



Brand Standards

Allied against abuse.



Birchway
N I A G A R A

Navigating an abusive relationship is frightening. It's complicated and overwhelming. Whether you're a survivor looking to escape, or an abuser looking to end a spiralling cycle, understanding the situation and making a change is a complex and difficult process.

Recognizing abuse is a critical first step and it quickly leads to a number of other monumental challenges. Where will I live? How will I afford it? What will happen to my children and pets? Will I be safe? The questions are as plentiful as they are daunting, and the uncertainty and fear that ensue can leave a person feeling trapped.

With compassion, understanding, and knowledge, Birchway Niagara provides a safe place for those experiencing abuse and the resources they need to make a change. With open hearts, Birchway welcomes people of any race, age, gender, sexuality, and economic status, and fully understands how these factors can create unique challenges.

At Birchway, people will find an ally that offers support at every step of a person's journey. From the practicalities of securing essentials like housing, food, employment and legal advice, to the critical emotional and mental development needed to heal, learn and plan their next steps, the team at Birchway is here to help anyone searching for a life free of abuse.

Birchway is a proud member of the community, too. Active in local events, speaking engagements and a variety of community projects, it advocates for those in need and delivers prevention and public

education programs to help break cycles of abuse. Thanks to the generosity of its loyal donors, Birchway is able to strengthen the future of domestic violence services in Niagara.

Originating in the 1980s with two women's shelters in Welland and Niagara Falls, the organization has a long, rich history in the Niagara community. In 1997, the two shelters known as Serenity House (Welland) and Nova House (Niagara Falls) came together under the name Women's Place. By 2022, Women's Place had expanded its services beyond just a shelter, giving rise to a rebrand and a new name steeped in the symbolism of new beginnings: Birchway.

Growth is also evident on the ground. An expansion in 2022 doubled the size of the Niagara Falls location from 20 to 40 beds. This development also brought expanded dining and living spaces, a second kitchen, and a child and youth wing that houses a playroom, a teen space, counselling rooms, and an arts-and-craft area.

The changes will equip Birchway to provide understanding and resources in times of turmoil, fear, and uncertainty and to light the way to a future that is free from abuse and violence.



Our Purpose

To protect and empower.

Our Vision

A community without abuse.

Our Mission

To be a shoulder to lean on, a voice to advocate for, a space to feel safe in, an ally to trust, a guide to navigate, and a counsellor to heal for everyone affected by abuse of all forms.



The values and principles that guide our conduct are at the core of how we behave in pursuit of our mission.

Invest in understanding.

We must master empathy and let it lead every step of the way.

The values and principles that guide our conduct are at the core of how we behave in pursuit of our mission.

Protect without prejudice.

We have to provide respite and space
that is free from harm and judgment.

The values and principles that guide our conduct are at the core of how we behave in pursuit of our mission.

Break the silence.

Be a beacon of truth and advocate
and engage at every turn.

The values and principles that guide our conduct are at the core of how we behave in pursuit of our mission.

Light the way.

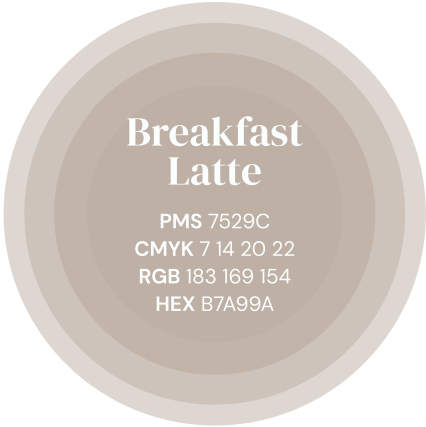
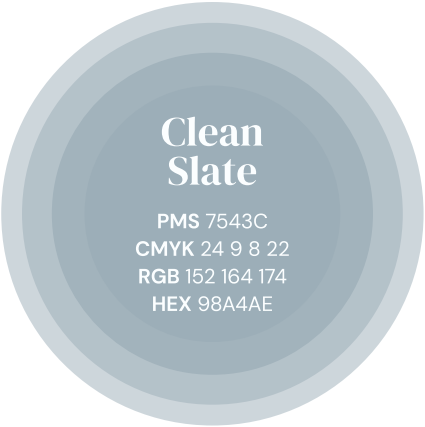
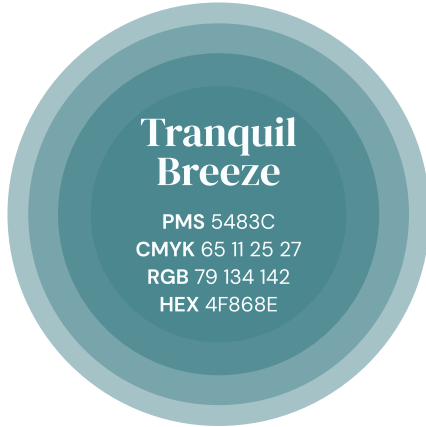
We'll need to help unravel a future that is free from abuse, being an ally all the way through.



