

Cocaine Anonymous Brand Guide.

v2022.1



Our Brand Guide

Purpose

Over the years, expectations of brand and experience have changed

Collectively.

Massively.

A strong and professional brand identity will build our credibility and trust - inspiring confidence in the message, whether to the still suffering addict, the fellowship, professionals, or the public at large.

These guidelines inform the use and display of the C.A. brands including our trademarks and logos.

The term “C.A. Brand” in these guidelines includes reference to C.A. trade marks, C.A. logos and C.A. brand elements.



Our Colour

Deep Green.

Our Hope, Faith and Courage books are printed in PMS 3292C.
For digital and other purposes:



RGB: 0 89 79

HEX/HTML: #00594F

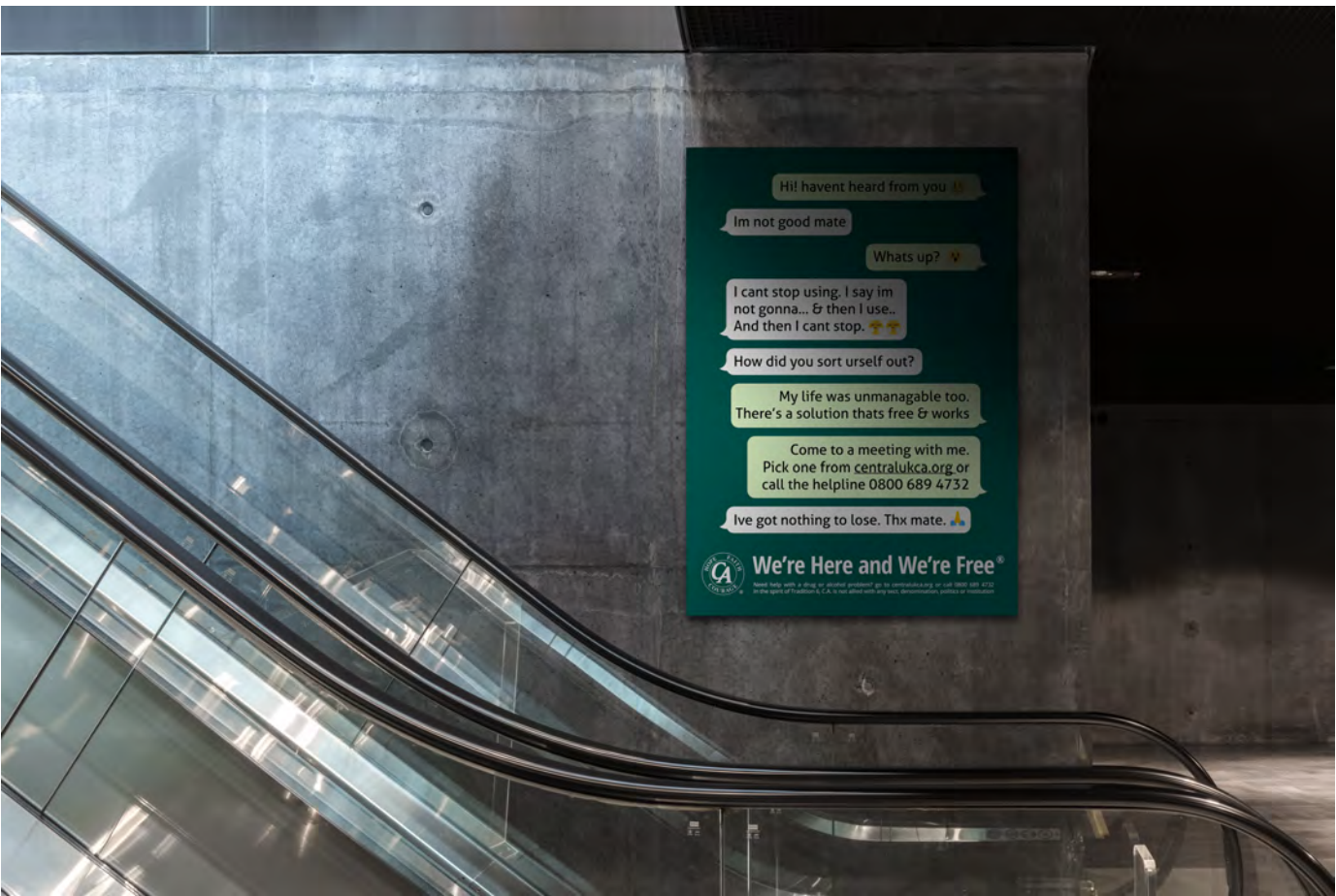
CMYK: 100 0 56 56



Our Colour

Out & about.

Our colour can help the viewer differentiate C.A. in a sea of information, and increases the likelihood of our message being heard.



Our Colour

A flexible friend.

We have other supporting colours, such as for our “Colour the World Week”.

Our Deep Green is very flexible, and can make any materials look smart.



Our logo
Refreshed.



Evolution not revolution

How the C.A. logo has changed.

*Outer circle scaled outwards
to keep consistent rhythm with circles.*

*Originally Hope and Faith were on
a different circle to Courage.
This is now fixed.*

*'CA' centred and scaled down
to give margin on smaller sizes.*

*Courage is balanced,
and centred within the 'tramlines'.*



*Exact nature of new design
ensures that it works digitally
when scaled.*

*Circles thickened as the older logo
easily gets 'filled in' during printing as
the ink bleeds on an absorbent sub-
strate. And they didn't embroider well!*

*The external ® has been scaled
to allow small size logos
without corruption*



Logo Usage

A good impression.

We offer recovery from all substances in a safe and loving environment.

This guide has been made to take the worry out of using our logo and assets, whilst ensuring any materials you make are clear and increase the positive impression of our fellowship.



Here we can see a good use of the light logo on a dark background.



Do not scale, distort, rotate or warp the logo in any way.



Do not add effects that overlap or alter the logo.



The block letters "CA" should not be used alone. The shortened form of Cocaine Anonymous is C.A.



Do not change the typeface nor recreate or manipulate the logo



No other text or design element may touch, overlap or show through behind the logo other than a solid colour.



We're Here and We're Free™
Our truth.

"We're Here and We're Free" is a registered trademark of Cocaine Anonymous World Services, Inc. and should be presented in all print materials in one of the following manners:

We're Here and We're Free™
We're Here and We're Free®

*Fonts used in demonstration opposite are free and open source: (Open Sans & Open Sans Condensed).
This enables the documents to be freely distributed and edited.*



Suggested Open Source Fonts

Lets move towards free.

This guide, and a lot of the materials shown within it, has been made using the font **Open Sans** and **Open Sans Condensed**.

Open source, robust, flexible fonts, they are extremely legible and offer an **excellent** reading experience.
They have been created by the same designer as many of the fonts we may use every day on our devices.

The difference is that this is **free**.
Free to use, free to edit, free to share.



Category	Sans-serif
Classification	Humanist
Designer(s)	Steve Matteson
Foundry	Ascender Corporation
License	Apache License 2.0
Website	fonts.google.com/specimen/Open+Sans

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organisation or institution.



Links

Useful resources.

Download the fonts and logos:
www.ca.org/brand

For any guidance or questions:
pi@ca.org

