



# Brand Integrity Toolkit

# Introduction

This Toolkit outlines the standards and expectations for staff and external partners to maintain the fidelity of the Worktopia brand.

Worktopia is one of several initiatives powered by Sinneave. Each initiative has its own unique visual identity, designed to be easily recognizable on its own while maintaining alignment with the overarching Sinneave brand.

All “Powered by Sinneave” initiatives aim to deliver clear, approachable communication and a consistent experience for our audiences. This is achieved through shared design elements such as imagery, iconography, basic shapes, gradients, and a limited colour palette. A cohesive visual identity strengthens brand recognition, communicates shared values, and supports meaningful connections with our audiences.

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.

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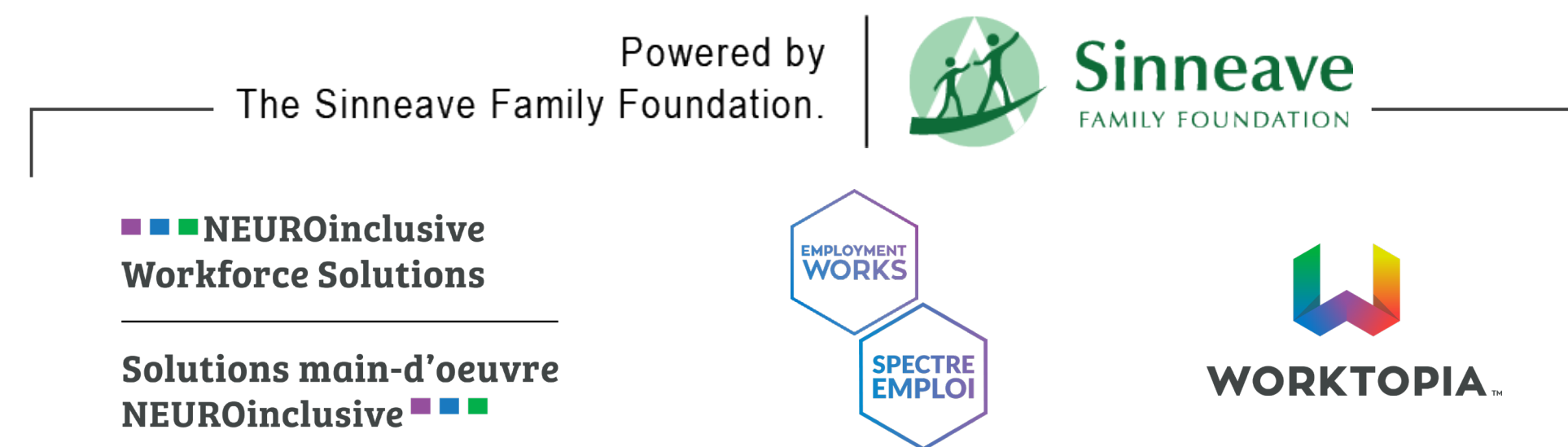
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# Related, yet unique.

“Powered by Sinneave” initiatives are intentionally crafted to feel distinct yet familiar. While each brand has its own identity, all maintain visual and strategic alignment with the [Sinneave Brand Integrity Toolkit](#) through consistent use of imagery, iconography, basic shapes, gradients, and a refined colour palette.

To ensure accessibility and clarity, designs follow contemporary best practices and universal design principles—prioritizing plain, neuro-affirming language, high contrast, and generous whitespace. Whether creating websites, presentations, or marketing materials, these shared standards support a unified brand experience across the Sinneave suite while allowing each initiative’s unique personality to shine.



