employment services) organizations (non-members) and any businesses/governments participating in *Light It Up! For NDEAM* with ODEN **have blanket permission to use the written trademark**, following *Written Trademark Usage* in these guidelines.
- They also have blanket permission to use the **trademarked design** (page 4) in accordance with these guidelines.

## Approvals

- Use/creation of **non-trademarked designs other than as indicated** in these *Trademark Usage Guidelines* (pages 5–7) **must** be reviewed by ODEN and is **subject to approval**. This is to ensure there is **no**, or **minimal**, *Light It Up! For NDEAM* trademark confusion.