Brand Guidelines

Welcome to the Enactus Canada brand guidelines. This document provides a standard outline for the visual identity of the brand.

Purpose

To ignite the potential of Canada's future leaders to drive positive social, environmental, and economic impact by empowering their entrepreneurial mindset.

Vision

To offer an unparalleled experience among Canadian post-secondary programs, where passionate students collaborate to create a better world by bringing their innovative ideas to life.

Mission

Enactus is a network of leaders committed to using business as a catalyst for positive social and environmental impact. We educate, inspire, and support young people to use innovation and entrepreneurship to solve the world's biggest problems.

Core Values

Innovation	We imagine new paths forward.
Collaboration	We create an ecosystem where diverse perspectives unite to build effective solutions together.
Entrepreneurship	We are change-makers.
Passion	We change the world for the better.
Integrity	We do what is right.

enactus ™

Primary logo - Wordmark

Primary logo - Logo mark

Main Logo

This is our preferred logo treatment and should be used whenever possible. It represents the full-colour version of the Enactus logo. The wordmark and origami can be used on their own.
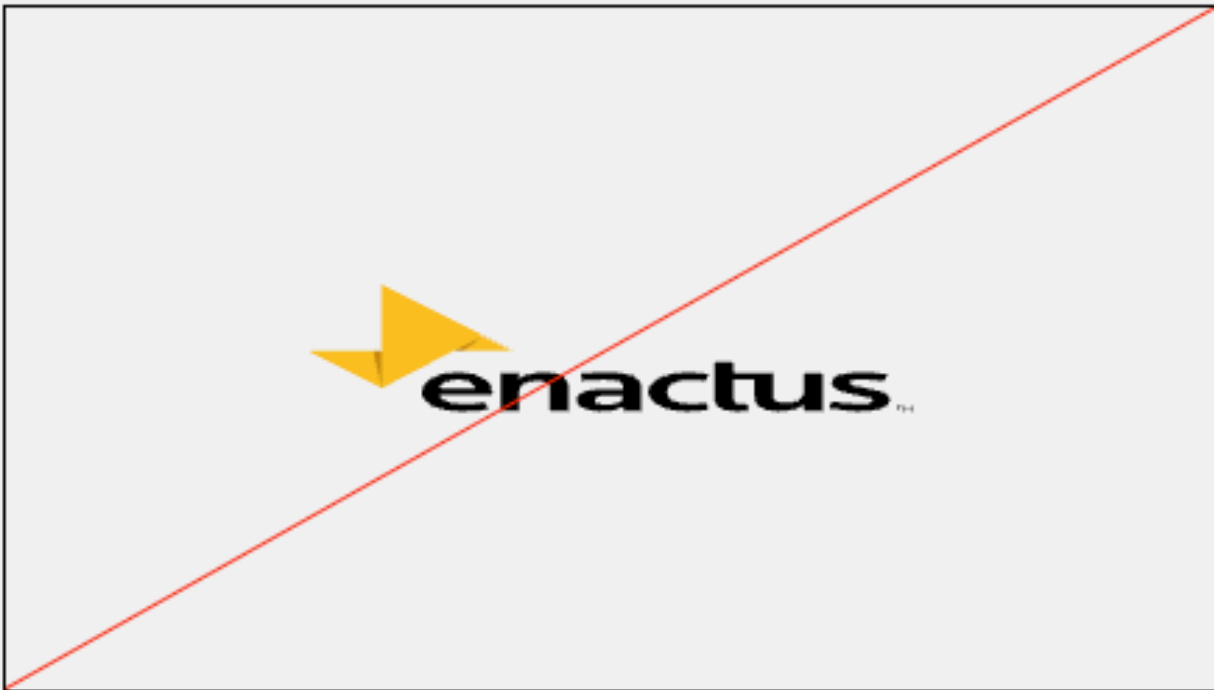
When combining the logo with brand colours, always ensure there is ample contrast in color pairings.
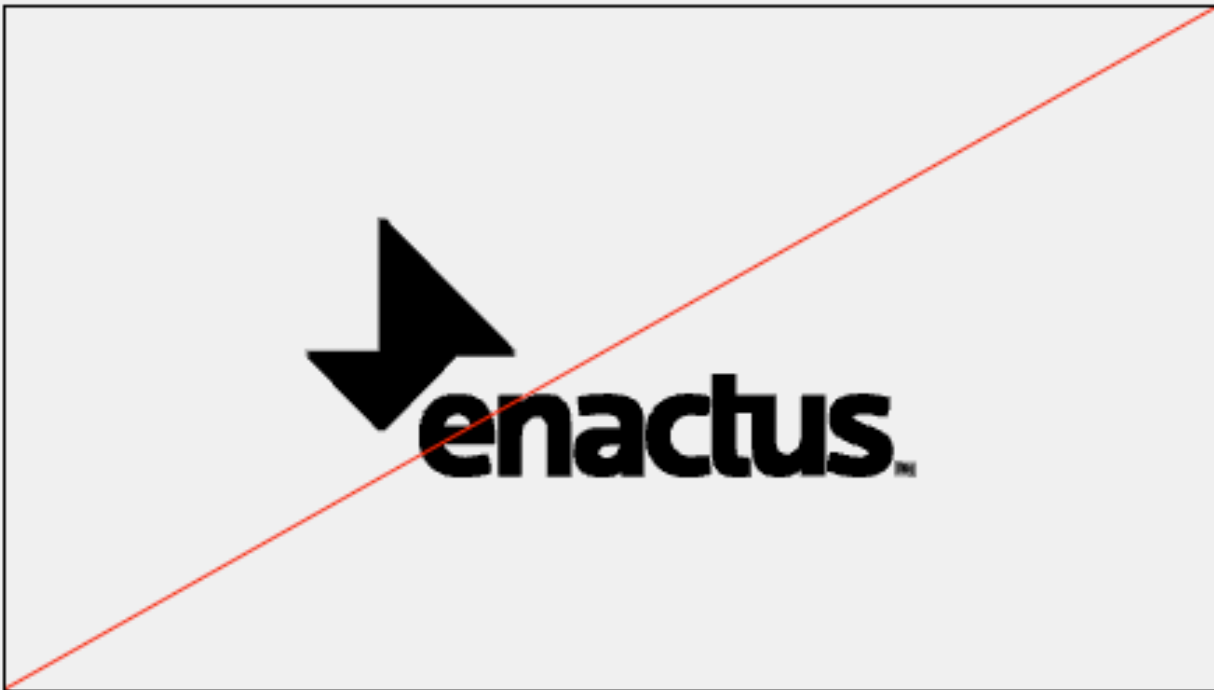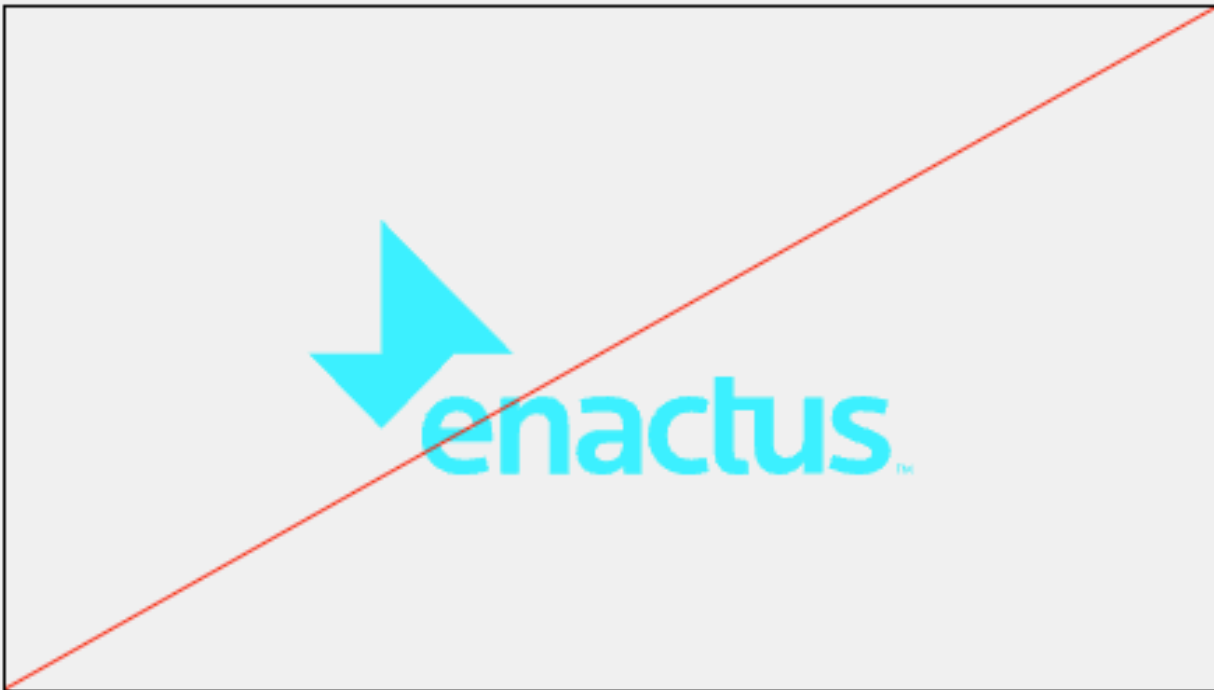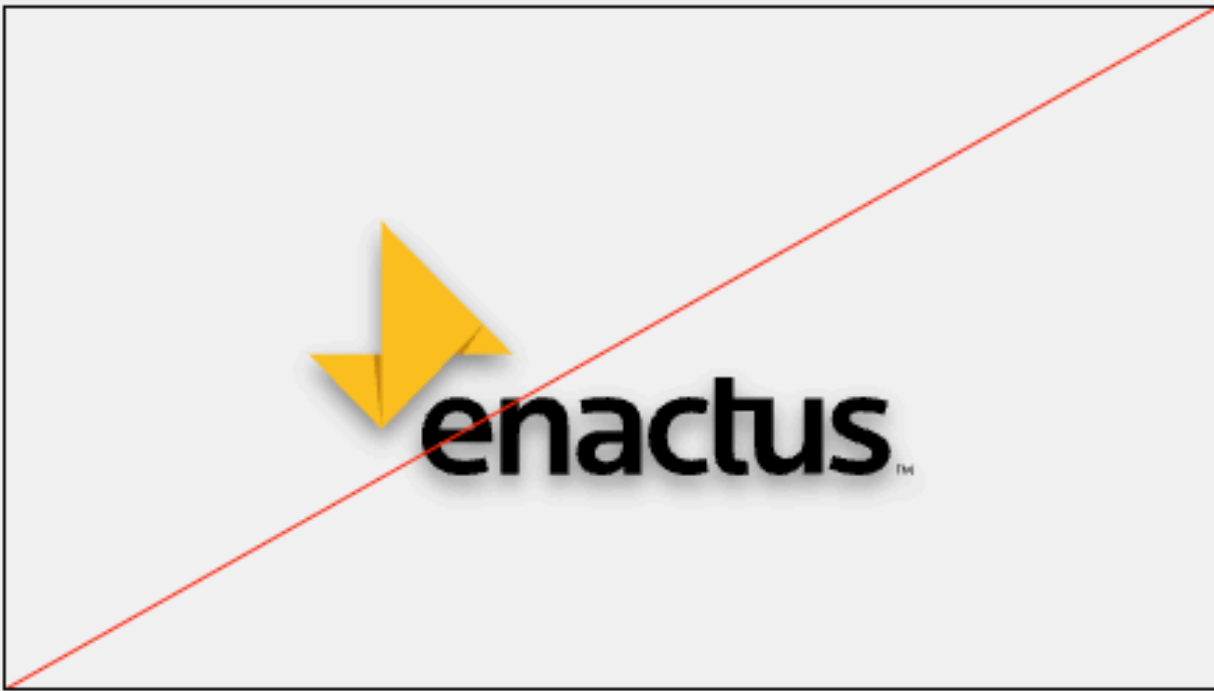
Monochrome

