

A decorative wavy line in the background, composed of several colored segments: green, blue, dark green, gold, orange, pink, red-orange, purple, yellow, light blue, and red.

# Enactus Brand Foundations

Storytelling & Branding Studio

Presented by  
Enactus Canada  
Marketing Team  
Sept 18, 2025

# Introductions



[Julianne Weed](#)

Senior Manager, Marketing  
& Communications



[Tyler Maddigan](#)

Manager, Marketing &  
Communications

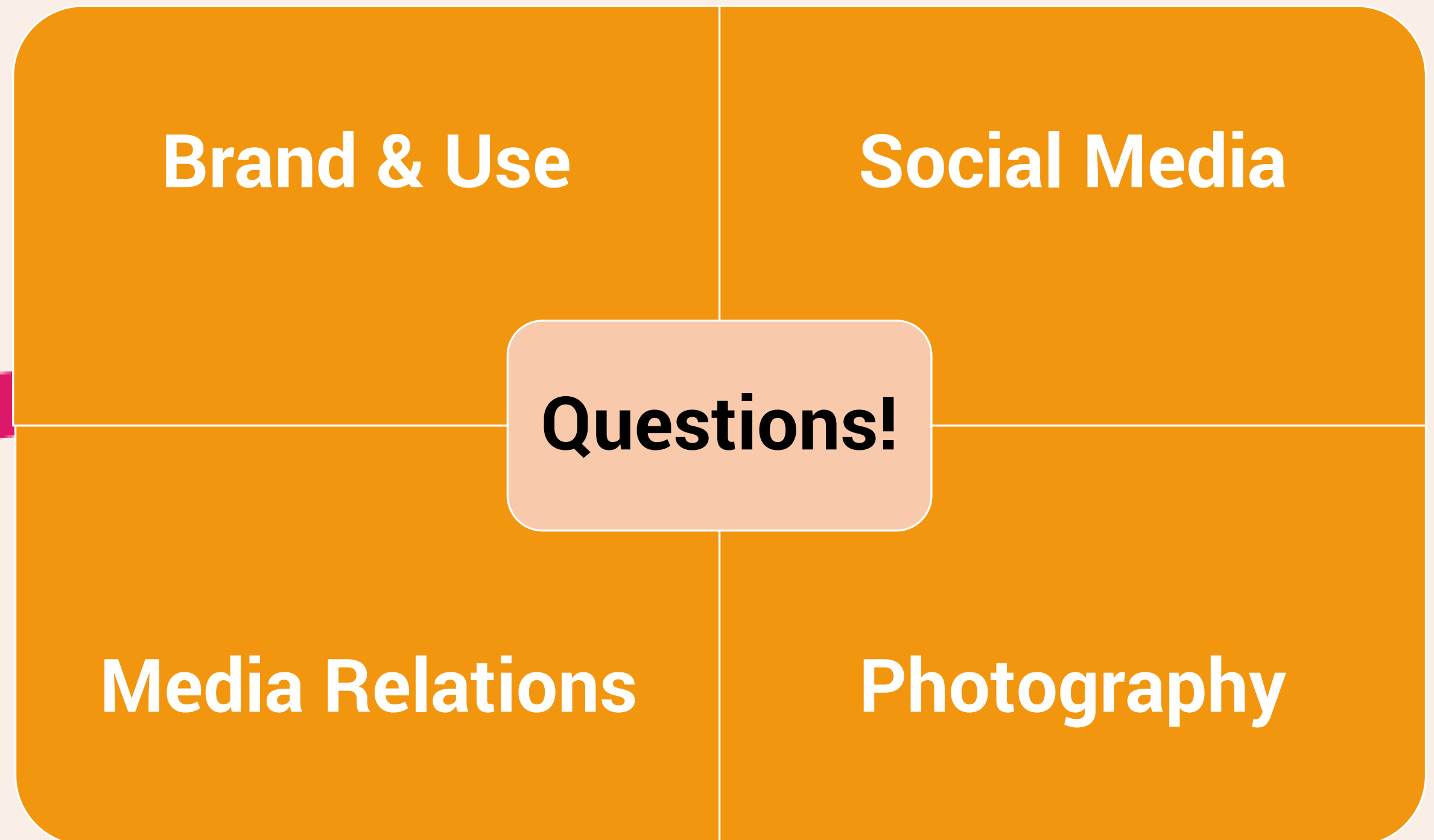


[Shraddha Gupta](#)

Coordinator, Marketing &  
Communications



# Agenda



# Poll



**Enactus  
Students**

**New Team  
Resources  
Page**



A framework for consistent brand presentation by Enactus Canada

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# Brand

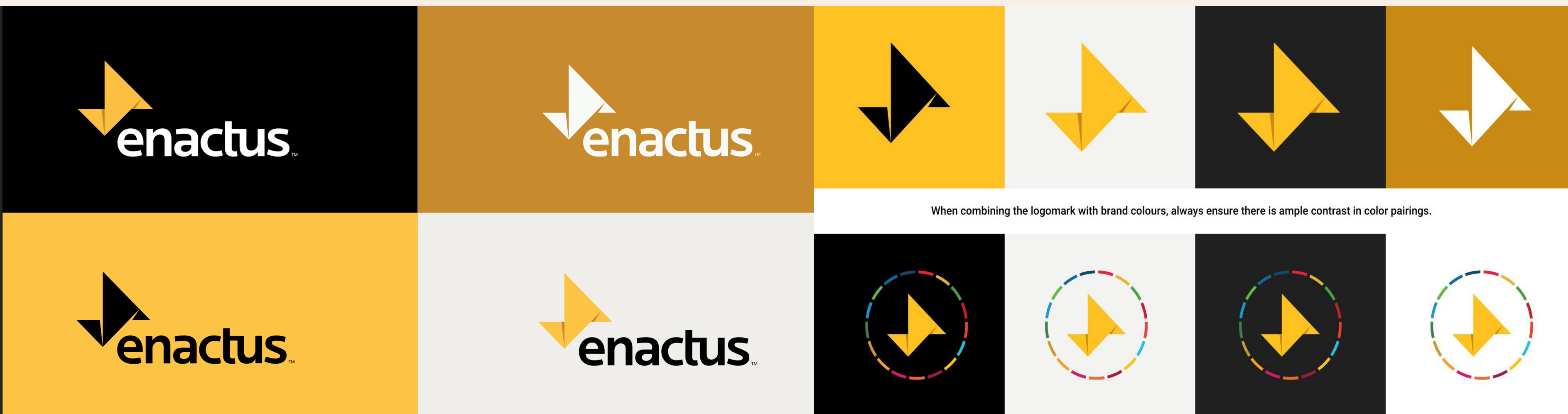
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# Guidelines

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Download the new [Brand Guidelines](#)