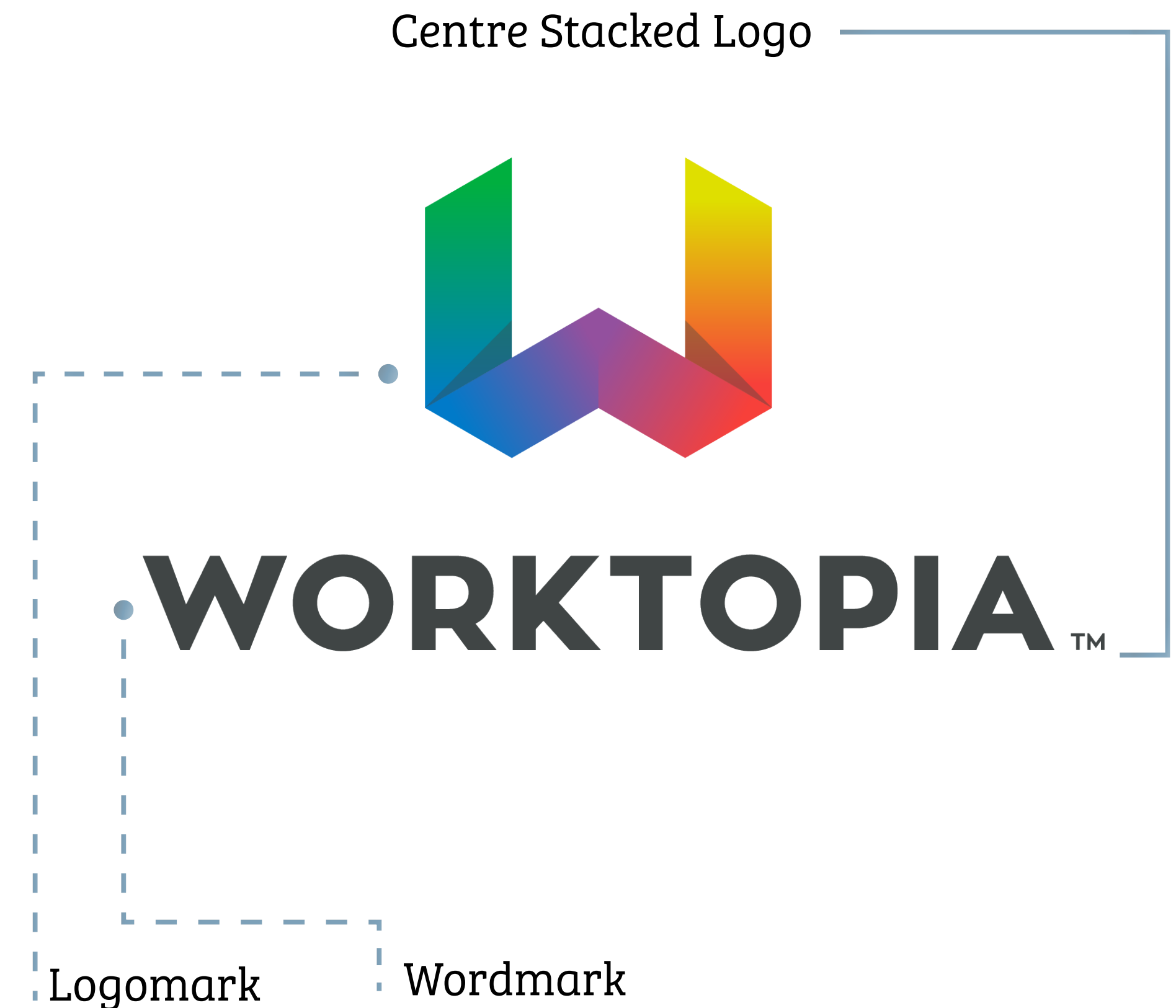
Contact the [Comms & Marketing team](#) for individual brand toolkits or for further assistance.

# Logo

The Worktopia logo is the most significant and unifying feature of the brand and is to be used on all brand communication. It consists of a logomark, and wordmark. Multiple variations have been designed to work with different applications to ensure a consistent and legible appearance.

## Usage

The logo and wordmark may be used separately on materials as long as the full logo has been previously introduced. “Worktopia” should always be fully capitalized in the wordmark and logo, and with a capital ‘W’ in written text. Do not alter the proportions or aspect ratios of any Worktopia logo. A minimum blank space surrounding the logo should be used equivalent to the width of the ‘W’ in the wordmark.



## Logo Variations

The logo has two main variations, referred to as “one-line” and “centre stacked”. Each variation has a negative (or reverse) colourway for the wordmark and taglines as well as a knock-out (all white) option. Use of any logo version must keep high contrast with its background.

the default logo is intended for use on white / light backgrounds. For black / dark backgrounds use the negative or knock-out variation. reserve the knock-out for instances in which audience familiarity is already established or designs that use many colours.



