



Sinneave
FAMILY FOUNDATION

Brand Integrity Toolkit



Introduction

The Sinneave Family Foundation (Sinneave) Brand Integrity Toolkit outlines the standards and expectations for staff and external partners to maintain the fidelity of the Sinneave brand.

A cohesive visual identity is key to building brand recognition, communicating shared values, and fostering lasting connections with our audiences. Whether you're designing websites, presentations, programs, or marketing materials for internal or external use, this toolkit supports alignment with contemporary best practices and universal design principles.

We prioritize clear, accessible communication that is easy to navigate and understand. This includes the use of plain, neuro-affirming language, high contrast, and generous whitespace to highlight key information while reducing distractions.

This document serves as the most up-to-date and authoritative guide to the Sinneave brand. In the event of discrepancies with older materials, this toolkit should be considered the single source of truth.

Last Updated - August 2025

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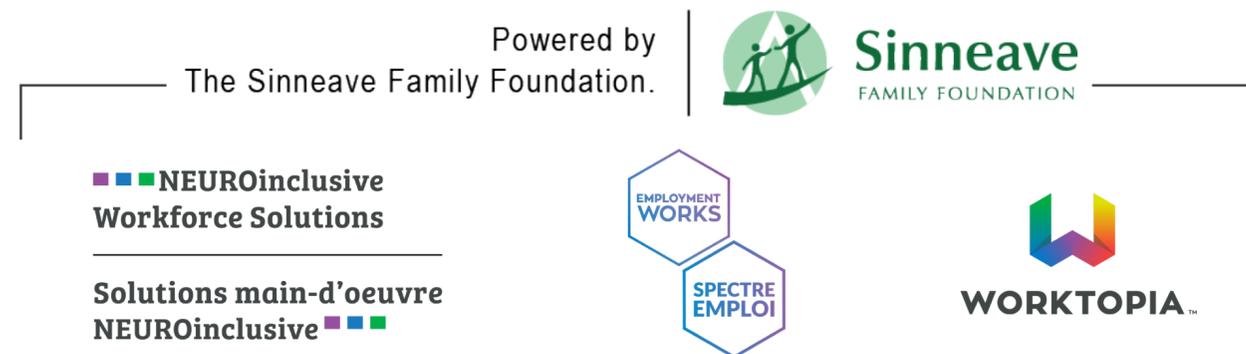
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Related, yet unique.

Sinneave powers multiple collaborative initiatives, each with its own unique visual identity. These initiatives are designed to be independently recognizable while maintaining alignment with the Sinneave brand.

All “Powered by Sinneave” initiatives are developed with care to deliver a consistent, familiar experience for our audiences. This is achieved through shared design elements such as imagery, iconography, basic shapes, gradients, and a focused colour palette.

While each brand tells its own story, together they form a unified and cohesive visual system—distinct in expression, yet clearly connected to the Sinneave brand family.



Contact the [Comms & Marketing team](#) for individual brand family toolkits or for further assistance.

Our Logo

The Sinneave Family Foundation logo should never be altered. It should be displayed on white or a light neutral colour. Keep a minimum distance - equal to the height of the “S” in Sinneave - from the edge of the logo to any other visual element on the page.

The logo consists of a logomark and wordmark. These elements should remain together by default. Separation is allowed in some instances, but not in order to change the spacing between the logo and word mark.

Logo Treatment

On dark backgrounds, the reverse logo may be used as long as high contrast and brand guidelines are maintained. Logos should not be placed over busy backgrounds or gradients.

Do not alter the colour of, add effects to, or distort the size of the logos in any way.



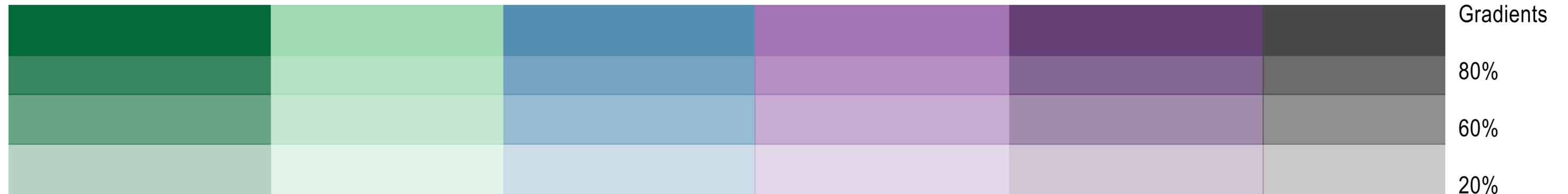
✓ High Contrast



✗ Low Contrast

Our Colour Palette

Our brand colours are easily identifiable and can be used as either solid colour or with opacity. We use colour and opacity gradients sparingly, limiting their use to graphic elements and avoiding interaction with text.