# Logo Usage

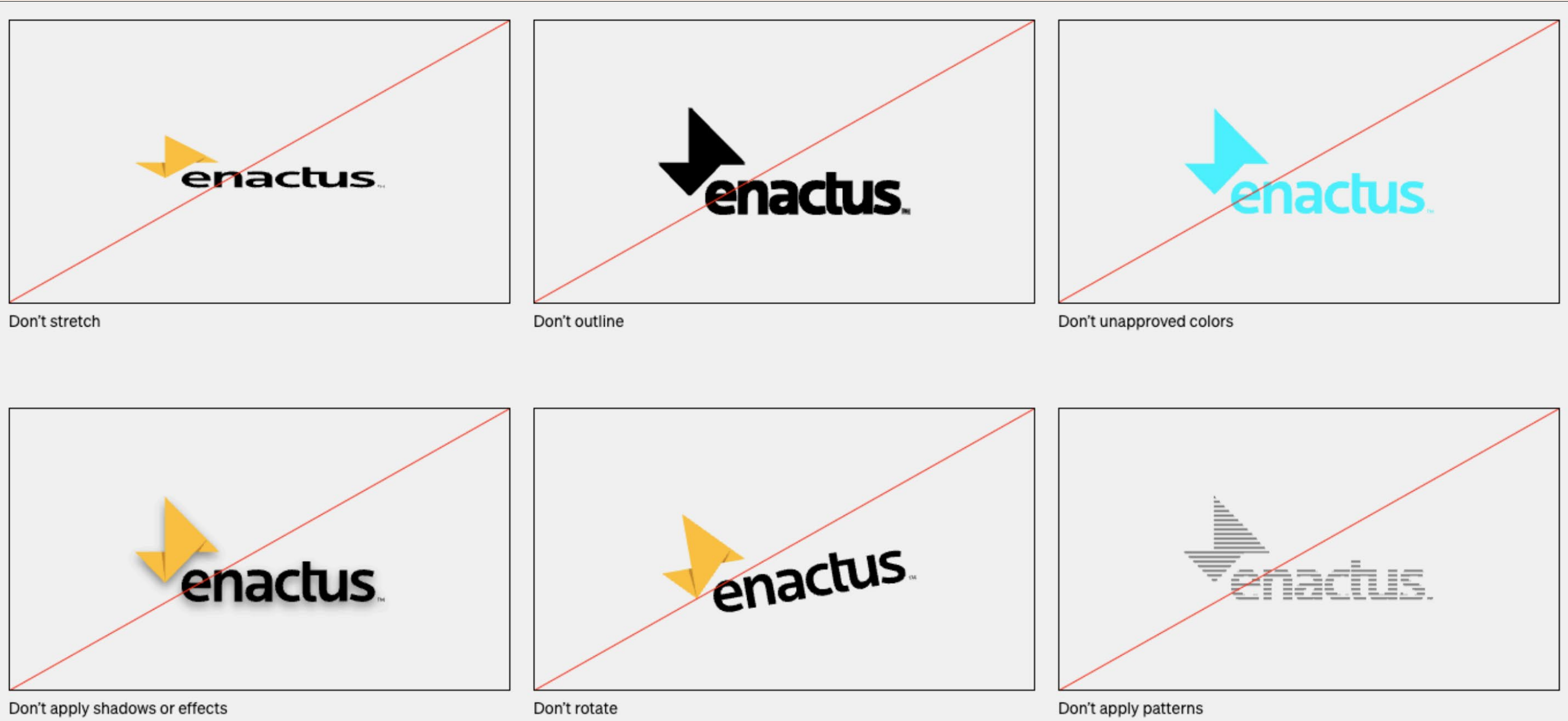


Wordmark

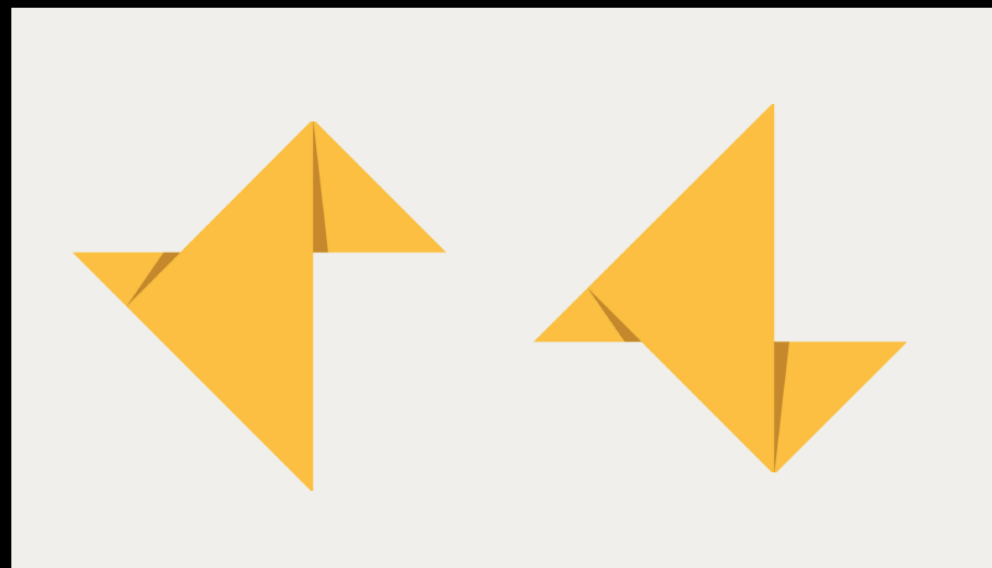
Logomark  
(Origami)