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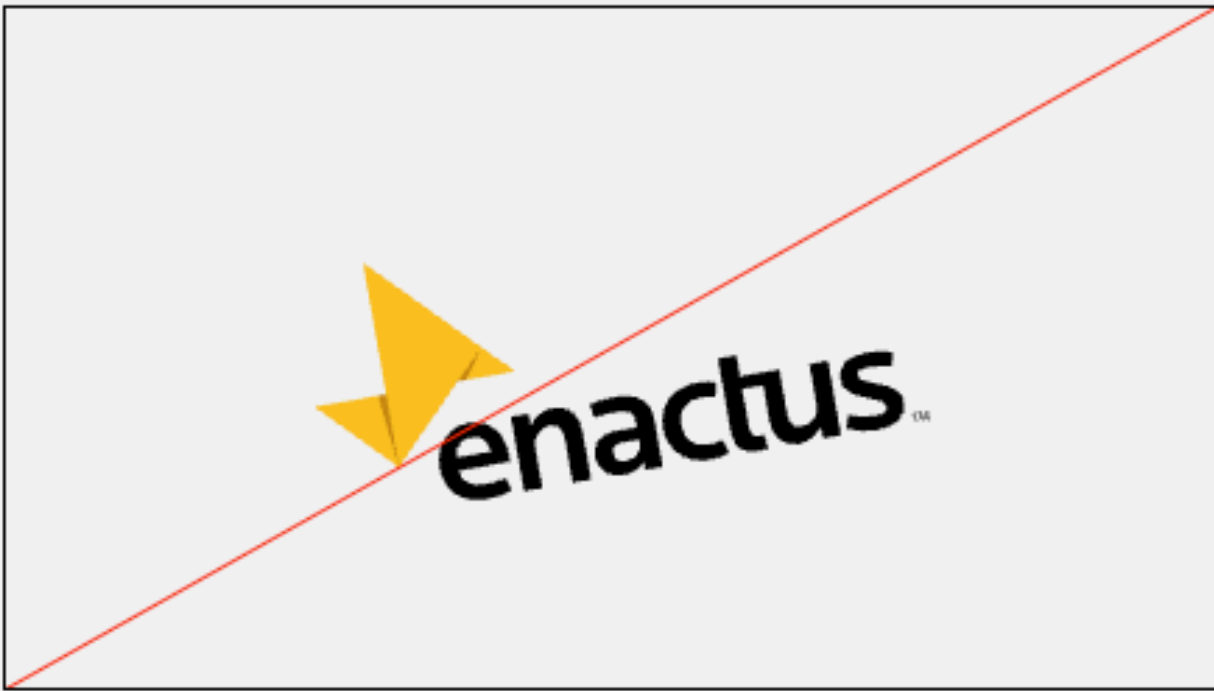Download logos here