Negative / Reverse



Knock-out

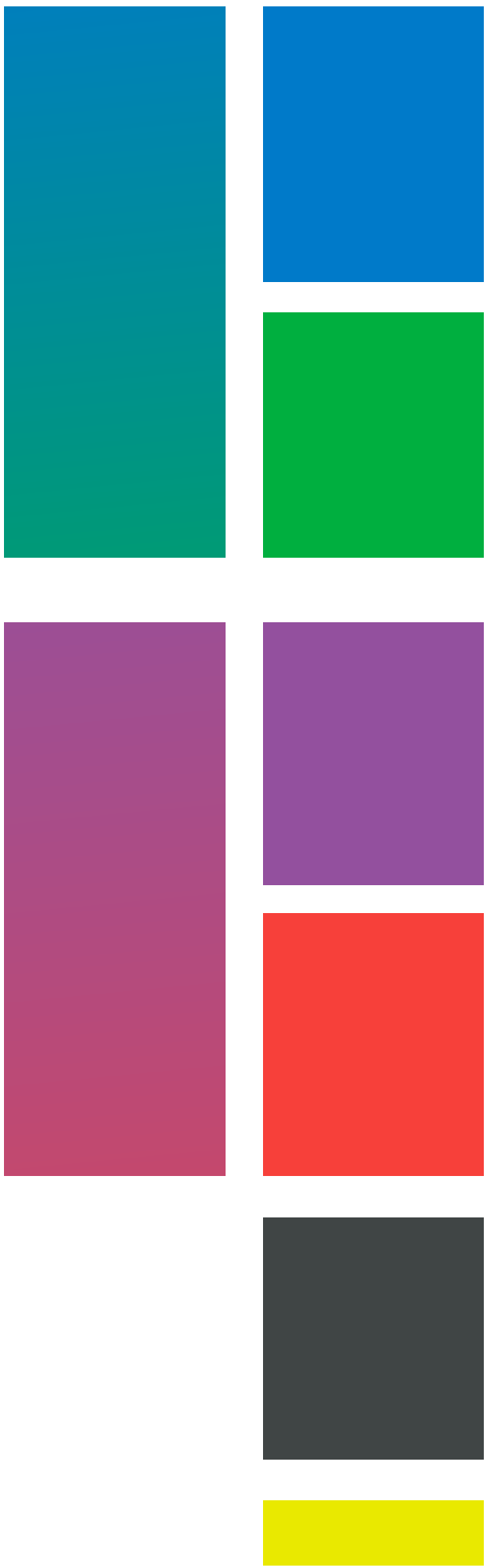


# Colour Palette

The Worktopia colour palette uses vibrant colours that represent many voices coming together in unity. All colours are present within the default logo, however use of the entire palette in designs is limited. Blue is the primary Worktopia colour, followed by Green and Purple. Red is used in limited instances and Yellow is typically avoided. All designs should prioritize plenty of white space, especially around text.

## Solid Colour and Gradients

Blue, Green, and Purple may appear as solid colours in graphics. Worktopia often uses gradients across all designs and materials. Gradients appear most often as blue / green (sometimes incorporating purple). Purple / Red is the secondary gradient combination.



| Blue:     |              |                |
|-----------|--------------|----------------|
| Hex       | RGB          | CMYK           |
| 007AC9    | 0, 122, 201  | 100, 28, 0, 0  |
| Green:    |              |                |
| Hex       | RGB          | CMYK           |
| 00AF3F    | 0, 175, 63   | 89, 0, 90, 0   |
| Purple:   |              |                |
| Hex       | RGB          | CMYK           |
| 93509E    | 147, 80, 158 | 50, 77, 0, 0   |
| Red:      |              |                |
| Hex       | RGB          | CMYK           |
| F7403A    | 247, 64, 58  | 0, 86, 80, 0   |
| Charcoal: |              |                |
| Hex       | RGB          | CMYK           |
| 404545    | 64, 69, 69   | 52, 32, 30, 76 |
| Yellow:   |              |                |
| Hex       | RGB          | CMYK           |
| DFDF00    | 223, 223, 0  | 11, 0, 90, 0   |

# 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).

|               | Blue Background |     |       |     | Green Background |     |       |     | Purple Background |     |       |     | Red Background |     |       |     | Charcoal Background |     |       |     | White Background |     |       |     |
|---------------|-----------------|-----|-------|-----|------------------|-----|-------|-----|-------------------|-----|-------|-----|----------------|-----|-------|-----|---------------------|-----|-------|-----|------------------|-----|-------|-----|
| Text Size     | 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 |
| Blue text     |                 |     |       |     |                  |     |       |     |                   |     |       |     |                |     |       |     |                     |     |       |     | Yes              |     | Yes   | Yes |
| Green Text    |                 |     |       |     |                  |     |       |     |                   |     |       |     |                |     |       |     |                     |     | Yes   |     |                  |     |       |     |
| Purple Text   |                 |     |       |     |                  |     |       |     |                   |     |       |     |                |     |       |     |                     |     |       |     | Yes              |     | Yes   | Yes |
| Red Text      |                 |     |       |     |                  |     |       |     |                   |     |       |     |                |     |       |     |                     |     |       |     |                  |     | Yes   |     |
| Charcoal Text |                 |     |       |     |                  |     | Yes   |     |                   |     |       |     |                |     |       |     |                     |     |       |     | Yes              | Yes | Yes   | Yes |
| White Text    | 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 |

Note: Yellow was part of the original Worktopia colour palette but has since been discontinued due to accessibility standards.