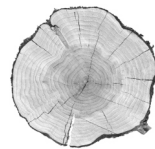
Brand Colours

Because the palette is made up of cooler hues, it is preferred to use the CMYK values in print production in order to reduce colour shift and to catch the subtle differences that can appear between PMS values.

It is permitted to slightly adjust the saturation and lightness of hues as needed, for different applications, in order to achieve the best result.



Brand Symbol



Birch Tree

The birch is a tree of beginnings, renewal and purification. They are unique and beautiful, filled with protective and positive energy. Known to be hardy and able to withstand unfavourable conditions, they continue to grow even in the harshest of environments.



Fingerprint

Every human is unique and every fingerprint is one-of-a-kind. We are all individually shaped by our experiences and environments. Our identities are inextricably tied to each other, but still independent of all.

Life Rings

Everyone's path is different and the story of our lives unique. Our life rings record who we are, where we've been, when we've struggled and how we triumphed.



**Brand
Wordmark**

Birchway
N I A G A R A

Brand
Logo
Stacked



Birchway
N I A G A R A

Print
Minimum 0.5" wide



0.5"

Digital
Minimum 36px wide



36px



Brand
Logo
Horizontal



Print
Minimum 0.75" wide



Digital
Minimum 54px wide



Birchway Niagara
BRAND STANDARDS

Brand Logo

Clear space

The clear space around the logo should always be, at a minimum, the height of the capital B from the wordmark, giving the logo room to breathe and maintain clarity of presentation and to not be confused as part of another graphical element or lockup.



Brand
Logo
Improper Use

Alterations, changes or effects of any kind are not permitted.



Do not squish or stretch the logo.



Do not rotate the logo.



Do not change layout of the logo.



Do not alter the position or size of the logo elements.



Do not alter the spacing of the logo elements.



Do not invert or flip the logo elements.



Do not add drop shadows, bevels, 3D or other effects to the logo.



Do not reproduce the logo as an outline.



Do not encase the logo in a border or shape.



Do not change the colours of the logo.



Do not flip the logo elements.



Do not blur or allow poor reproduction of the logo.



Do not violate the clear space with graphic elements, type or page edges.



Do not create repeating patterns with the logo or symbol.



Do not remove any portion of the logo.



Do not change the fonts or retype the letterforms.



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www.birchway.ca

Typography

Aa

DM Serif

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DM Serif Text Regular

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Type Sample

HEADING 1
DM Serif Display | 30pt
-25% tracking

This is a first level heading

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LEAD PARAGRAPH
DM Sans | Italic | 12pt/18pt

HEADING 2
DM Serif Display | 24pt | -25% tracking

This is a second level heading

Pro id case omittantur. Ne pro vivendum salutandi neglegentur, ne dicta iisque aliquip per, has no illud tation. Vim in agam iudicabit scriptorem. Incorrupte quaerendum ad eos, eos novum vulputate ea. Mea at essent verear vivendum, no duo primis scaevola. Choro fuisset eos et. Per ei inani euripidis. Nam et labore euismod delectus. Pro fastidii euripidis te. Ludus expetenda mea ex, mel ut purto nulla sanctus.

BODY
DM Sans | 10pt/16pt

Heading 3
DM Serif Display | 18pt

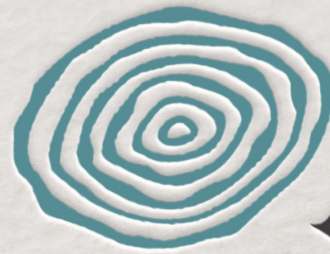
This is a third level heading

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Heading 4
DM Sans | Bold | 10pt
Uppercase | 50% tracking

THIS IS A FOURTH LEVEL HEADING

Vim in agam iudicabit scriptorem. Incorrupte quaerendum ad eos, eos novum vulputate ea. Mea at essent verear vivendum, no duo primis scaevola. Choro fuisset eos et. Per ei inani euripidis. Nam et labore euismod delectus.



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N I A G A R A

www.birchway.ca