Don't stretch

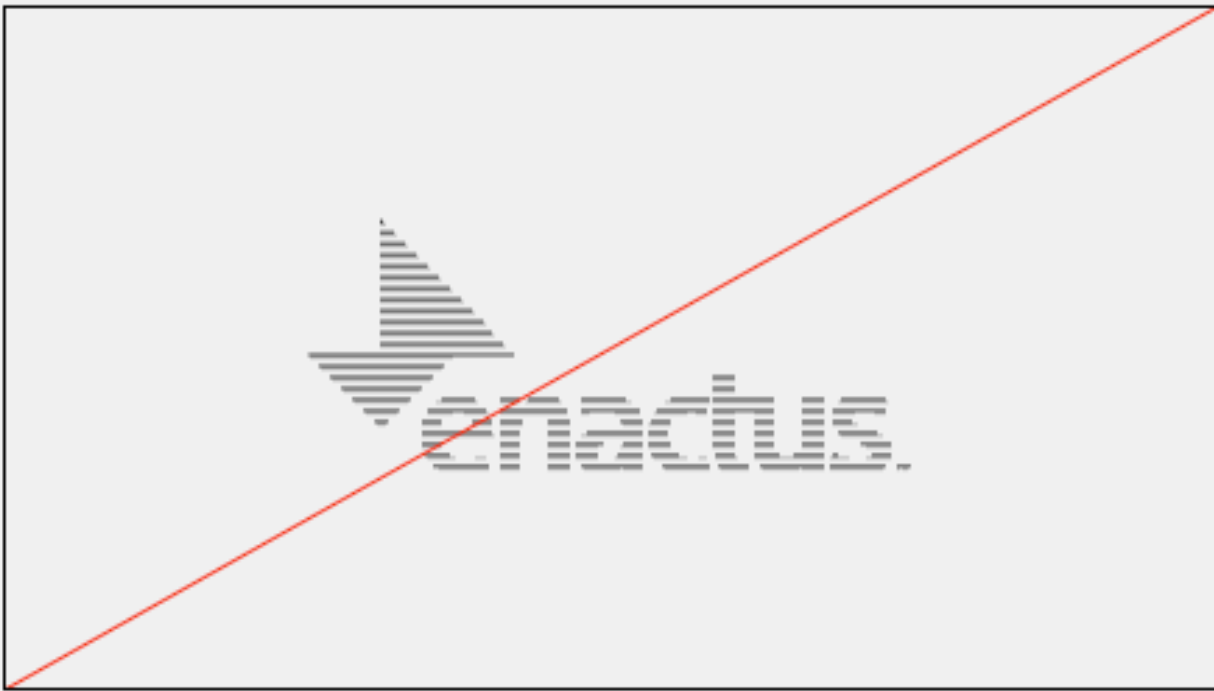Don't outline

Don't unapproved colors
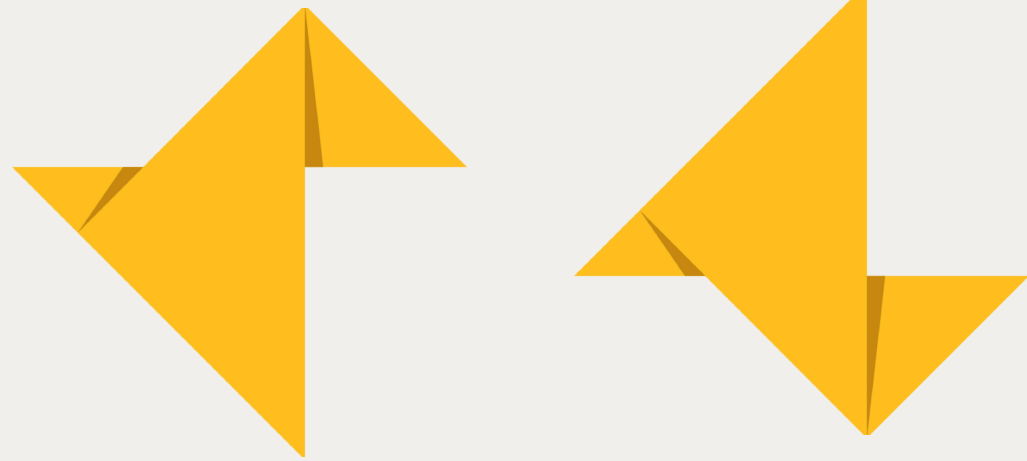
Don't apply shadows or effects

Don't rotate

Don't apply patterns

Incorrect Logo Usage
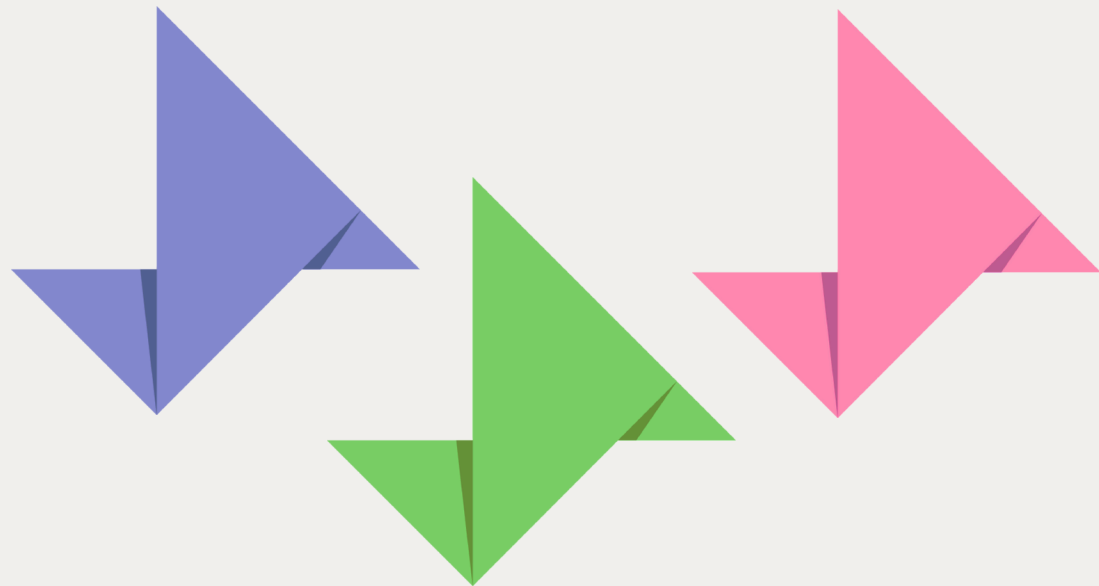