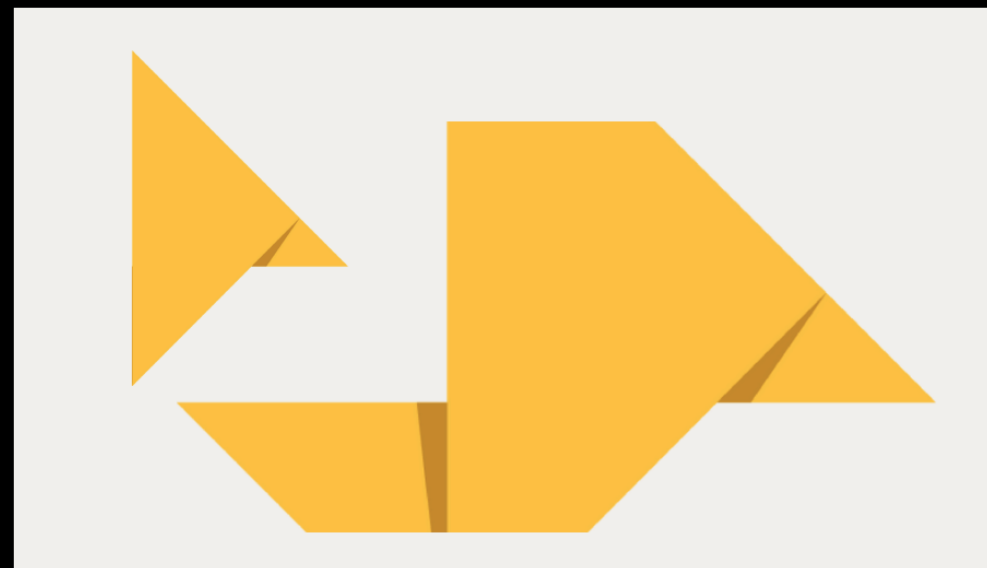
# Wordmark



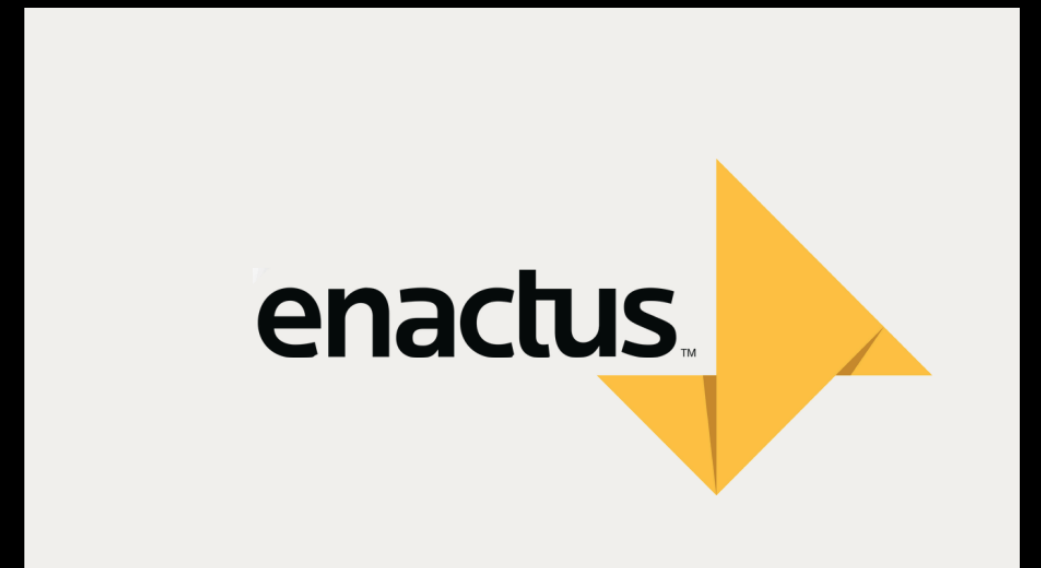
# Origami



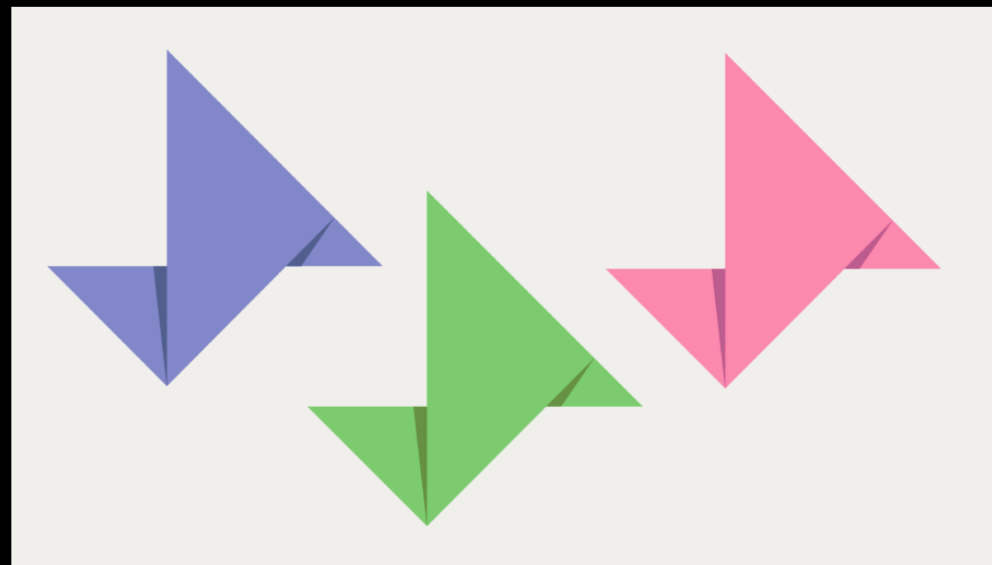
Do not rotate or flip the origami.



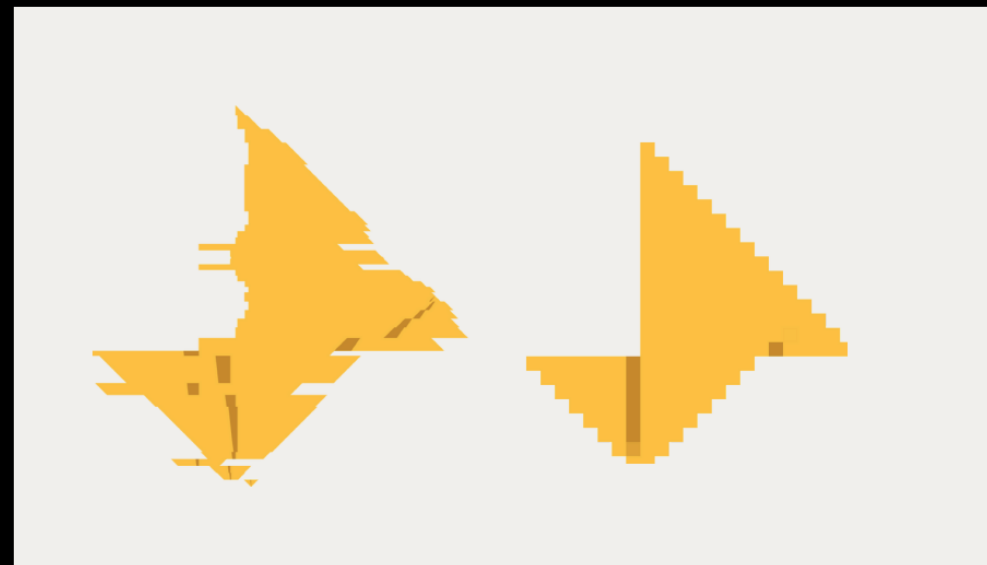
Do not crop, stretch, or enlarge the origami.



Do not move the origami away from the logo text.



Do not change the colour of the origami.



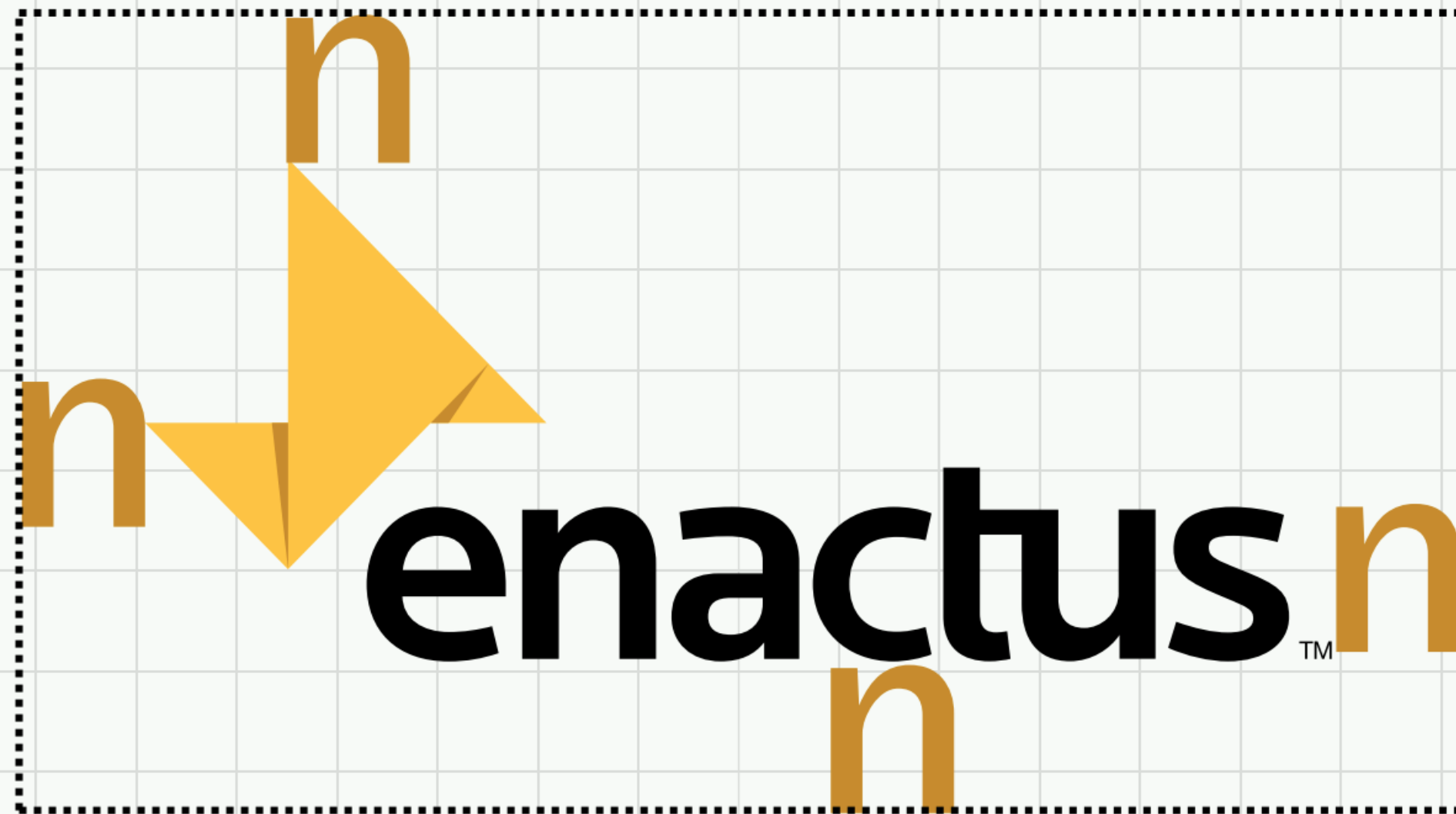
Do not slice or pixelate the origami.



