





# CFN - AVOID FRAILTY - Brand Guidelines

---

## Mark

---

**AVOID  
FRAILTY**

- A** - ACTIVITY 
- V** - VACCINATE 
- O** - OPTIMIZE MEDS 
- I** - INTERACT 
- D** - DIET & NUTRITION 

AVOIDFRAILTY.CA - TAKE CONTROL

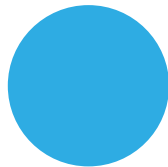
## Colour Palette

---

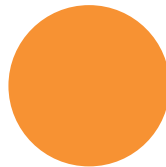
### CMYK



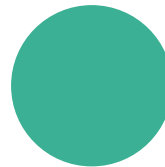
**C-26  
M-0  
Y-83  
K-0**



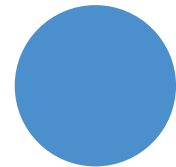
**C-69  
M-14  
Y-0  
K-0**



**C-0  
M-51  
Y-90  
K-0**



**C-72  
M-6  
Y-53  
K-0**

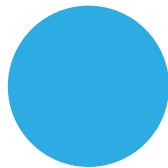


**C-70  
M-35  
Y-0  
K-0**

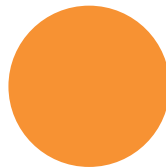
### RGB



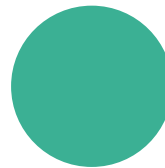
**R-198  
G-219  
B-86**



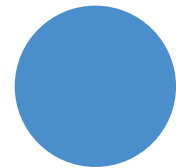
**R-44  
G-172  
B-227**



**R-247  
G-146  
B-51**



**R-59  
G-176  
B-148**



**R-74  
G-142  
B-204**

## Type Use

---

**AVOID  
FRAILTY**

---

Avenir  
Black

Turnpike  
Regular

**A** - ACTIVITY



**V** - VACCINATE



**O** - OPTIMIZE MEDS



**I** - INTERACT



**D** - DIET & NUTRITION



---

**AVOIDFRAILTY.CA - TAKE CONTROL**

Avenir Next  
Condensed Medium

Frutiger  
Ultra Black