

January 2026

Brand Guidelines

isans | Immigrant Services
Association of Nova Scotia



ISANS exists to help newcomers build their future in Nova Scotia and to strengthen the communities they join. Our brand is an expression of that purpose. It communicates who we are, what we value, and the experience people can expect when they engage with us.

These guidelines provide clarity and consistency for how the ISANS brand appears and behaves. They outline the visual and verbal elements that come together to form a recognisable, trusted identity. When applied consistently, they help build understanding, reinforce credibility, and support meaningful connection with the people and partners we serve.

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Brand

The ISANS brand is built on a simple vision: to build a community where all can belong and grow. Every interaction, every service, and every message reflects our role in helping people feel welcome, supported, and empowered as they build their lives in Nova Scotia.



Our core values are expressed in two ways. Wellness Culture Values and Performance Culture Values. Together these help guide our decision making and actions towards fulfilling our mission and vision.

Wellness Culture Values

Care

Caring about people and their well-being is at the heart of our work, and we lead with compassion and empathy.

Diversity

Recognizing and valuing the diversity of perspectives, backgrounds, and experiences is how we create a welcoming and respectful environment for all.

Empowerment

Empowering people to thrive is how we work by providing the resources, opportunities, and support they need to learn and grow.

Inclusion

Inclusivity inspires us to be connected by our differences and to celebrate each other as equals and as representatives of those we support.

Respect

Treating others the way we want to be treated, leading with integrity, trust and kindness is how we show up.

Performance Culture Values

Accountability

Holding ourselves and each other accountable for meeting our commitments, delivering high-quality results and driving continuous improvement.

Collaboration

Sharing knowledge, communicating openly and respecting each other's contributions make us stronger.

Innovation

Fostering an environment where new ideas and creativity can flourish, where we embrace change and create a better future.

Service

Understanding client and community needs and experiences, building relationships that deliver exceptional service, exceed expectations and drive successful outcomes.

Logo

Our logo is a core element of the ISANS identity. It represents stability, trust, and connection. Whenever it appears, it should do so with clarity and consistency.

These guidelines provide direction on placement, clear space, minimum sizes, colour options, and appropriate applications across print, digital, and environmental formats. The logo should always be treated with care and never altered, distorted, or placed in a context that compromises legibility.

The goal is a brand mark that remains instantly recognisable and enduring.



Using our Logo

Clear Space

When placing the logo next to other elements, whether photography, graphic shapes, other logos, or text, be mindful of the space we're giving around the logo. As a general rule, try to keep the a distance equal to the dot in the "i" in ISANS. This distance should scale with the logo.

Alignment

When horizontally aligning text or elements to the logo, it is generally recommended to use the baseline of or the x-height of the longform of our name. Vertical alignment should be against the stem of the "i" in ISANS.



Minimum Size

While the logo works in many sizes, care should be paid when using it in a small space. At a minimum, the logo should be no smaller than the following sizes (including clear space).

At sizes smaller than these noted, legibility of our longform name is poor. Exceptions can be made if using only the acronym of our logo in a special use (see page 7)

1.8 in / 45 mm / 200 px (72 dpi)



1 in / 25 mm /
100 px (72 dpi)



On Colour

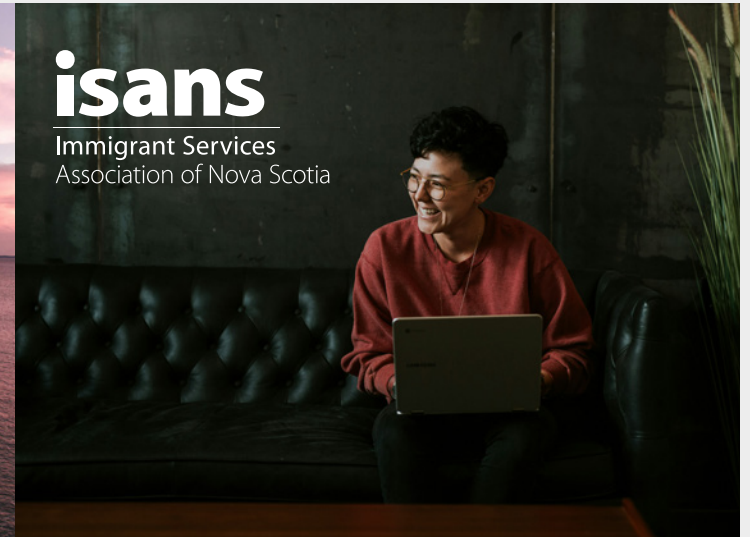
Using the logo on colour backgrounds requires attention to legibility and contrast. Here's some general guidelines for use on our brand's colour palette. For full colour breakdowns see pages 18-20.



On Photography

When using the logo on photography, be mindful of contrast and legibility. Busy or highly textured photographs can make it difficult to read. When in doubt, adjust the design to incorporate the logo in a way that doesn't require it being placed on top of photography.

When you place the logo on photography, be mindful of subjects or people being covered up.



Special use

There are instances where our logo can be used in ways other than previously demonstrated. This can include using the acronym as an outline, or only using the acronym as a graphic element.



What not to do

There are a few things we recommend not doing on this page. This is to ensure legibility and consistency, so people immediately know it's us.