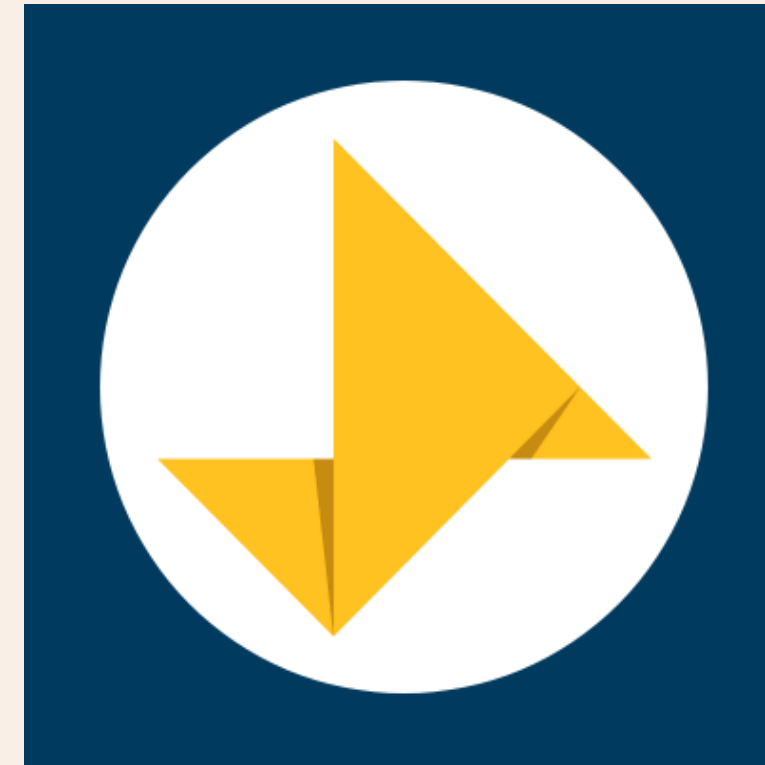
Do not resize the origami.



# Spacing & Use



# Team Logo



Need Your Team Logo? Email [social@enactus.ca](mailto:social@enactus.ca)

# Font

Our main font is the free **Roboto typeface** from Google. It's widely used for its modern look, with clean lines and readability in both print and digital executions.



**Header 1 (H1): Roboto Bold for titles, page headline (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)**

Download [Roboto Font Family](#)



# Font

**Follow the Leader**  
Speaker Series



**Annick Charbonneau**  
Nov 19

**Annika Ng**  
Sept. 29

**Scott Stirrett**  
Nov. 3



**Welcome to the**  
**2025-2026**  
**Enactus Year**

August 28, 2025 | 6:00pm - 7:00pm ET  
(English & French)

Proudly presented by: **JOHN DOBSON**  
FOUNDATION

**Enactus Brand**  
**Foundations**

Storytelling and Branding Studio - Session 1



Thursday, September 18  
6 - 7 PM (ET)

[Register now](#)



# Icons



Download [New Enactus Icons](#)



# Enactus Colours

Enactus Gold

**HEX:** FFC222

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

Shadow Gold

**HEX:** C88A12

C:0 M:37 Y:100 K:23  
R:200 G:138 B:18  
Pantone: 7555 C

Almost Black

**HEX:** 070D0D

C:76 M:67 Y:66 K:84  
R:7 G:13 B:13  
Pantone: Black 6 C

Off-White

**HEX:** F0EFEC

C:4 M:3 Y:5 K:0  
R:240 G:239 B:236  
Pantone: 663 C

# Accessibility

[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 and Contrast](#)









# What are you using to promote your team?

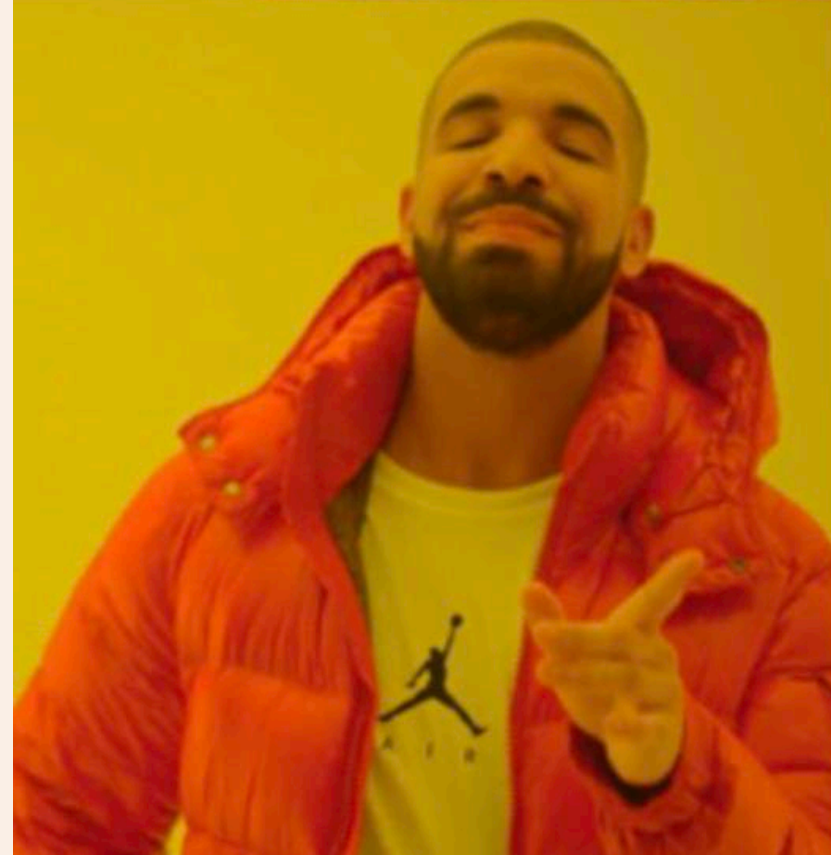


Download [Updated Recruitment PPT](#)

