



Partner Brand Guide

USING THE LIFTOFF NAME AND LOGO

Version 1.0 · October 2026

LiftOff, powered by the Caribbean Canadian Association of Waterloo Region

01

Welcome, partner

Thank you for supporting LiftOff. This short guide shows you how to present the LiftOff name, logo and voice in anything you create with us or about us, so our founders are represented clearly and consistently.

About LiftOff

LiftOff is the entrepreneurship program of the Caribbean Canadian Association of Waterloo Region (CCAWR), a registered charity founded in 1975. It helps Black entrepreneurs across southern Ontario plan, launch and grow their businesses through coaching, practical skills and a lasting community of founders.

Fuelling innovation. Building legacy.

DESCRIPTIONS YOU CAN USE

Copy these as written. They are approved for websites, programs, newsletters and social media.

Length	Description
One line	LiftOff, powered by CCAWR, helps Black entrepreneurs across southern Ontario launch and grow their businesses.
Short	LiftOff is the entrepreneurship program of the Caribbean Canadian Association of Waterloo Region. It helps Black entrepreneurs across southern Ontario plan, launch and grow their businesses through free coaching, practical skills and a lasting community of founders.

HOW TO REFER TO US

Please write	Please avoid
LiftOff	Liftoff, Lift Off, LIFTOFF
LiftOff, powered by CCAWR	LiftOff by CCAWR Inc.
Caribbean Canadian Association of Waterloo Region (full name on first mention), then CCAWR	Caribbean-Canadian Association
the Bubble Collective (our community of LiftOff founders)	the bubble, bubble group

02 Using the LiftOff logo

Please use only the official logo files we send you, exactly as supplied. If you need a different format or size, just ask.



The logo is one lockup with four parts: the ribbon mark, the LiftOff wordmark, the tagline and "Powered by CCAWR". Please keep all four together.

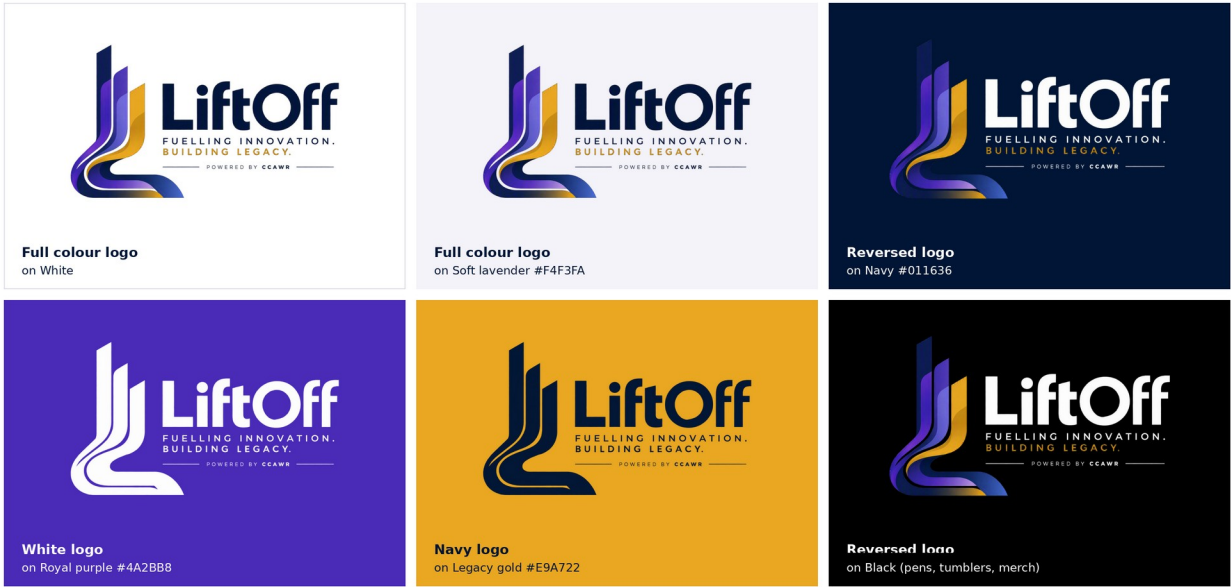
Rule	What to do
Clear space	Leave empty space around the logo equal to the height of the "L" in LiftOff on every side.
Minimum size	1.5 inches (about 150px) wide, so "Powered by CCAWR" stays readable.
Background	Use the version that matches your background. See "Logo on colour" on the next page.

PLEASE DON'T

- Stretch, squash or rotate the logo
- Change its colours or add shadows, glows or outlines
- Crop the ribbons or separate the tagline
- Recreate or retype the logo
- Place it over a busy photo without a white panel behind it

Logo on colour

We have four versions of the logo so it reads clearly on any background. Tell us your background colour and we'll send the right file.



Your background	Use this version
White or light colours	Full colour
Navy, black or dark photos	Reversed (white wordmark, colour ribbons)
Purple or other mid tones	White
Gold, yellow or light photos	Navy

If your background doesn't fit any of these, place the full colour logo on a white panel. Please don't recolour the logo to match your design.

03

Our logos together

When the LiftOff logo appears with yours, we want both to look their best.

- Place the logos side by side at the same visual size, separated by a thin vertical line or generous space.
- Keep each logo in its own colours. We won't recolour yours, and we ask the same for ours.
- On materials with several partners, place all logos in one row at the same height.
- Describe the relationship accurately, for example "in partnership with LiftOff, powered by CCAWR" or "proud supporter of LiftOff".

Colours and fonts

If you're designing something about LiftOff, these are our colours and fonts.

Navy HEX #011636 RGB 1, 22, 54	Royal purple HEX #4A2BB8 RGB 74, 43, 184	Legacy gold HEX #E9A722 RGB 233, 167, 34
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- **Fonts:** League Spartan for headlines and Montserrat for body text. Both are free on Google Fonts and built into Canva.
- Use navy and white as the base, purple as the main accent and gold sparingly.
- For readability, use navy text on gold, and avoid gold text on white.

04

How LiftOff sounds

Encouraging, clear and practical, like a mentor who believes in you.

When you write about LiftOff, please keep to our voice:

- Lead with what founders gain: coaching, real skills and a community of founders.
- Use plain words and short sentences. Skip jargon like "synergy" or "disrupt".
- Write "Caribbean Canadian" and "Black Canadian" without hyphens.
- Celebrate founders by name only when they've shared their story publicly or we've confirmed it with them.

Say it this way

Instead of	Try
"LiftOff is a comprehensive entrepreneurial ecosystem solution."	"LiftOff helps entrepreneurs turn a business idea into a plan, then a launch."
"Participants receive programming."	"Founders get free coaching, real skills and a community that has their back."

The Bubble Collective

LiftOff founders belong to **the Bubble Collective**, a community that starts in the program and stays with them after it ends. Each cohort is a Bubble, for example "the 2026 Bootcamp Bubble". Please capitalize **Bubble** and **Bubble Collective** when you refer to our founders.

ON SOCIAL MEDIA

Tag	Use
@ccawr1975	Tag us on Instagram so we can see and share your post
#LiftOff #BubbleCollective	Use these hashtags on posts about LiftOff and our founders

05

Approvals and contact

Please send us anything that uses the LiftOff name or logo before it goes public. We'll review it within **5 business days**.

- Social posts, graphics and ads
- Web pages, newsletters and news releases
- Event signage, banners and printed materials

Mentioning funding? Please check with us before referring to any government funding for LiftOff. These mentions need extra review, so allow about 4 weeks.

CONTACT

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Thank you for helping us fuel innovation and build legacy across southern Ontario.