Put the logo over people



Use a logo over colour or photographs with low contrast



Change the colours of the logo



Put photographs in the logo



Distort the logo



Use excessive effects on the logo



Rearrange the logo



Place the logo at an angle or sideways

Typography

Typography plays an essential role in expressing the ISANS voice. It supports accessibility, clarity, and ease of use, qualities that reflect our commitment to service and inclusion.

The type system selected for the brand is simple, modern, and readable across formats and languages.

Livvic

Livvic is used for headings, titles, and moments where the brand needs to feel expressive and confident. It brings personality without sacrificing readability. Its rounded shapes and contemporary structure reflect our welcoming tone, optimism, and people-centred approach.

Noto Sans

Noto is used for body text, supporting text, and any content that must appear in multiple languages. Designed by Google to support global scripts with visual consistency, Noto ensures that ISANS can communicate clearly and respectfully with diverse audiences. It is available in multiple weights.

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Типография

یفارگوپیات

Taayiroogiraafii

Typographie

Qoraalka qoraalka

Tipografía

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Uchapaji

版式

Livvic

Livvic is the font to use for headings, quotes, or other large expressive forms of text. It supports weights from thin to black, all with italic options.

It has Latin and Latin-Extended characters, meaning it can be used in languages other than English; like French, Spanish, Portuguese, German, Italian, Dutch, Polish, Czech, Slovak, Hungarian, Romanian, Croatian, Slovenian, Swedish, Norwegian, Danish, Finnish, Vietnamese, and many other Western, Central, and Eastern European languages that use Latin characters

[Download Livvic](#)

Building our future together

Programs & Services

Belong & Grow

**Community Integration
Programs & Services**

***Construisons
ensemble notre
avenir***

*More newcomers launching
business in Halifax*

“What makes me most proud is being able to make a difference in immigrants’ lives whether they came as refugees or skilled workers.”

9,321 hours of volunteering

Livvic Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Livvic Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;! çéâêîôûàèùëïü ""

Noto

Noto is the font to use for long copy, translated communications, and functional text. It is easy to read, and provides consistency across languages in a variety of weights and italics (where applicable).

These fonts are perfect for harmonious, aesthetic, and typographically correct global communication, in more than 1,000 languages and over 150 writing systems. “Noto” means “I write, I mark, I note” in Latin. The name is also short for “no tofu”, as the project aims to eliminate ‘tofu’: blank rectangles shown when no font is available for your text.

[Download Noto](#)

Будуємо наше майбутнє разом

ISANS is a non-profit organization empowering immigrants and refugees to build their futures in Nova Scotia. With over 45 years of experience, we support more than 17,500 newcomers from 180+ countries each year as Atlantic Canada’s leading settlement agency.

[Read More](#)

[Learn More](#)

By helping serve, mentor or connect newcomers to the community, you can help build a community where all can belong and grow.

共同建设我们的未来

ISANS helps immigrants build a future in Nova Scotia. Our vision is to build a community where all can belong and grow.

Subscribe Now

ISANS is proud to champion **equity, diversity, inclusion, and accessibility**—including **advocacy** and **support** for **equity-deserving communities**—so that every newcomer can find opportunity and belonging in Nova Scotia.

We acknowledge that we are in Mi'kma'ki, the ancestral and unceded past and present lands of the Mi'kmaq people. We recognize their ongoing stewardship and deep connection to these lands, waters, and resources.

902-423-3607

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اعم ان لبقتسم

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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abcdefghijklmnopqrstuvwxyz

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Noto Sans Light Italic*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ÀÂÄÇÉÈÊËÏÎÏÖÛÛÛÛÛÛÛÛÛ Ñ ÁÍÓÚ Ý ŠŽ**abcdefghijklmnopqrstuvwxyz**àâäçéèêëïîïöûûûûûûûûû ñ áíóú ý šž**АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ**ЄІІГ**абвгдеёжзийклмнопрстуфхцчшщъыьэюя**єііг***Noto Sans Regular**

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Noto Sans Italic*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ÀÂÄÇÉÈÊËÏÎÏÖÛÛÛÛÛÛÛÛÛ Ñ ÁÍÓÚ Ý ŠŽ**abcdefghijklmnopqrstuvwxyz**àâäçéèêëïîïöûûûûûûûûû ñ áíóú ý šž**АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ**ЄІІГ**абвгдеёжзийклмнопрстуфхцчшщъыьэюя**єііг***Noto Sans Bold****ABCDEFGHIJKLMNOPQRSTUVWXYZ****ÀÂÄÇÉÈÊËÏÎÏÖÛÛÛÛÛÛÛÛÛ Ñ ÁÍÓÚ Ý ŠŽ****abcdefghijklmnopqrstuvwxyz****àâäçéèêëïîïöûûûûûûûûû ñ áíóú ý šž****АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ****ЄІІГ****абвгдеёжзийклмнопрстуфхцчшщъыьэюя****єііг*****Noto Sans Bold Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******ÀÂÄÇÉÈÊËÏÎÏÖÛÛÛÛÛÛÛÛÛ Ñ ÁÍÓÚ Ý ŠŽ******abcdefghijklmnopqrstuvwxyz******àâäçéèêëïîïöûûûûûûûûû ñ áíóú ý šž******АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ******ЄІІГ******абвгдеёжзийклмнопрстуфхцчшщъыьэюя******єііг***

