



Brand Style Guide

Maintaining the Summit Identity



Introduction

The Federation's Big Thinking Summit: Inflection Point will bring the humanities and social sciences (HSS) to the forefront. Together, we must draw on historical, linguistic, cultural, and practice-based perspectives to open new possibilities for a Canada at the crossroads.

This guide will help you understand the components that make up the Summit 2026 brand.

The Federation is committed to delivering a more accessible, equitable, and inclusive Summit. Communications and branding materials should be developed with this commitment in mind, and should utilize design elements that are cognisant and representative of a diverse community. Fonts and colours used in designs should be chosen in accordance with accessibility standards and be verified against a colour contrast checker such as webaim.org/resources/contrastchecker.



Summit theme and logo

The Summit logo has two components: the wordmark and the visual icon.

The visual icon is not a standalone item and cannot be separated or removed from the Summit logo unless the design is approved by the Federation.



Logo presentation

The Summit logo may be used in isolation or in conjunction with the Federation logo. In general, it is recommended to use the Summit logo in isolation except on official documentation or any piece where sponsor logos are also listed.

Summit 2026 logo variations



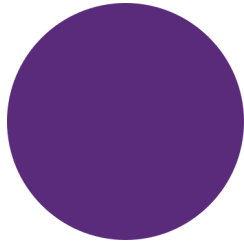
Preferred: Bilingual English and French, full colour



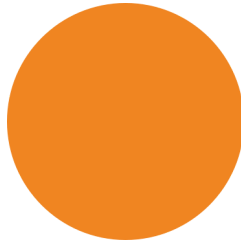
Unilingual English or French, vertical, full colour

Colour palette

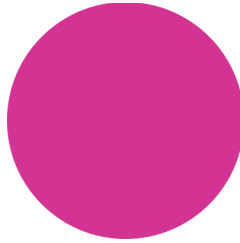
Primary colour palette:



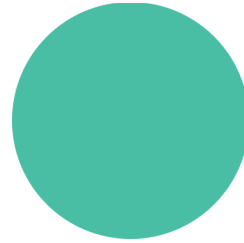
CMYK 25 / 65 / 0 / 52
RGB 90 / 43 / 122
HEX #5A2B7A



CMYK 0 / 45 / 86 / 6
RGB 240 / 133 / 33
HEX #F08521

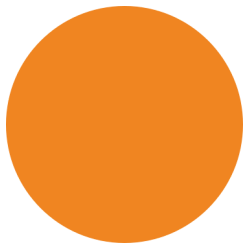


CMYK 0 / 76 / 30 / 17
RGB 211 / 51 / 147
HEX #D33393



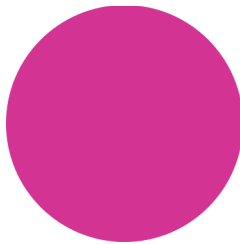
CMYK 61 / 0 / 13 / 25
RGB 74 / 190 / 165
HEX #4ABEA5

Presentation streams (to be combined with purple from primary palette):



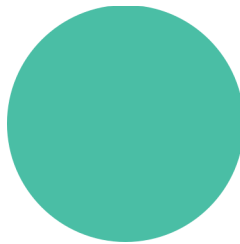
Networks of change

CMYK 0 / 45 / 86 / 6
RGB 240 / 133 / 33
HEX #F08521



Methods in motion

CMYK 0 / 76 / 30 / 17
RGB 211 / 51 / 147
HEX #D33393



Legitimacy at the edge

CMYK 61 / 0 / 13 / 25
RGB 74 / 190 / 165
HEX #4ABEA5

Best practices for accessible text in designs

Use the guide below to determine the **minimum required text size** on white and black backgrounds by colour:

Purple

- White - 12 pt
- Black - N/A

Orange

- White - N/A
- Black - 12 pt

Violet

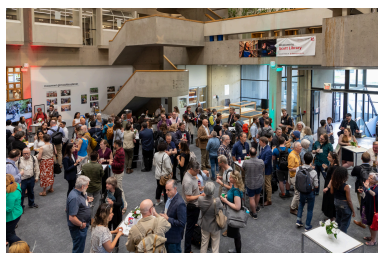
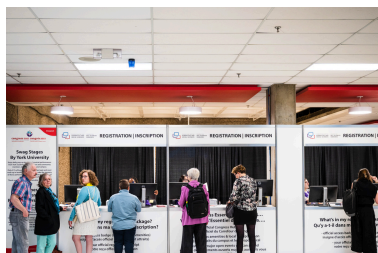
- White - 14 pt
- Black - 14 pt

Teal

- White - N/A
- Black - 12 pt

Photography

Design pieces requiring photography may pull from the [Big Thinking Summit 2026 - Photo Bank](#) folder, shared via Google Drive. See below a sample of the photography included (comprised of photos from previous conferences as well as stock footage).



Editorial guide

Our audience

Our primary audience is predominantly female between the ages of 25 and 35, which we attribute to early career scholars or graduate students. Our secondary audience is predominantly female between the ages of 35 and 44, which we attribute to mid to late career scholars or tenured professors.

Our stakeholders include:

- HSS faculty and scholars
- HSS students
- HSS professionals

Style

The Federation for the Humanities and Social Sciences follows Canadian Press style for all its written materials. There are a small number of exceptions for Summit written materials, which includes:

Capitalization

- Capitalize all academic titles, e.g. John Smith, Professor of Philosophy, Dean of Arts
- Capitalize the first word of a list, even for short lists
- Capitalize all the words of a report title, except prepositions, e.g. A Year in Review
- Use sentence capitalization for all document and website headings, sub headings, etc.
- Use sentence capitalization for a non official document title, e.g. Catering and audio visual menu
- Additional formatting:
 - Add accent to Québec, Montréal and proper names with French accents (LeLièvre) in English
 - Use the 24 hour clock for Summit materials (from 13:00 to 14:00, not from 1:00 to 2:00 pm)
 - The Federation uses the Oxford comma

Gender neutrality

In all English communications, the Federation uses gender-neutral pronouns, preferring they/them/ themselves to he/she or himself/herself. The Federation uses gender-neutral French wording. Check all gendered nouns and adjectives and correct as follows:

- Chercheur → chercheur.euse
- Canadiens → canadien.ne.s
- Dirigeants élus → Dirigeant.e.s élu.e.s

Typography

Text is to adhere to the following style rules:

1. Use Calibri **OR** Proxima Nova (ideally for headings, titles, CTAs, etc.) fonts
 2. Use black, 11 point for regular body text (No Spacing, Text, Body text style)
 3. Heading 1, Heading 2 and Heading 3 are respectively bold, 22, 18, and 14 point
 4. Teal and purple colours must be bold and 14 point (or larger) in order to pass accessibility standards, or the darker accessible versions may be used (see page 4).
- This is a list (level one)
 - This is another list (level two)
 - In general, avoid the use of underline, unless it is a [hyperlink](#)
 - *Italics* can be used for Proper names and publication titles
 - Use **bold** sparingly to highlight only key words as necessary
 - Use Canadian Press (CP) style, which is a Federation style (with some exceptions)
 - List item two
 - List item three

As a rule, coloured font should be of 14 point font (or larger) in order to pass accessibility standards, unless the accessible palette is being used.

Look & feel

The Summit branding is design-forward, contemporary, and distinct from Congress while remaining connected to the Federation and the Big Thinking program. The visual system will communicate momentum and clarity, supporting the Summit's focus on future-oriented dialogue and cross-sector collaboration.

The Summit can be best described as a festival of ideas for the HSS community and beyond. Messaging should come across as clear, grounded, and forward-looking. The goal is to emphasize collaboration and avoid clichés (i.e. overly sales-y language) and ensure there is strong diversity in the demographics represented. Additionally, designs should avoid looking overly academic or stuffy, focusing more on being a conference and ideas marketplace.

In an effort to have design pieces stand out, a minimal approach that embraces white space is recommended so that the bright colour palette can stand in contrast.

Design elements and examples