# Typography

## Type Size and Hierarchy

Worktopia has two typefaces. Bree Serif is used for headings and Source Sans for body text. Titles and headings should be largest, decreasing in size for subheadings and further still for body text.

It is important to maintain a clear hierarchy in font sizing for increased accessibility, material comprehension, and visual appeal. Determining font size can be difficult as there are many factors to consider (use context, audience, typeface etc.). As a best practice, body text should be 14pt or higher, and heading text 18pt or higher. Consider testing your design with a coworker or [ask the Comms Team](#) for guidance.

Bree Serif ..... ABCabc

**Source Sans ..... ABCabc**

## Type Spacing

Maintain a minimum of 1.5 spacing whenever possible, increasing for paragraph breaks. Leaving plenty of white space and maintaining clear margins is crucial to creating appealing and readable designs.

## Type Colour and Usage

Blue is the only colour that may be used for text and should be reserved for titles and headings only. High contrast must exist between all font and backgrounds. Preference is for dark text on light backgrounds. White text on dark backgrounds should be limited to titles and not used for body text. Avoid overlaying text on graphics and images unless otherwise approved.

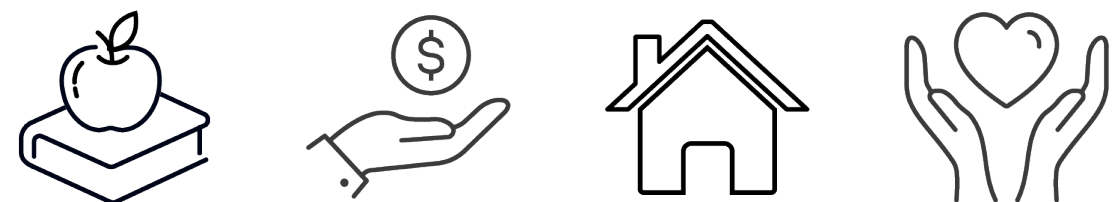
# Imagery

## Photography

We use photography across our websites and various materials. Choose natural lighting and a combination of environmental portraits and candid moments showcasing real people that reflect diversity and inclusivity, in workplace scenarios, as often as possible. Use photos that represent the content meaningfully, with clean and uncluttered compositions. Ensure you have explicit consent for any photos used from the individual(s) and photographer.

## Vector Graphics and Icons

Use of vector graphics should be limited. [Contact Comms & Marketing](#) prior to the creation of materials to ensure proper use. Icons can be included in resources and other materials as well as webpages. Choose clean and professional line art that clearly conveys the topic. Black or white icons are preferred, especially when multiple are visible at once.



## Graphics and Icons

Rounded squares can be used with simple, clean icons or graphics in limited amounts or to add a bold element to designs.



## Frames and Text Boxes

We often frame photos with rounded basic shapes. An enlarged shape can section a page if plenty of blank space is provided for text and the shape is offset.



## Backgrounds

A low opacity percentage can be applied to outlined logomarks and scattered randomly throughout a background to create subtle visual interest. Typical use is white over a blue-green gradient. Use sparingly.



**Note:** Multiple treatments are shown throughout this document to provide examples and context. New materials should limit the amount of design variation to maintain a clean look.

# Accessibility

Accessibility is fundamental to ensuring that all individuals, regardless of their abilities, can engage with our brand effectively.

## **Audience, Tone, and Language**

Worktopia's primary audiences are participants, employers and community collaborators. We strive for clear and accessible communication with all audiences.

We aim for a Grade 6-8 level language, avoiding the use of acronyms, jargon, contractions, and idioms. [The Sinneave Neuroaffirming Language Guide](#) is a critical resource to ensure our language is as relevant, respectful, and as accessible as possible.

## **Web Accessibility**

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

## **Accessible Materials and Presentations**

Prioritize accessibility in all branded materials; testing all, and seeking feedback from diverse user groups, including self advocates. Refer to [Sinneave's Brand Integrity Toolkit](#) for details.