Font weights not shown but available for use: Noto Sans Thin, Thin Italic, ExtraLight, ExtraLight Italic, Medium, Medium Italic, SemiBold, SemiBold Italic, ExtraBold, ExtraBold Italic, Black, and Black Italic

Noto Sans Arabic Light

غ ع ظ ط ض ص ش س ز ر ذ د خ ح ث ت ب ا
گ ژ چ پ ة ئ ؤ آ إ أ ي و ه ن م ل ك ق ف
٠ ١٢٣٤٥٦٧٨٩

Noto Sans Arabic Regular

غ ع ظ ط ض ص ش س ز ر ذ د خ ح ث ت ب ا
گ ژ چ پ ة ئ ؤ آ إ أ ي و ه ن م ل ك ق ف
٠ ١٢٣٤٥٦٧٨٩

Noto Sans Arabic ExtraBold

غ ع ظ ط ض ص ش س ز ر ذ د خ ح ث ت ب ا
گ ژ چ پ ة ئ ؤ آ إ أ ي و ه ن م ل ك ق ف
٠ ١٢٣٤٥٦٧٨٩

Noto Sans Arabic includes full Unicode coverage for Arabic script, including Arabic, Persian (Farsi), and Dari. The characters shown demonstrate representative letterforms and numerals. Arabic text is set right to left and right aligned in all applications.

Noto Sans Ethiopic Light

የሰው፡ልጅ፡ሁሉ፡ሲወለድ፡ነጻና፡በክብርና፡በመብትም፡እኩልነት፡
ያለው፡ነው፡፡፡የተፈጥሮ፡ማስተዋልና

Noto Sans Ethiopic Regular

የሰው፡ልጅ፡ሁሉ፡ሲወለድ፡ነጻና፡በክብርና፡በመብትም፡እኩልነት፡
ያለው፡ነው፡፡፡የተፈጥሮ፡ማስተዋልና

Noto Sans Ethiopic ExtraBold

የሰው፡ልጅ፡ሁሉ፡ሲወለድ፡ነጻና፡በክብርና፡በመብትም፡
እኩልነት፡ያለው፡ነው፡፡፡የተፈጥሮ፡ማስተዋልና

Noto Sans Ethiopic provides full Unicode coverage for the Ethiopic script, supporting Amharic and Tigrinya. The examples shown are representative samples only. The complete character set is available within the font.

Noto Sans SC Light

鉴于对人类家庭所有成员的固有尊严及其平等的和不
移的权利的承认,乃是世界自由、正义与和平的基础

Noto Sans SC Regular

鉴于对人类家庭所有成员的固有尊严及其平等的和不
移的权利的承认,乃是世界自由、正义与和平的基础

Noto Sans SC Bold

鉴于对人类家庭所有成员的固有尊严及其平等的和不
移的权利的承认,乃是世界自由、正义与和平的基础

Noto Sans SC provides full Unicode coverage for Simplified Chinese (Mandarin). Due to the size of the character set, only a representative sample is shown here.

For all three fonts, weights not shown but available for use: Thin, ExtraLight, Medium, SemiBold, ExtraBold, Black.

The Noto Ecosystem

Our commitment to inclusion means being able to communicate clearly in any language, format, or medium. Beyond the primary scripts shown on the previous pages, the complete Noto font family offers an expansive toolkit designed to eliminate barriers.

This system includes variable width options for flexible layouts, a Serif counterpart for formal applications, and a comprehensive symbol set. This versatility ensures that whether we are printing a large banner or a compact brochure, the ISANS brand remains consistent, accessible, and typographically harmonious across more than 1,000 languages and 150 writing systems.



Global Reach

Noto supports virtually every script in the Unicode standard, ensuring we never display “tofu” (blank boxes) when communicating with clients from diverse regions.

We acknowledge that we are in Mi'kma'ki, the ancestral and unceded past and present lands of the Mi'kmaq people. We recognize their ongoing stewardship and deep connection to these lands, waters, and resources.

Noto Serif

Noto Serif is available for formal documents, citations, or long-form storytelling where a traditional aesthetic aids readability. It pairs seamlessly with Noto Sans.

Donate Now

Donate Now

Donate Now

Donate Now

Variable & Condensed Widths

Noto Sans Variable allows for precise control over width and weight. Use Condensed or Extra Condensed styles when space is limited or for data-heavy tables.



Glyphs & Utility

While Font Awesome is our primary standard for illustrative icons and navigation (see page 27), the Noto family is essential for “inline” utility.

Use Noto Sans Symbols for functional needs that do not require an illustration, such as directional arrows in text (e.g., 'Read more →'), currency signs in financial tables (\$ € ¥ £), mathematical operators, or Braille characters for accessibility."

Typesetting Principles

Hierarchy

Use both brand fonts in applications where Livvic's character set can support it (ie. French, Spanish) and use multiple weights in applications where only Noto is used (ie. Ukrainian, Mandarin).

Avoid mixing Livvic and Noto Sans within the same line of text. Hierarchy should be established through size, weight, and spacing rather than colour alone.

Non English language considerations

Use Noto Sans for all translated content that Livvic's character set doesn't support. Avoid manual tracking or letter spacing adjustments in non Latin scripts. Do not italicise scripts that do not support italics (Arabic, Chinese, Ethiopic). When in doubt, prioritise legibility over visual uniformity.