Dark Green

Hex 046A38

CMYK 90 12 95 40

RGB 4 106 56

Light Green

Hex A0DAB3

CMYK 32 0 30 0

RGB 160 218 179

Blue

Hex 538EB3

CMYK 70 35 17 0

RGB 83 142 179

Light Purple

Hex A374B2

CMYK 38 62 0 0

RGB 163 116 180

Dark Purple

Hex 654076

CMYK 69 86 26 10

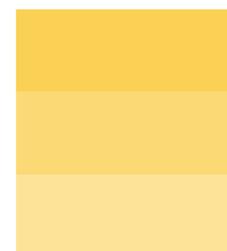
RGB 101 64 118

Charcoal

Hex 484848

CMYK 66 59 58 40

RGB 72 72 72



Yellow is another colour found within the Sinneave palette that can add warmth to designs. It is intended to be used in graphic elements only and in small amounts. Never use Yellow for text or backgrounds.

Hex FAD154

CMYK 2 16 78 0

RGB 250 209 84

Colour Contrast

This table outlines which text and background colour combinations are permitted based on WCAG contrast ratios. AA must be met for all designs with a goal of AAA whenever possible. Avoid using text over images or multi-colour backgrounds as contrast cannot be reliably tested.

‘Normal’ text refers to 12 pt minimum and ‘Large’ text refers to 18 pt or larger (14 - 18 pt is also considered large text IF bolded).

Text Size	Dark Green Background				Light Green Background				Blue Background				Light Purple Background				Dark Purple Background				Charcoal Background				White Background			
	Normal		Large		Normal		Large		Normal		Large		Normal		Large		Normal		Large		Normal		Large		Normal		Large	
WCAG Level	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Dark Green Text							Yes																		Yes		Yes	Yes
Light Green Text			Yes														Yes		Yes	Yes	Yes		Yes	Yes				
Blue Text																											Yes	
Light Purple Text																											Yes	
Dark Purple Text					Yes		Yes	Yes																	Yes	Yes	Yes	Yes
Charcoal Text					Yes		Yes	Yes																	Yes	Yes	Yes	Yes
White Text	Yes		Yes	Yes							Yes			Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Black Text			Yes		Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes		Yes	Yes									Yes	Yes	Yes	Yes

Typography

Optima is the primary font for The Sinneave Family Foundation, in regular and bold weights. It should be used for titles and headings whenever possible, for both display and copy purposes. When not possible, use Arial. Arial is the default font for all body text.

Optima

Arial

Type Selection

It is important to maintain a clear hierarchy in font sizing for increased accessibility, material comprehension, and visual appeal. Titles and headings should be largest, decreasing in size for subheadings and further for body text. As a best practice, larger text should be 18pt or higher, and body text 14pt or higher. Consider testing your design with a coworker or ask the [Communications and Marketing Team](#) for guidance.

Type Spacing

Maintain a minimum of 1.5 spacing whenever possible, increasing for paragraph breaks. Use plenty of white space and clear margins to create appealing and readable designs.

Colour Usage

Titles and headings may be any of the colours in our palette (except Yellow) as long as high contrast is maintained.

Use one color consistently for headings, and one color for text throughout to the extent possible.