# Social Media and Your Digital Footprint



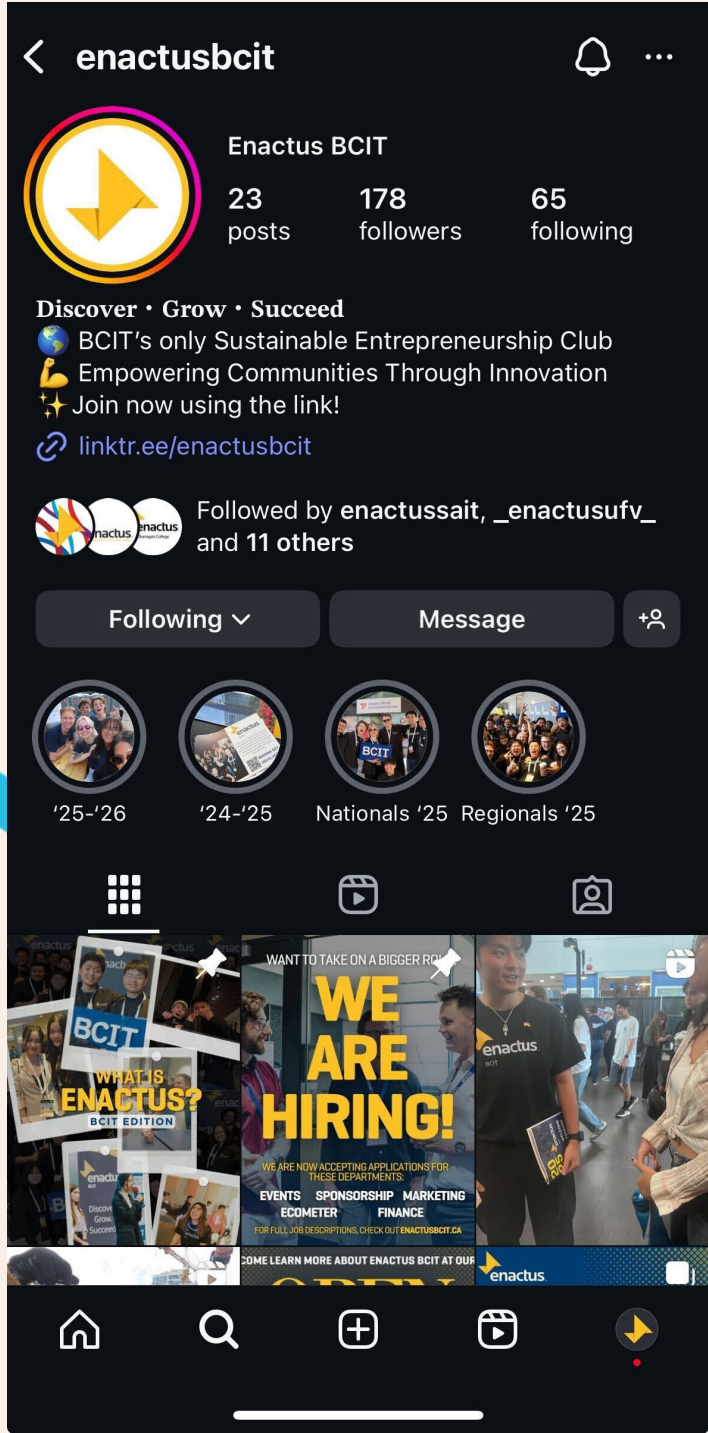
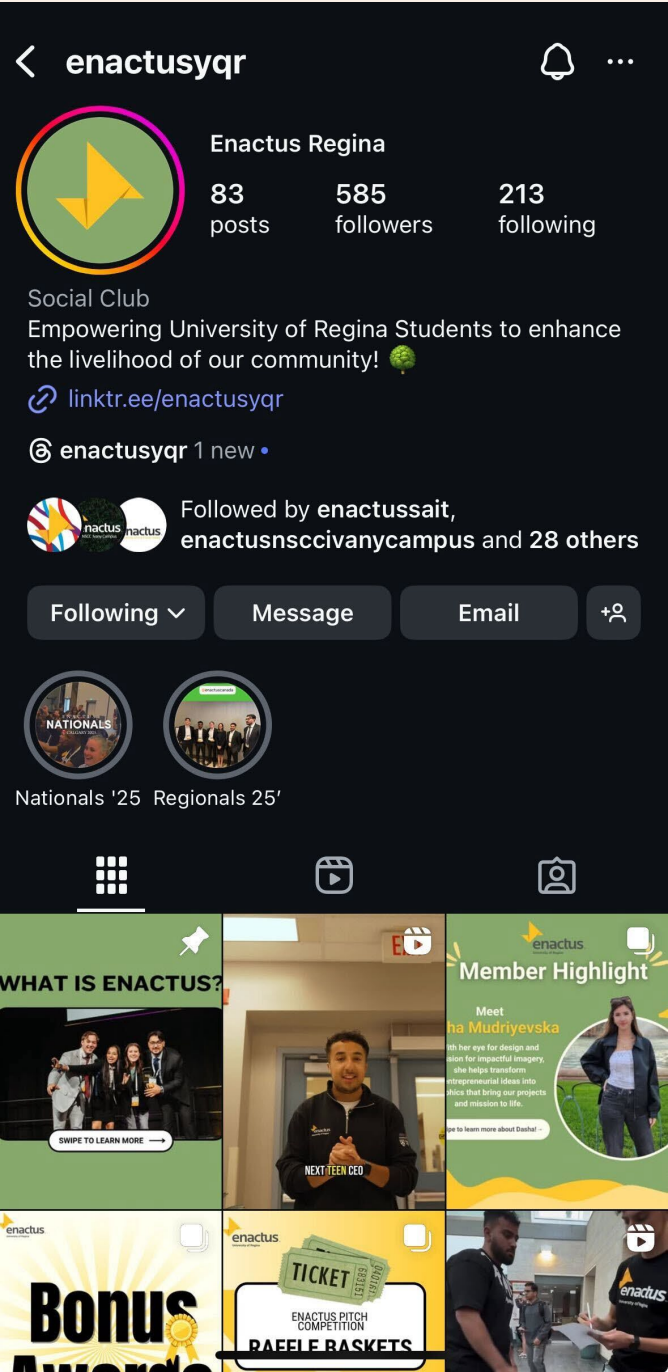