Spacing and readability

For body copy generous line spacing improves readability, especially in translated content. When setting headlines, reducing this spacing can save room and appear more professional. Avoid tight leading or condensed layouts. Allow for text expansion when working across languages

Alignment and directionality

Left to right languages are set left aligned. Right to left languages, such as Arabic, are set right aligned. Do not centre align long passages of text. Maintain natural reading direction for all languages

**This headline
is set in Livvic
with good
line spacing.**

**This headline
is set in Livvic
with *poor*
line spacing.**

Colour

The ISANS colour palette communicates the diversity of our community. It balances professional tones with welcoming accents, reflecting both the reliability of our services and the optimism of the lives we support.

Used consistently, colour strengthens recognition and enhances the experience of our materials across print and digital channels.



Primary Colours

Our primary colour palette is composed of the colours we use most predominately. Anchored by our Teal and Green colours used in our logo, they include a dark teal, and teal black to use with white. Dark Grey is our preferred alternative to black when setting text on white.

Teal Black Hex: #003634 RGB: 0, 54, 52 CMYK: 100, 0, 50, 85 Pantone 627 C	Dark Teal Hex: #00514D RGB: 0, 81, 77 CMYK: 100, 0, 50, 64 Pantone 3302 C	Teal Hex: #006C67 RGB: 0, 108, 103 CMYK: 100, 0, 46, 46 Pantone 329 C
White Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	Green Hex: #5E9732 RGB: 94, 151, 50 CMYK: 56, 0, 100, 27 Pantone 370 C	Dark Grey Hex: #444444 RGB: 68, 68, 68 CMYK: 0, 0, 0, 85

Secondary Colours

Our secondary colours are used for adding life and accent to our communications. These can work together, but should be grounded in use with our primary colours.

Yellow Hex: #F0BE18 RGB: 240, 190, 24 CMYK: 4, 33, 98, 0 Pantone 7409 C	Purple Hex: #8664AB RGB: 134, 101, 171 CMYK: 53, 69, 0, 0 Pantone 265 C	Red Hex: #DF3030 RGB: 223, 48, 48 CMYK: 7, 95, 92, 0 Pantone 185 C	Turquoise Hex: #1DB7B2 RGB: 29, 183, 178 CMYK: 74, 0, 39, 0 Pantone 3275 C
Orange Hex: #DF8230 RGB: 223, 130, 48 CMYK: 10, 58, 94, 1 Pantone 1505 C	Bright Teal Hex: #009189 RGB: 0, 145, 137 CMYK: 83, 23, 50, 3 Pantone 3282 C	Blue Hex: #359CD7 RGB: 53, 156, 215 CMYK: 71, 25, 0, 0 Pantone 311 C	Bright Green Hex: #8CC642 RGB: 140, 198, 66 CMYK: 50, 0, 98, 0 Pantone 2285 C