Incorrect Origami Usage

Do not rotate or flip the origami.

Do not crop, stretch, or enlarge the origami.

Do not move the origami away from the logo text.

Do not change the colour of the origami.
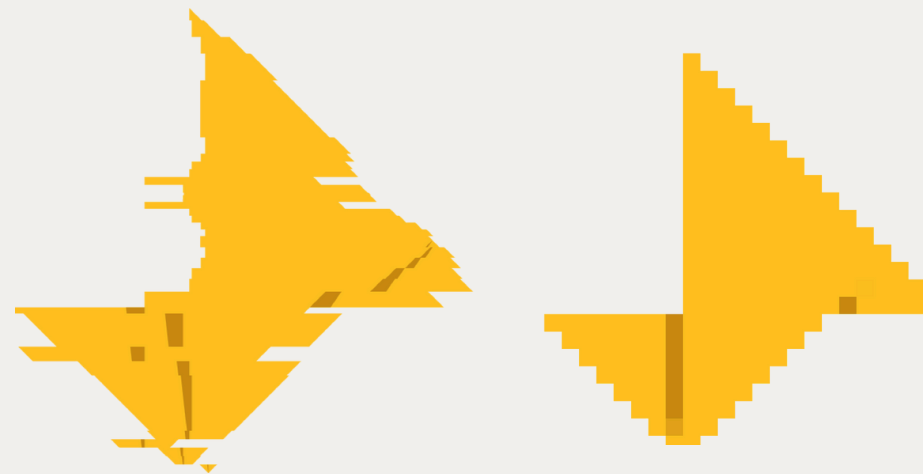
Do not slice or pixelate the origami.