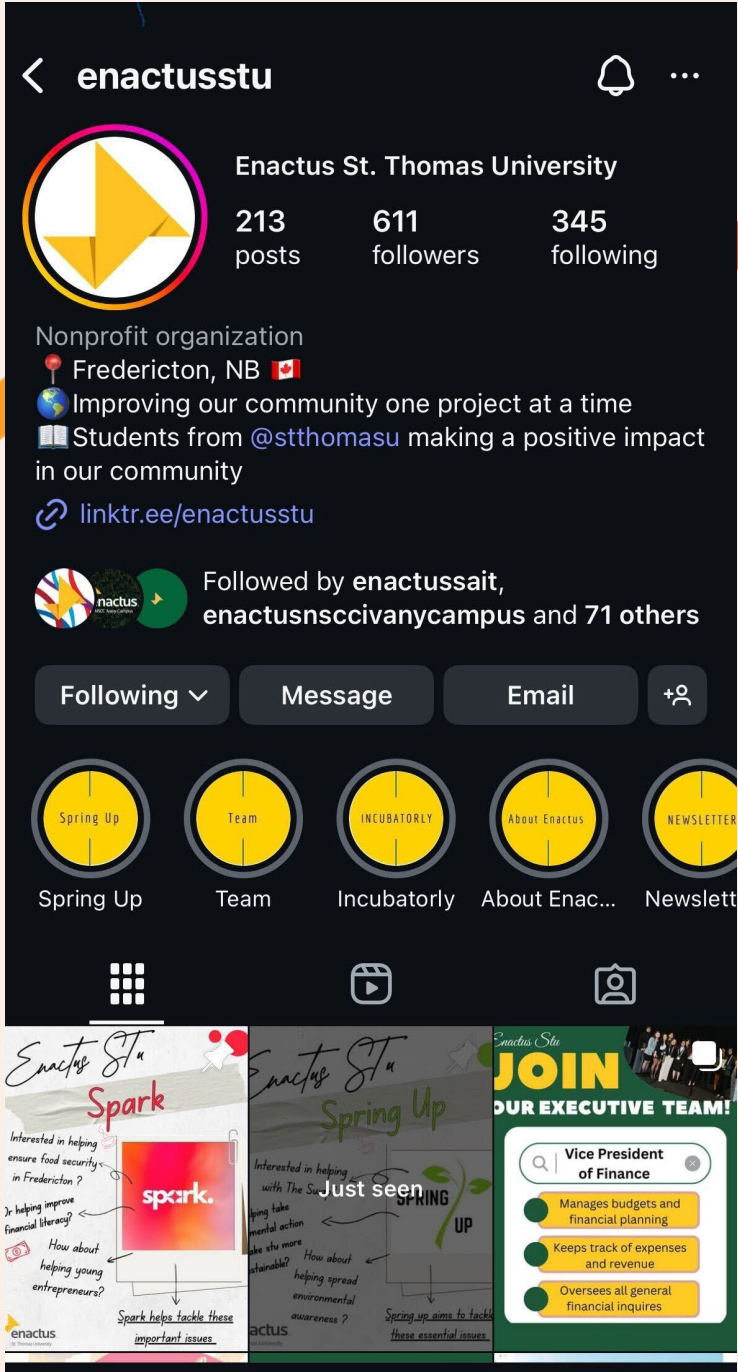
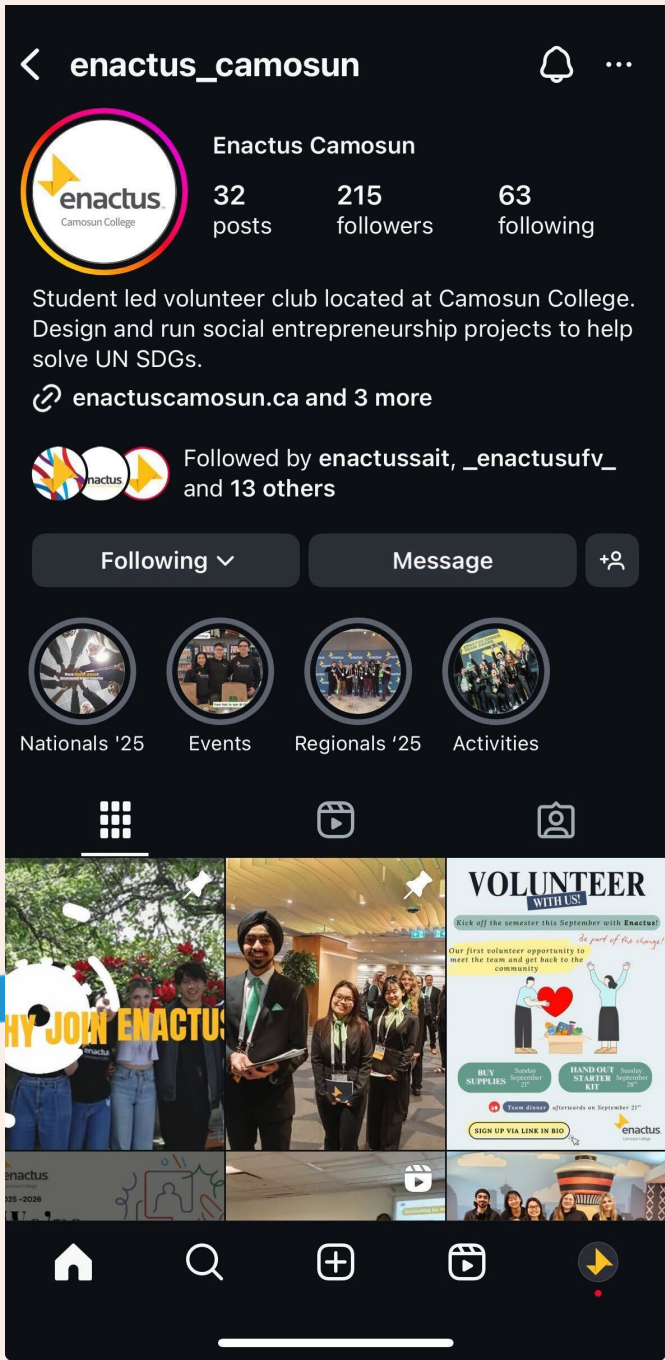
Worrying  
about  
real life