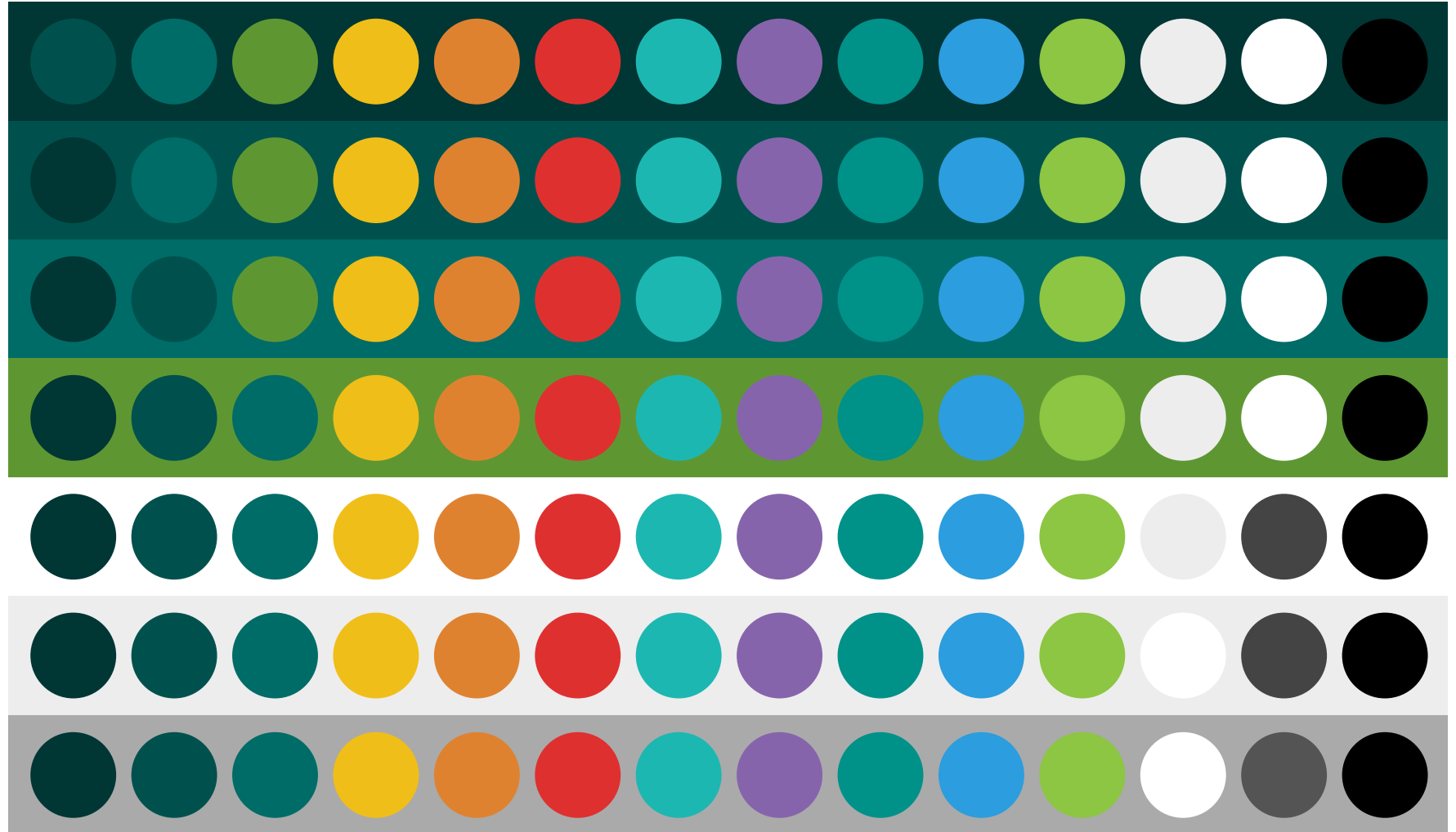
Tertiary Colours

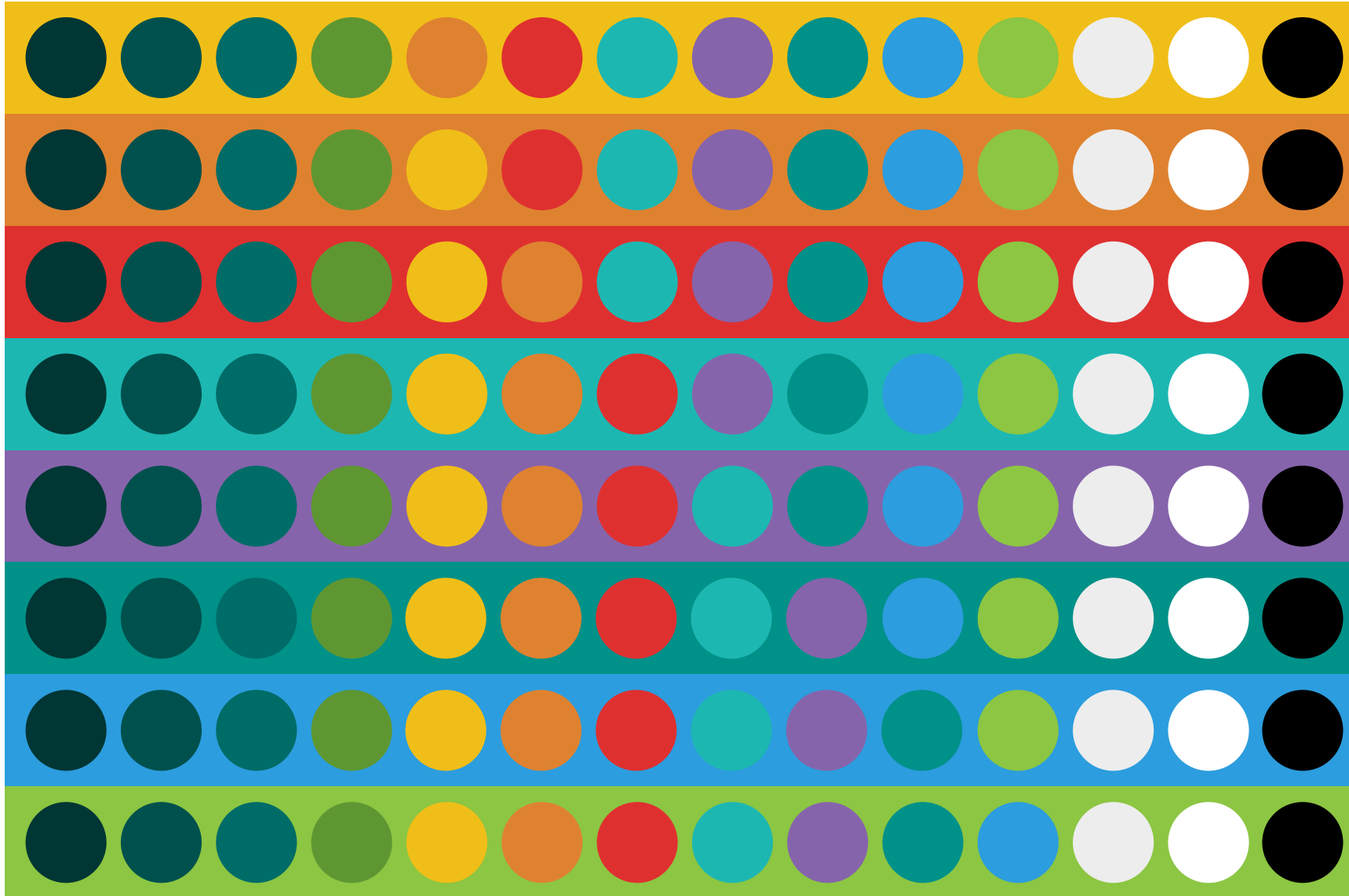
Our tertiary colours are used for functional aspects of our communications. While we prefer to use Dark Grey for text versus Black, Black can be used on some applications where necessary. The Medium and Light Greys are tonal for interfaces, charts, or graphs. Off-White can be used in lieu of white backgrounds.