Do not resize the origami.

Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no limit at a large scale, but be careful at smaller sizes. If legibility is an issue, it's too small.

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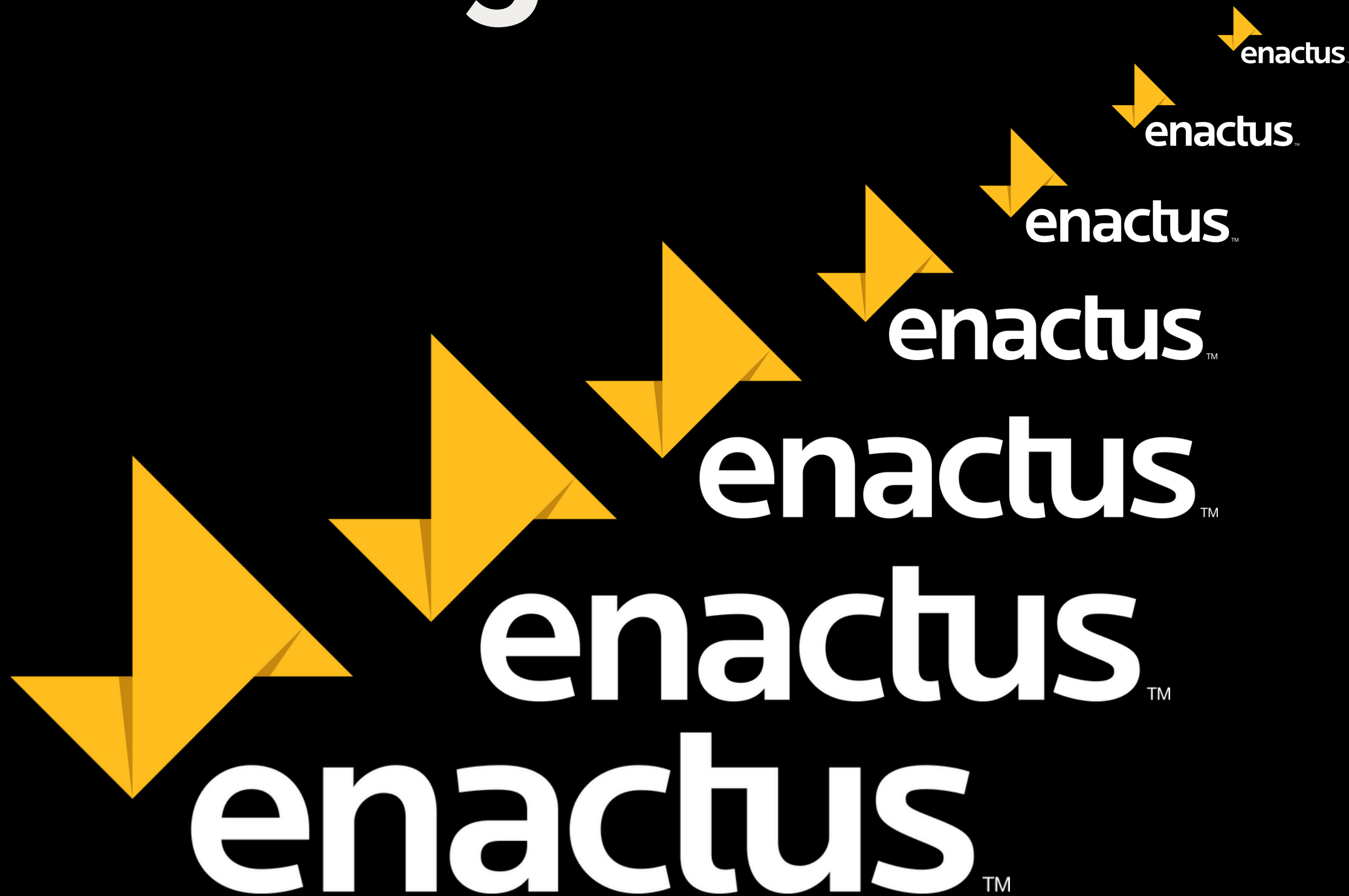
enactus™

enactus™
3/4"

To preserve the integrity and impact of the Enactus logo, please do not reproduce smaller than 3/4" (1.905 cm).