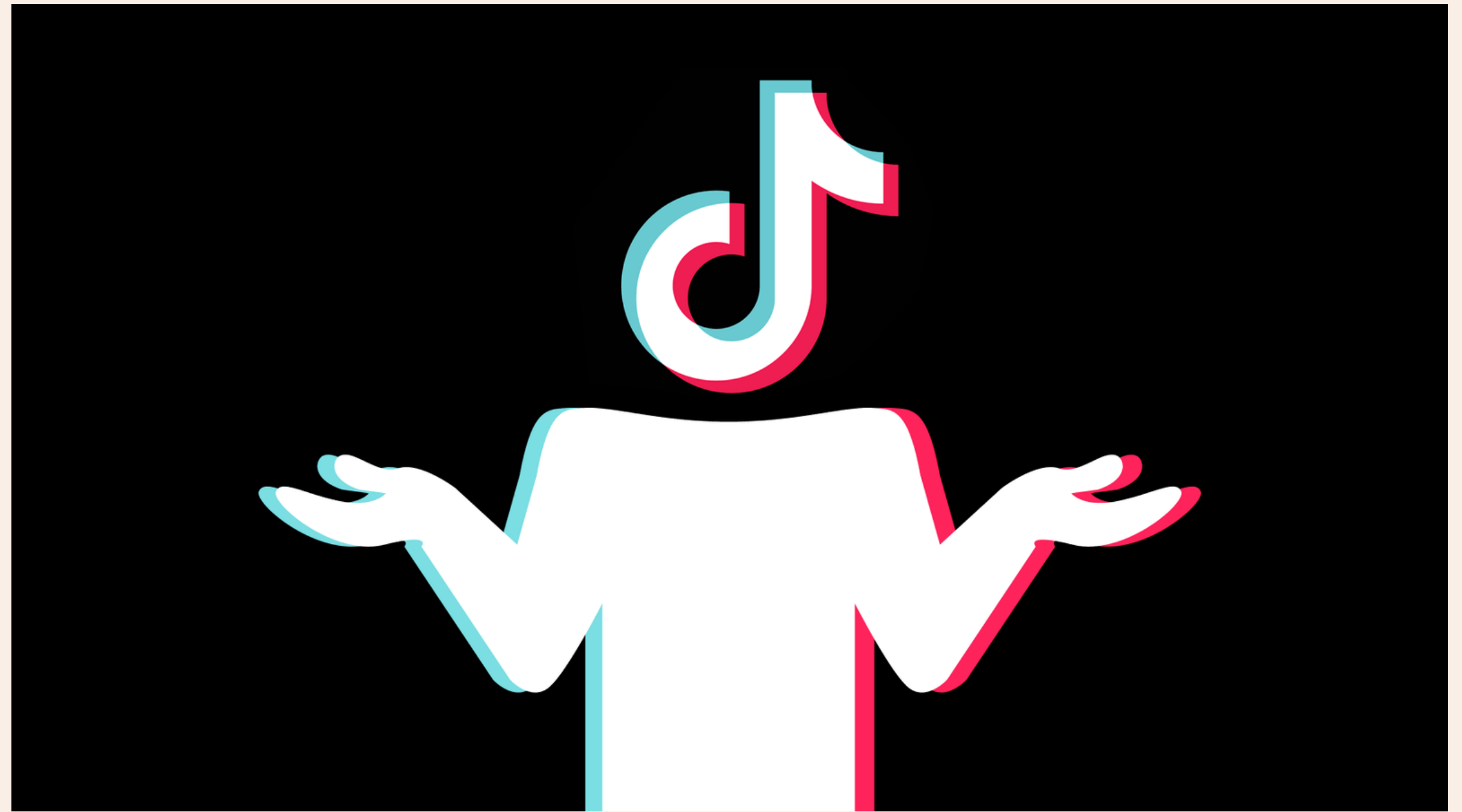
Worrying  
about digital  
footprint



# Social Media Profiles





# Tik-tok?





# Account Governance




**centennialenactus**  
Enactus Centennial • Followed by enactusukalur

**enactuscentennial**  
Enactus Centennial Chapter • Followed by enaci

**centenaryenactus**  
Centenary University Enactus • Followed by ena

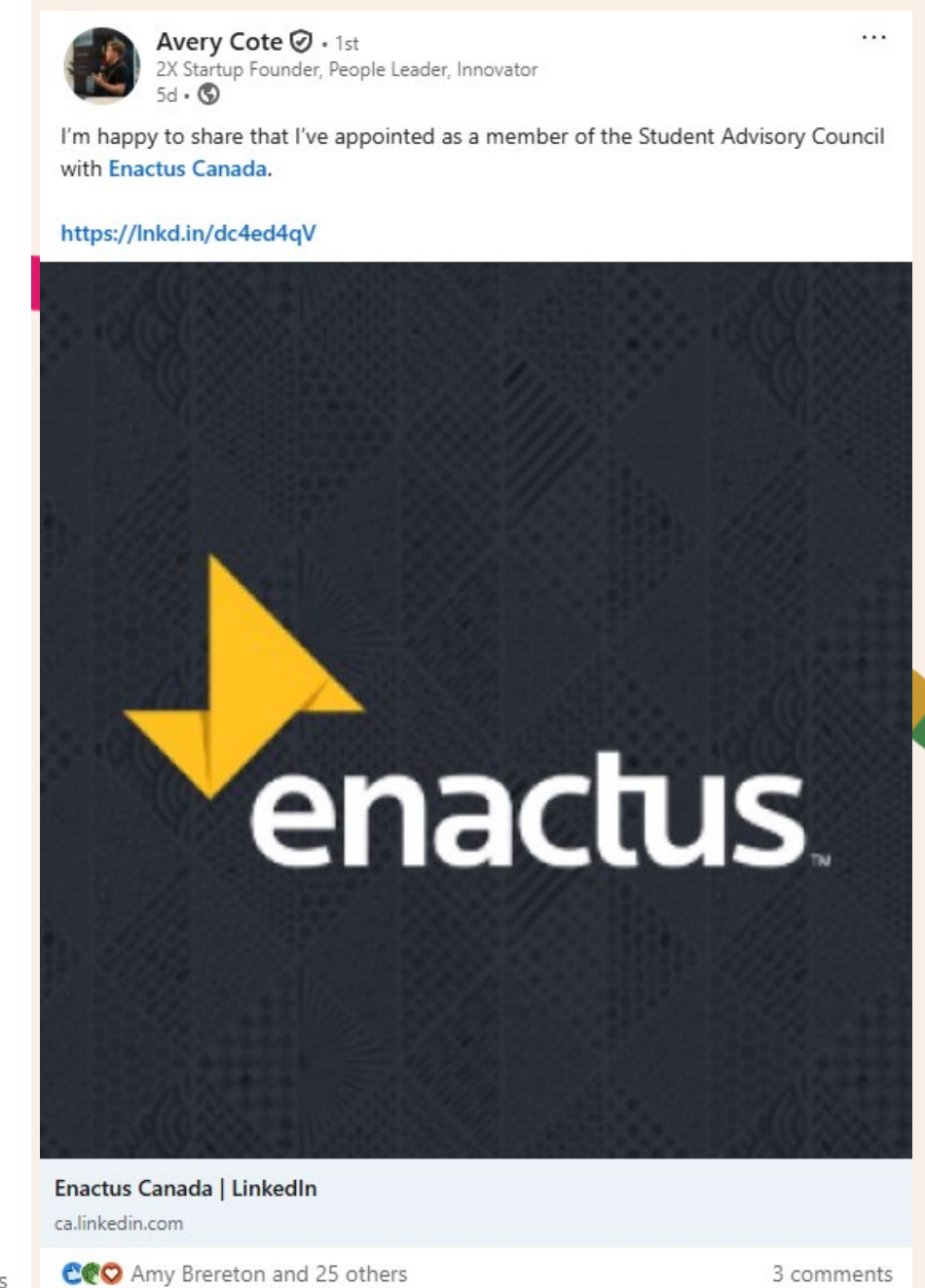
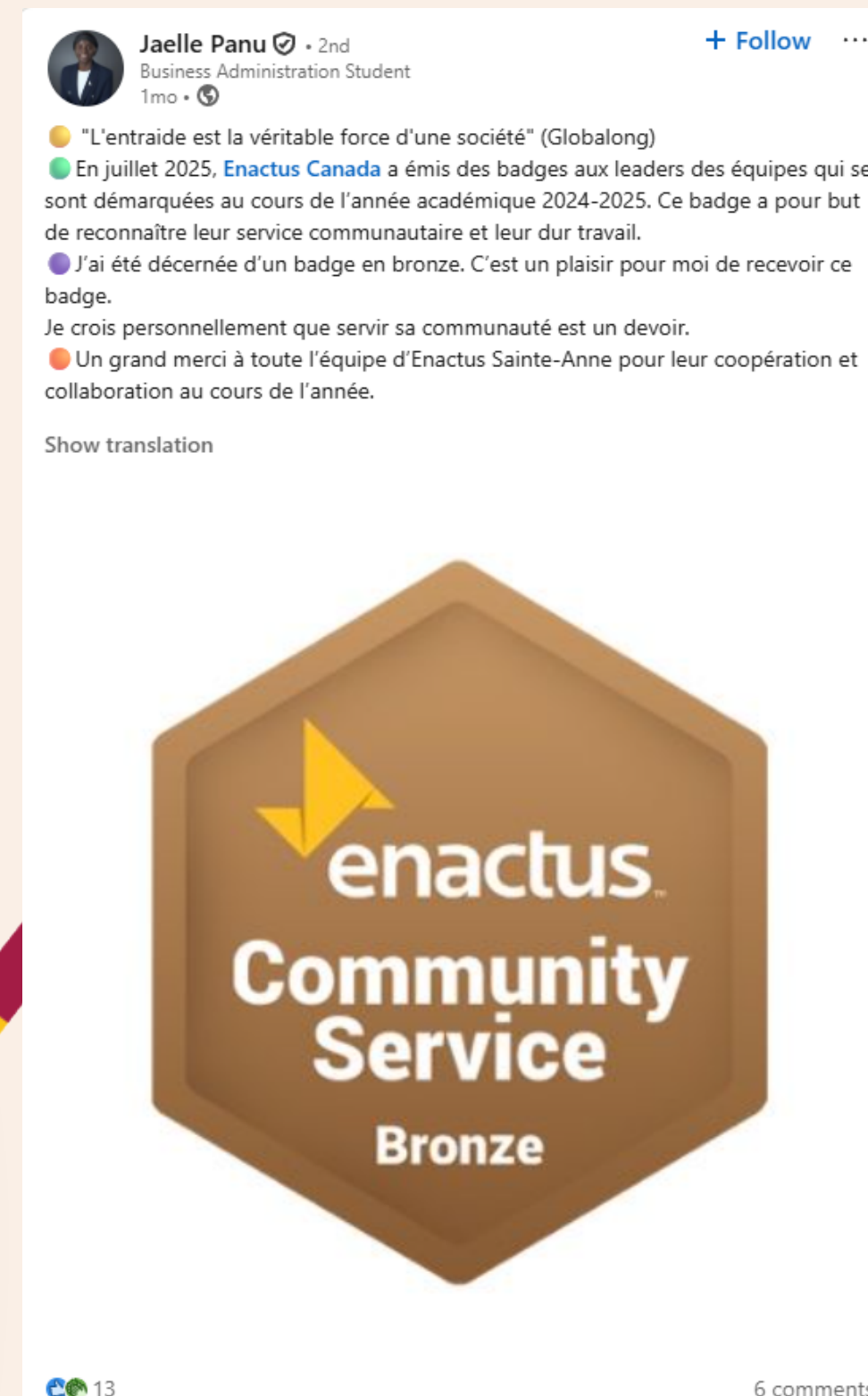
**centuenactus**  
Centenary University Enactus • Followed by ena