Black	Medium Grey
Hex: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100	Hex: #666666 RGB: 102, 102, 102 CMYK: 0, 0, 0, 70
Light Grey	Off-White
Hex: #AAAAAA RGB: 170, 170, 170 CMYK: 0, 0, 0, 30	Hex: #EDED ED RGB: 237, 237, 237 CMYK: 0, 0, 0, 7

Using Colour

There are no hard rules on using our colours, but be mindful of contrast when it comes to setting type in colour on coloured backgrounds or how colour can pull focus to elements. This can be used to your advantage or be detrimental to communications.





While our secondary colours can be combined with other secondary colours, some work better together than others. Be mindful of how too much of the same colour family can contribute to a feeling.

Using spectrums of colour, from red, orange, yellow, green, to blue is often associated with other organizations and may incorrectly communicate our vision.

Imagery

Imagery plays a central role in expressing the ISANS brand. It helps communicate belonging, dignity, and possibility in ways that complement our written and spoken voice.

The ISANS imagery system is photography-led. We use real, authentic moments that reflect the diversity of the people we serve and the communities we work with. Images should feel honest, respectful, and grounded in lived experience. They should avoid stereotypes and staged scenarios, instead highlighting empowerment, connection, and growth.

The goal of our imagery is clarity, humanity, and trust, showing people as they truly are, and the communities they are part of.

Note: We currently don't use narrative illustration as a storytelling or decorative device.



Photography

Photography is one of the primary ways we communicate. It should feel real, respectful, and grounded in the lived experiences of newcomers.

Prioritise images that show; people in genuine moments of learning, working, or connecting, people looking away from camera (not directly at viewer), diversity in culture, age, gender, and ability, and authentic expressions over staged scenarios.

Images should never stereotype or reduce newcomers to symbols. They should show strength, dignity, and possibility.

Where appropriate, use photography of Nova Scotia to help ground our communications in this place.



Phone Photography

For capturing programs, services, and activities using a mobile device.



Clean and set up your phone

Clean the lens, use the highest resolution, and turn off filters or effects.

Use good light

Stand near windows or bright areas. Avoid flash and avoid placing people in front of bright windows.

Hold steady

Use two hands and brace yourself against a wall or table if needed.



Keep it simple

Watch the background, keep the image straight, and move closer instead of using zoom.

Take a few options

Capture a wide shot, a medium shot, and a close-up. Take 3–5 photos per moment, in both landscape and portrait orientations.

Check and save properly

Make sure the photo is sharp and well lit. Save files in the highest quality possible.

Map Graphics

These are a supporting visual element within the ISANS brand. Constructed from a field of dots, the map graphics can depict the world, Canada, or Nova Scotia.

Map graphics are used to set context rather than deliver information. They provide a quiet sense of scale, connection, and place, reinforcing the idea that many worlds coexist and contribute to life in Nova Scotia.

They should be used subtly and intentionally, adding depth and meaning without competing with content.



Map Graphics are built in these core colours. When using the graphics on our Primary Green or Secondary colours, use it in White at no more than 20% opacity.

Motion & Video

Motion and video extend the ISANS photography approach over time. It should capture real moments as they unfold and should feel observational, grounded, and human.

Video should prioritise authenticity over production. The goal is to show programs, services, and people in action, not to stage or perform for the camera.

Style Principles

Use steady, simple framing, and replicate or use natural lighting.

Typography, circles, and the World Graphic may appear subtly in motion, following the same principles as static layouts.

Watermark

When requiring attribution and copyright, use one of the ISANS logos as a watermark, positioned in the bottom left corner set at 50% opacity.



Icons

Icons may appear in functional roles such as website navigation, wayfinding, presentations, or internal communication, but they should not be used as focal elements. We use the free Font Awesome icon set, if this is not available, use the Noto Sans Symbol fonts, or stick to minimal outlined icons and shapes.

[Visit Font Awesome](#)



Graphic System

The ISANS visual system is built around a core idea: Our World. It reflects the people, families, programs, and communities that shape life in Nova Scotia. Each circle represents an individual world, distinct on its own, but connected to many others. When used together, these circles communicate diversity, belonging, and shared growth.

Circles are the primary expressive graphic element in the ISANS brand. They give form to the idea that ISANS is a place where many worlds meet, overlap, learn, and thrive.



Role of Circles in the System

Circles serve three core purposes in ISANS design:

1. Centring people, programs, and stories

A single circle can highlight a person, service, or key idea, drawing attention without overwhelming the layout.

2. Showing diversity and connection

Multiple circles can be combined to represent; different communities, multiple program offerings, varied pathways or journeys, the coexistence of many worlds within ISANS. The arrangement of circles visually reinforces inclusion and interconnectedness.

3. Organising information

Circles can structure content in a clean, flexible way. They can introduce themes, group messages, or provide visual anchors that guide the viewer's eye.

1.



2.



3.



As Atlantic Canada's leading immigrant settlement agency, we have over 45 years of experience supporting newcomers from more than 180 countries.

Using the Graphic System



Photographs

Photography used within circles should be thoughtfully composed to suit both the subject and the surrounding layout. Cropping should feel intentional, with subjects positioned to maintain clarity, warmth, and balance. Avoid awkward tangents or crops that diminish expression, gesture, or context. People or objects can break out of the circle if it suits the design.