Clear Space
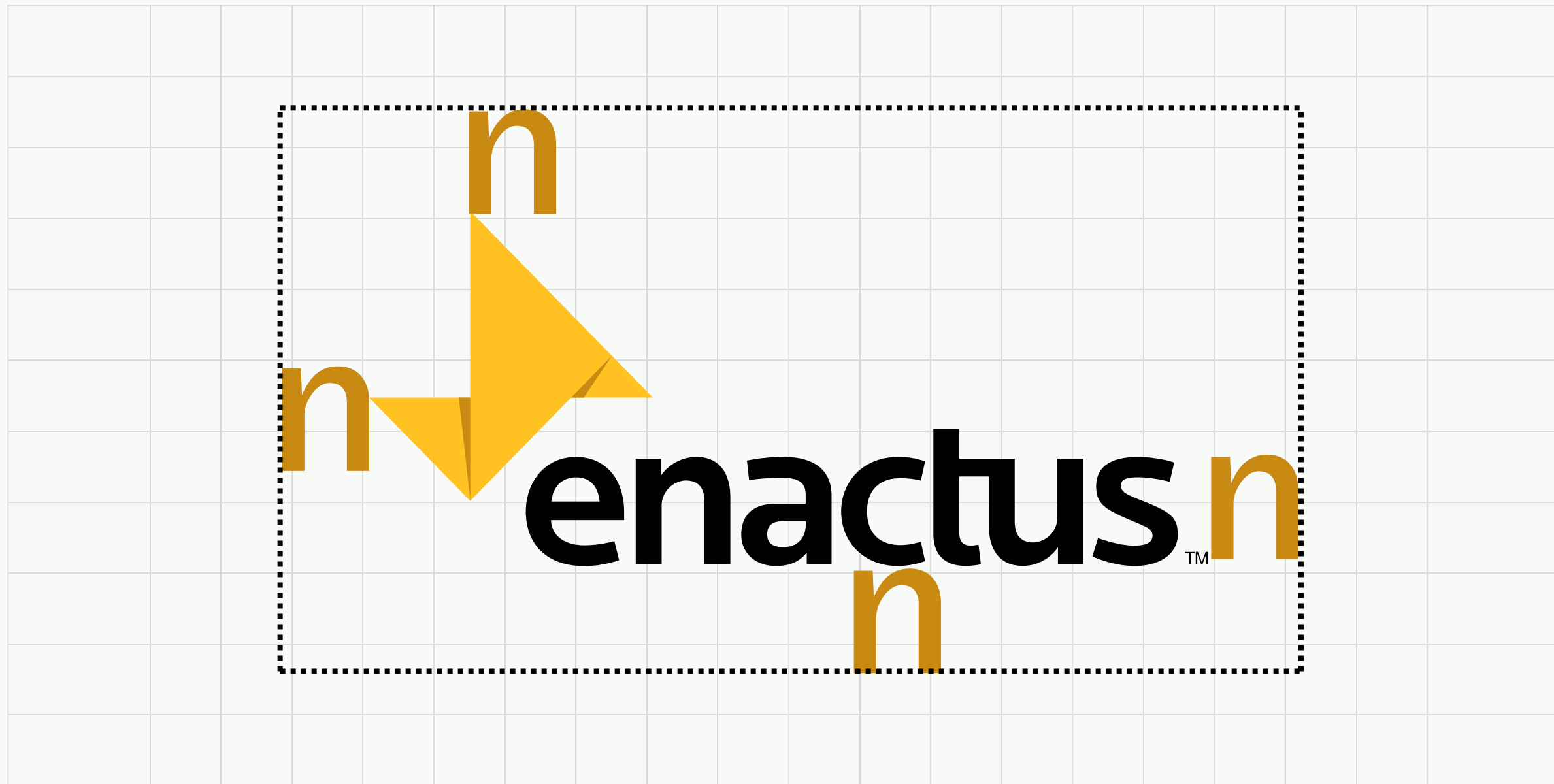
Always maintain negative space around the Enactus Logo. Measure negative space by the size of the "n" from the Enactus logo. Never allow typography or other graphic elements to invade the logo.

Enactus logo with your team colour in background

Enactus Team Logo Lockup

Use this option when you're going to competition or promoting a specific initiative that your team is taking on, or on your team's social media pages.

We provide a custom team logo lockup upon onboarding, created to our brand specifications for consistency and professionalism.

Team logo

The Enactus name and logo are trademarked; as a member of the organization, you are authorized to use the logo in a manner consistent with our guidelines. If you have specific requests for logo use and you are not sure, please contact social@enactus.ca

Brand colours

Our brand colours are a fundamental element of our visual identity, ensuring consistency and recognition across all our communications. Adhering to this palette helps us maintain a cohesive and professional presence.