**centenaryu\_enactus**  
Centenary University Enactus



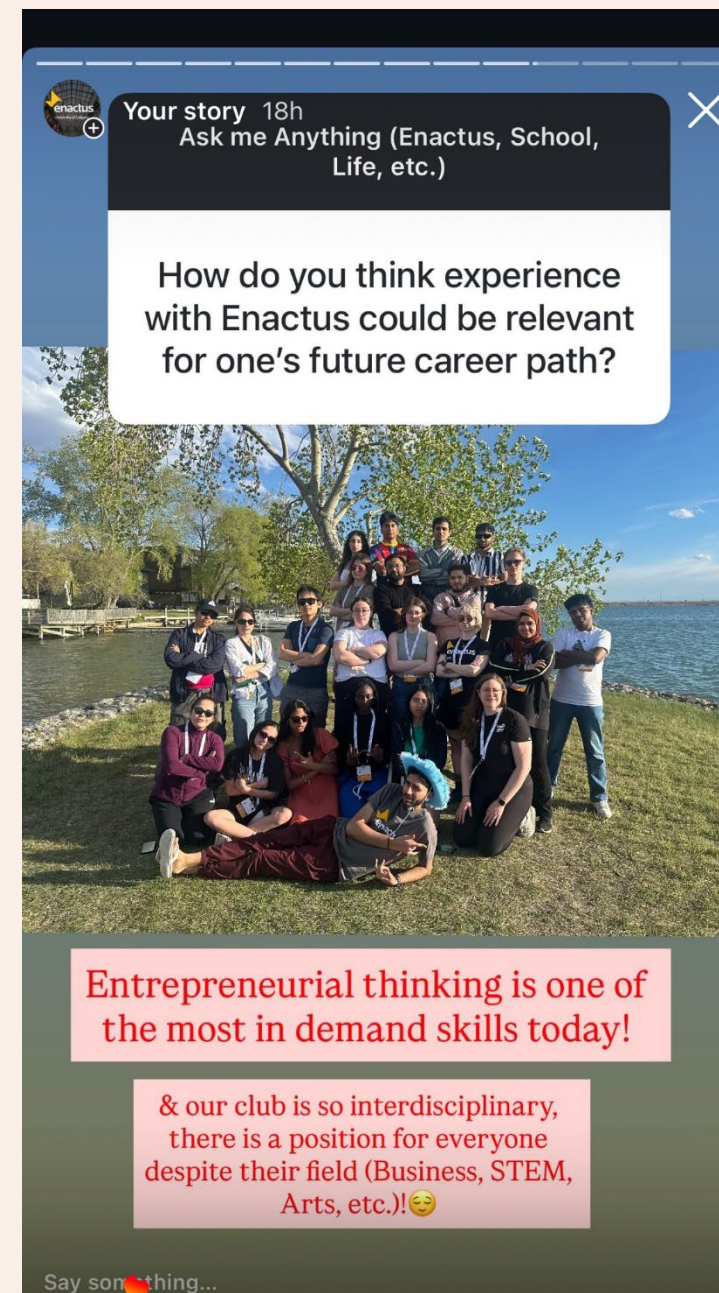
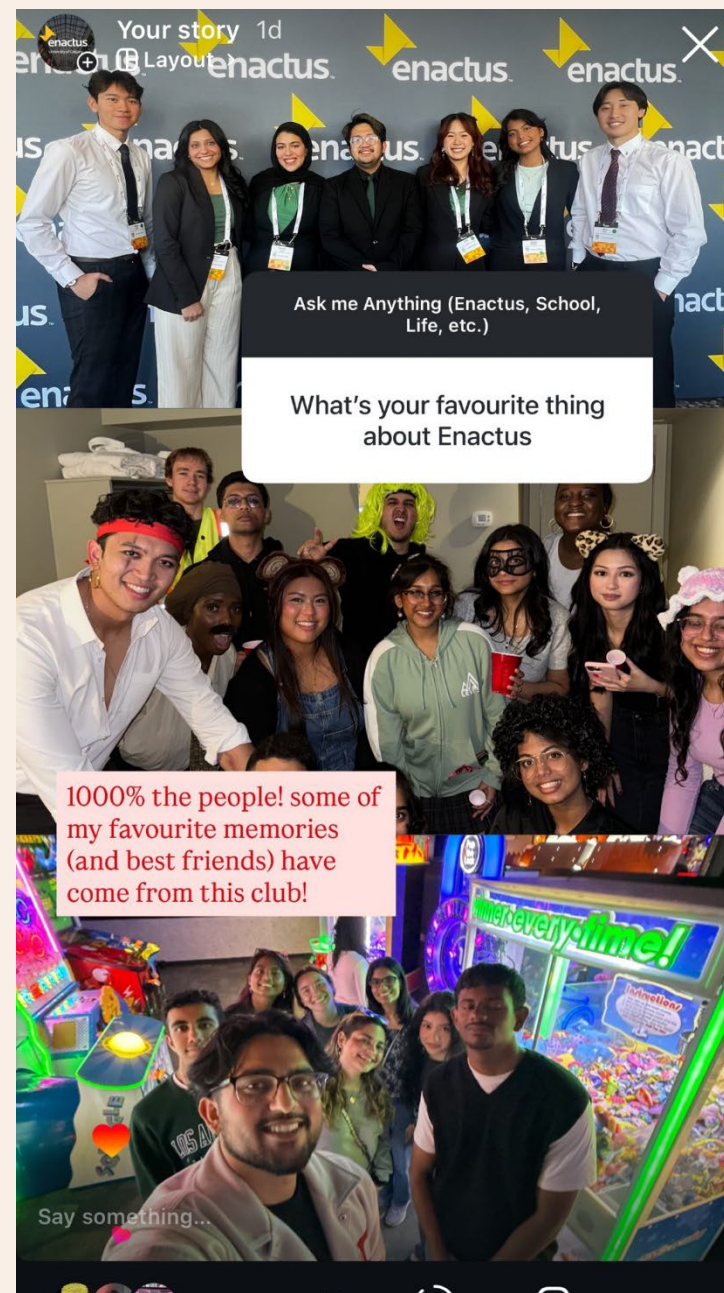


# Be a Brand Champion





# Social Media Takeovers





# Media Relations

## Hanna Memorial students lead community action through Enactus One program

Hanna Memorial students are making a local impact with projects ranging from essential item donations at River City Vineyard to a student-led cleanup of Canatara Beach.

Javi Aviles-Saez  
Jun 30, 2025 1:57 PM



Hanna Memorial students involved in a homelessness-focused project through Enactus One gather outside River City Vineyard.

Students at Hanna Memorial Public School are making a tangible difference in the community through Enactus One, a program linking local classrooms with Lambton College's Enactus chapter to drive real-world social change.

Under the guidance of educator Lara Sazonov, one student group focused on homelessness, collecting and distributing essential items to those in need while raising awareness about housing insecurity among their peers.

## This is Unusually Good Food

Special to The Courier Sep 3, 2025



Unusually Good Food is coming home to the community.



What started as a small idea in a classroom at Okanagan College has grown into something truly unusually good. And now, the team of OC students whose entrepreneurial start-up took off into a legitimate business is giving the enterprise back to the community that made it possible.

The Enactus Okanagan College team is proud to announce that the Unusually Good Food Company is



[Programs & Courses](#)
[Admissions](#)
[Student Services](#)
[International](#)
[Research & Industry](#)

## Business students take Enactus Sask Polytech from proof of concept to resounding success



Image credit: Saskatchewan Polytechnic

[Home](#)
[News](#)
[2025](#)

When 12 [School of Business and Entrepreneurship](#) students agreed to help start a new club at Saskatchewan Polytechnic last year, they didn't realize just how transformative an experience it would be. Along with faculty, the students launched a chapter of [Enactus](#), a global network of students, academics and business leaders with the mandate to use entrepreneurial action to create positive social and environmental action.

Instructors Sundeep Sandhu and Joshua Glew had a vision for Enactus at Sask Polytech, believing the hands-on opportunities it would afford would positively impact student learning. "Explaining Enactus, its scope and potential, took some time," says Sandhu. "Ultimately the students just had to dive in to see what it was all about."

Typically, Enactus chapters take on innovative projects that provide a platform for students to connect with peers and mentors while developing solutions to challenges. "The challenges Enactus tackles can be small-scale and local or larger global problems," says Glew.

Share





**For all media inquiries, please contact:**  
 Brianna Bergeron  
 Media relations  
 306-250-3978 (cell)  
[brianna.bergeron@saskpolytech.ca](mailto:brianna.bergeron@saskpolytech.ca)



**Q&A— Who has  
had success  
with getting  
media relations?**





# Photography



[Download the Photo Release Form](#)

Email [social@enactus.ca](mailto:social@enactus.ca) with links to your project photos



# Storytelling & Branding Studio

Thursday, October 16,  
6 pm – 7 pm (ET)

## Growing your Social Media Community

**Brandy Barrie**  
Director Social Media,  
Canadian Tire Corporation

A portrait of Brandy Barrie, a woman with long dark hair, wearing a denim jacket over a black top, with her arms crossed.

Thursday, October 23,  
6 – 7 pm (ET)

## Content Creation and Storytelling

**Jessica Savage**  
CEO of MSL Canada, North  
Strategic, and Notch Video

A portrait of Jessica Savage, a woman with blonde hair tied in a bun, wearing a dark blazer over a dark top.

Wednesday, November  
12, 6 – 7 pm (ET)

## Elevating your Story

**Paula Worthington**  
Enactus University of  
Calgary Alumna and  
President of Worthington  
PR & Story and Noble Arrow

A portrait of Paula Worthington, a woman with long brown hair, wearing a white ribbed top, smiling.



# Questions?





# Thank You!

Follow us on socials!