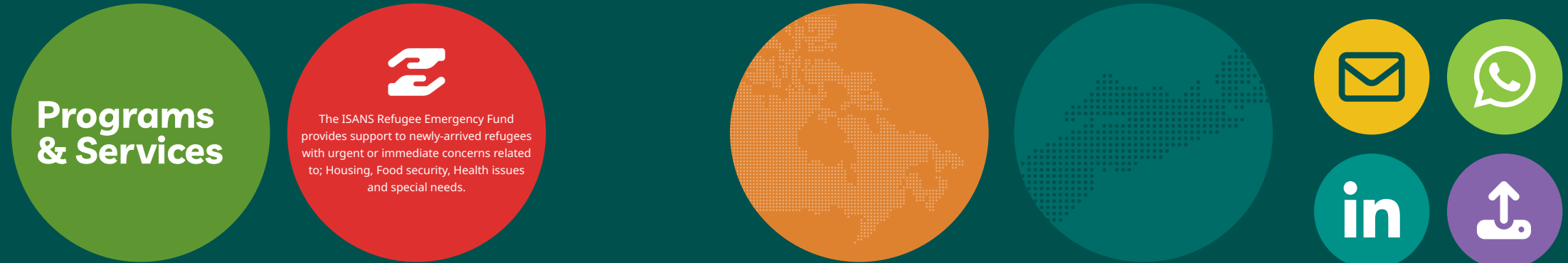


Coloured Frames

When using a coloured circular frame, the outer circle should be approximately 15–20% larger in diameter than the photo circle. This proportion ensures the frame reads as a confident graphic element rather than a thin outline.

Construct the frame by duplicating the photo circle and scaling it up by 1.15× to 1.20×, then applying a brand colour to the resulting ring. The frame should feel supportive and intentional, not decorative.

Using the Graphic System



Text

Circles may be used to contain short text elements such as headings, labels, or key messages. Text within circles should remain concise and legible, with clear hierarchy and sufficient breathing room. Circles should support the message, not compete with it. Avoid overcrowding or using circles to contain long-form text.

Map Graphics & Icons

Circles may also be used to contain map graphics, patterns, or icons. These elements should be clear, minimal, and consistent with the overall visual system. When used, map graphics and icons should feel integrated and purposeful, reinforcing meaning rather than acting as decoration.

Using the Graphic System



Colour

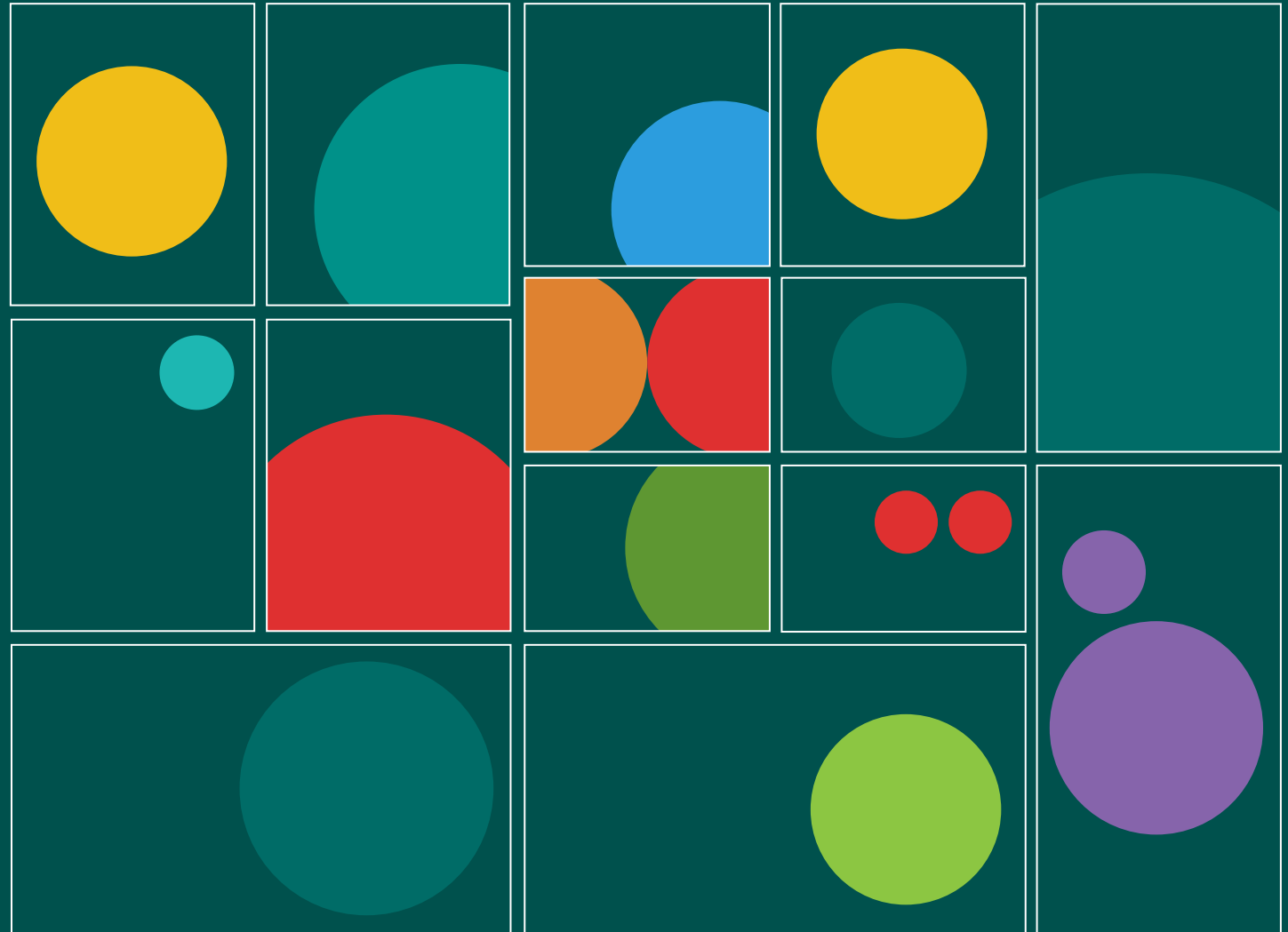
Coloured circles may be used as decorative elements to add warmth, energy, and visual interest to a layout. When used decoratively, circles should support the overall composition without drawing focus away from primary content.