Enactus Gold

HEX: FFC222

C:0 M:25 Y:95 K:0
R: 255 G: 194 B: 34
Pantone: 7408C

Shadow Gold

HEX: C88A12

C:0 M:25 Y:95 K:0
R: 255 G: 194 B: 34
Pantone: 7408C

Almost Black

HEX: 070D0D

C: 46 M: 0 Y: 0 K: 95
R: 7 G: 13 B: 13
Pantone: 7543C

Off-White

HEX: F0EFEC

C:0 M:0 Y:2 K:6
R: 240 G: 239 B: 236
Pantone: 9100C

Colour Accessibility

To ensure our materials are accessible and legible for everyone, we prioritize colour contrast to make our brand communications inclusive and effective across all platforms.

Web accessibility guidelines (WCAG) provide standards for colour contrast to make sure text and visual elements are easily distinguishable from their backgrounds.

AA Large - Pass	AA Large - Fail	AA Large - Fail	AA Large - Pass
AAA Large - Pass	AAA Large - Fail	AAA Large - Fail	AAA Large - Pass
AA Normal - Pass	AA Normal - Fail	AA Normal - Fail	AA Normal - Pass
AAA Normal - Pass	AAA Normal - Fail	AAA Normal - Fail	AAA Normal - Fail

- **Level AA Compliance**: For normal-sized text, we aim for a contrast ratio of at least 4.5:1. This is our standard for most body copy and interface elements.

- **Large Text:** For large-scale text (18pt and larger, or 14pt bold and larger) and images containing large text, a contrast ratio of at least 3:1 is acceptable.

Check Colour Accessibility Here ❯

Colour contrast checker ❯

Roboto Heavy

Roboto Bold

Roboto Medium

Roboto Regular

Roboto Light

Roboto Thin

A a B b C c D d E e F f G
g H h I i J j K k L l M m N
n O o P p Q q R r S s T t U
u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0

Typography

Roboto is our primary typeface and should be used for all headlines, subheadings, and body text in our core brand materials. This font is a clean, versatile sans-serif that is highly legible in both print and on digital screens.

Heirarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. **Type sizes are for example only.**

Header 1 (H1): Roboto Bold for titles page headlines 50pt

Header 2 (H2): Roboto Medium for major section titles 40pt

Header 3 (H3): Roboto Medium for subheadings 32pt

Body Text: Roboto Medium/Light for all long-form content 25pt
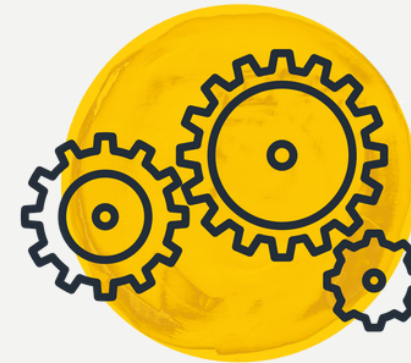
Captions/Labels: Roboto Light/Thin for smaller, descriptive text 20pt

Icons

Our icon style is characterized by a clean, single-weight outline with a slightly hand-drawn feel. Icons are typically placed on a solid coloured circular background, often in Enactus Gold, creating a distinctive and approachable visual element.

Download them here

This PowerPoint template is designed specifically for team recruitment and information sessions. It includes a series of slides to help you structure your presentation and providing a call to action for prospective or faculty advisors.

⟱ Download here

This is a versatile, all-purpose PowerPoint template for any presentations your team needs to give, such as project updates, pitches, or internal meetings. It includes a range of slide layouts with our brand color palette.

⟱ Download here

Templates

To help you create on-brand materials easily and efficiently, we have developed a series of templates for common uses. These templates are pre-formatted with our official colors, fonts, and logos, allowing you to focus on your content while ensuring visual consistency.

Photography

Photography is a powerful way to tell the Enactus story. It captures the energy, passion, and impact of our students and projects. Our photography style is intentional and consistent, ensuring that all images align with our brand identity.

Events

Document the energy of regional and national competitions, training sessions, and community events.

Community Impact

Show the beneficiaries of your projects —the people, businesses, and communities that Enactus serves

Portraits

Take clean, professional headshots of team members, leaders, and key stakeholders.

Students in Action

Capture students working on their projects, collaborating in meetings, or presenting their ideas.

Event Photo Library ›

Brand and logo requests

By using this brand guide, you are helping to build a consistent and powerful visual identity that communicates our mission to the world. A unified brand strengthens our collective voice, attracts new partners, and inspires more students to take action.

This guide is a living document. We are a community of innovators, and our brand grows with us.
For additional resources to help with your brand, social media, and communications efforts, please visit the **Team Resources**.

If you have specific logo or design request please contact **social@enactus.ca**.