Imagery and Icons

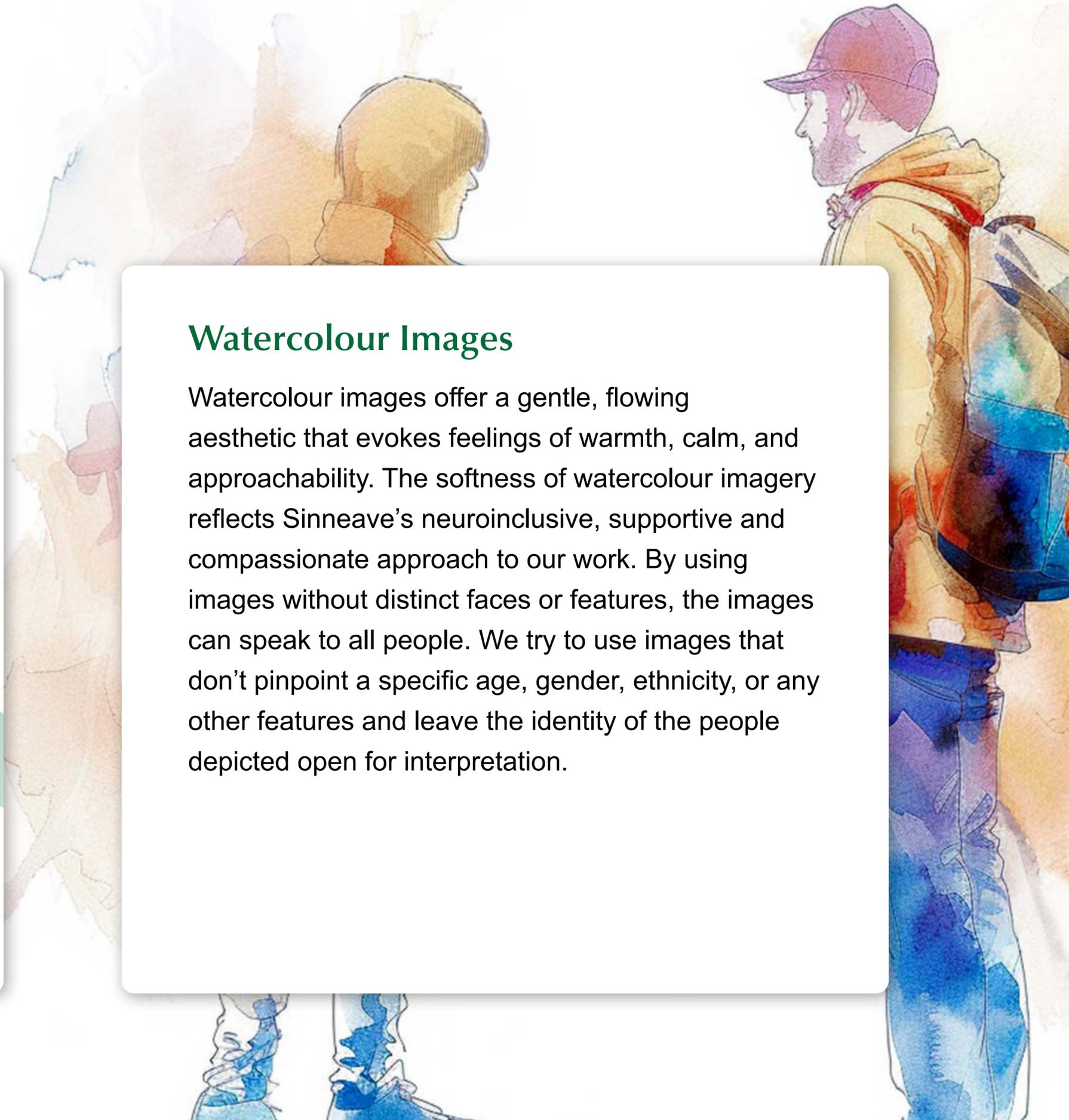
Interlocking Rings

The rings provide a soft and welcoming visual that is modern, calm, and approachable – but they also symbolize unity, inclusivity, and connection – all core values of Sinneave. The rings interlock, representing a network and collaboration, yet each ring is its own colour, representing uniqueness of the individuals. The gradient and change in size of the rings represent growth and transition.



Watercolour Images

Watercolour images offer a gentle, flowing aesthetic that evokes feelings of warmth, calm, and approachability. The softness of watercolour imagery reflects Sinneave’s neuroinclusive, supportive and compassionate approach to our work. By using images without distinct faces or features, the images can speak to all people. We try to use images that don’t pinpoint a specific age, gender, ethnicity, or any other features and leave the identity of the people depicted open for interpretation.



Photography

All photographic content must adhere to a consistent style. If using stock photography, choose natural lighting and candid moments showcasing real people that reflect diversity and inclusivity, in relatable scenarios, with less emphasis on people's faces. Use photos that represent the content meaningfully, with clean and uncluttered compositions.

If using non-stock photos, use only photos of people who have explicitly consented.

Vector Graphics

Graphics can be utilized across various platforms. Ensure they serve a purpose—whether to inform, engage, or inspire—while remaining relevant to the content. We aim to use simple images, avoiding nuance and idioms to the extent possible.

Icons

Icons must maintain a consistent style across all platforms. Use a simplified, slightly rounded, flat design with a colour palette that complements our brand colours. Avoid overly complex or detailed icons to ensure clarity and recognition. Dark on white background is preferred.



Accessibility

Accessibility is fundamental to ensuring that all individuals, regardless of ability, can engage with our brand effectively. Incorporating accessibility into our materials helps create an inclusive experience for everyone.

Audience, Tone and Language

We have multiple audiences including Autistic youth and adults, their families and support networks, employers, housing providers and landlords, educators, government/policy makers, and other professionals and collaborators.

[The Sinneave Neuroaffirming Language Guide](#) is a critical resource to ensure our language is as relevant, respectful, and accessible as possible. Use Grade 6-8 level language in writing. Avoid acronyms, jargon, contractions, and idioms.

Materials and Presentations

Prioritize accessibility in all materials. This includes alt text for media, high contrast ratios, and clear reading order. When possible, test and seek feedback from diverse user groups, including self advocates.

Testing and Feedback

We prioritize testing all branded materials for accessibility, seeking feedback from diverse user groups, including self advocates.

Online content is designed to meet or exceed [Web Content Accessibility Guidelines](#) (WCAG) 2.1 AA where possible.

We continuously strive to improve accessibility across all aspects of our work and adapt our approach as required.