CANADIAN IMMIGRANT WOMEN'S ASSOCIATION

This cheat sheet serves as a quick reference for applying CIWA's new brand consistently across all communications, digital platforms, and printed materials.

CIWA'S NEW LOGO

CIWA's logo reimagines the Canadian maple leaf through its name, creating a versatile symbol–wordmark that embodies unity and diversity.
It is available in four core versions: leaf, horizontal, stacked, and acronym.
The logo features uniquely coloured letters that represent the diverse origins and experiences of the women CIWA supports. Designed to evoke both a maple leaf and a flower, it offers flexibility while reflecting CIWA's dedication to fostering a supportive community for immigrant women across Canada.



Screen: 24px
Print: 0.25 inches

LOGO USAGE

PLEASE DO NOT ALTER, STRETCH, OR RECOLOUR THE LOGO.

- Keep the size of the logo legible and always give it breathing room
- The breathing room should be kept free of text and other marks
- The logo may never be reproduced smaller than 1.25 inches wide
  - Do not use drop shadows, outlines, gradients, or rotate the logo. Always maintain clear space equal to the height of the letter "A" in the logo.



Screen: 120px
Print: 1.25 inches



NAME

Our evolution from Calgary Immigrant Women's Association to **Canadian Immigrant Women's Association** reflects:

- Over 40 years of sector leadership in gender-focused immigrant services.
- A growing national role as the largest gender-specific immigrant-serving organization in Canada.
- The responsibility to amplify immigrant women's voices, visibility, and contributions at the national level.

This new chapter allows CIWA to expand its impact while remaining rooted in the experiences of immigrant women and families.



Use **CIWA** as much as possible. If the full name is required in narration or text, please use:

Canadian Immigrant Women's Association (formerly known as Calgary Immigrant Women's Association)

LOGO USAGE



To maintain clarity and impact across all social media platforms, use the logo in black or white when colour application isn't possible.
White Logo: Use on coloured or dark-toned backgrounds (e.g., CIWA's brand purple, green, or photography with strong shadows).
Black Logo: Use on light or neutral backgrounds (e.g., white, beige, or soft gradients from our brand colours).
Contrast First: Always ensure the logo is clearly legible. If the background is busy or multi-toned, place the logo on a solid brand colour block or a semi-transparent overlay.

If you need any assistance or have any questions about how to use our brand, or to request a high resolution logo, please email: communications@ciwa.org
www.ciwa.org

CANADIAN IMMIGRANT WOMEN'S ASSOCIATION

COLOUR PALETTE - PRIMARY COLOURS

#6A1753 #E22371 #f78b3c #FF6E6E #FAFAF0

COLOUR PALETTE - SECONDARY OR ACCENT COLOURS

FFF387 #ABA936 #58BCAD #FFD357 #C8C8B4

COLOUR PALETTE

To ensure consistent use across all documents, presentations, or digital materials, please update your computer or application colour settings using the exact HEX codes provided below. Font and background colours should always match these values. This is applicable for word, powerpoint, canva and other content tools.

TYPOGRAPHY – PRIMARY

USE ABORETO REGULAR FOR MAJOR HEADLINES OR CREATIVE HEADINGS. USE POPPINS (LIGHT, REGULAR, OR SEMIBOLD) FOR ALL BODY TEXT, SUBHEADINGS, AND DIGITAL CONTENT.

Headlines

ABORETO REGULAR — REGULAR — ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-=[]{}\"<,.?

Subheads and Body

Poppins Light	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-=[]{}\"<,.?
Poppins Regular	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-=[]{}\"<,.?
Poppins SemiBold	SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-=[]{}\"<,.?
Poppins Bold	**Bold**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-=[]{}\"<,.?**
Poppins Black	**Black**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-=[]{}\"<,.?**

Alternate Font if brand font is unavailable

Tenorite or Arial

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