Larger decorative circles may touch or overlap, while smaller circles should be spaced apart to maintain clarity and balance.

Layouts

The examples shown illustrate the flexibility of the graphic system across different formats and compositions. Circles may be fully visible, partially cropped, or positioned at the edge of the layout. Exact placement, scale, and cropping should be determined by the needs of the content, hierarchy, and format of each application.

These examples are illustrative, not prescriptive. They demonstrate how the system adapts to horizontal, vertical, square, and portrait layouts. Designers are encouraged to use judgement and respond to context rather than replicate specific compositions.



Templates


Microsoft PowerPoint



Belong & Grow
Building our future together

isans Immigrant Services Association of Nova Scotia

Introduction



Paula Knight
CEO ISANS & Chair
Atlantic Region
Association of Immigrant
Serving Agencies
(ARAISA)

Olive Ozoemena
Director, Programs:
Language and Labour
Market

Wenche Gausdal
Director, Settlement,
Integration & Support
Services

Chris Daly
Director of Strategy
and Operations

Afolami Awokulehin
Director of Finance

Immigrant Services Associations of Nova Scotia

Land Acknowledgment

ISANS acknowledges that we are in Mi'kma'ki, the ancestral and unceded past and present territory of the Mi'kmaq people. We are all treaty people.

At ISANS, as we help settle newcomers to Nova Scotia, we also teach them about the history and rights of Indigenous Peoples in Mi'kma'ki. We honour the enduring presence and contributions of the Mi'kmaq people, and we are dedicated to fostering meaningful relationships between Indigenous and non-Indigenous communities.

African Nova Scotian Affirmation

We also acknowledge that people of African descent have been in Nova Scotia for over 400 years, and we honour and offer gratitude to those ancestors of African descent who came before us to this land.

Immigrant Services Associations of Nova Scotia

Agenda

- Land Acknowledgment
- Who We Are
- A Changing Immigration Landscape
- Systems Thinking and Strategic Alignment
- ISANS Programs and Services



Immigrant Services Associations of Nova Scotia

Who we are

Immigrant Services Associations of Nova Scotia

Vision

A community where all can belong and grow.

Mission

Empowering immigrants to build a future in Nova Scotia.

Immigrant Services Associations of Nova Scotia



Who we are

A dedicated team of diverse, highly qualified professionals experienced in their fields, serving immigrants for 45 years

- Over **17,500+** clients served
- **450** staff members and **700** active volunteers
- Offering over **200** programs and services
- 2025-26 Budget **\$32 million** funded by Federal and Provincial governments as well as other.
- **73** languages spoken by staff

Immigrant Services Associations of Nova Scotia

We are a multi-service agency that use a wrap around and empowerment approach in all program delivery and service



Belong & Grow

Building our future together

Immigrant Services Associations of Nova Scotia

What we do

ISANS empowerment approach

- **Adult education:** based on the assumption that adults can and want to learn
- **Trauma and resilience-informed approach:** strengths-based framework responsive to the impact of trauma
- **Equity, diversity and inclusion:** valuing and encouraging the diverse personal and cultural values of all our stakeholders
- **One team approach:** united by a strong belief in ISANS vision, mission and values
- **Systemic barriers:** recognizing the need to identify and work for change

At the centre of our work

- Commitment to fostering a **welcoming and inclusive** environment
- Each immigrant's **unique story** enriches the province and contributes to its growth across various sectors
- Serve as a **bridge** between newcomers and opportunities, vital for addressing labour shortages and driving **economic growth & Community belonging**
- ISANS envisions immigration as a source of strength and **prosperity** for Nova Scotia, reflecting core human values of **resilience and hope**

Who are our clients?

Permanent Residents

- Government Assisted Refugees (GARs)
- Private Sponsorship of Refugees (PSRs)
- Skilled Workers, including Economic Class

Temporary Residents

- Temporary Foreign workers
- Refugee Claimants (after their hearing)
- International Graduates



Microsoft Word

isans | Immigrant Services
Association of Nova Scotia

ISANS Mumford
6963 Mumford Road, Suite 2120
Halifax, Nova Scotia B3L 4P1
O: 902-423-3607 F: 902-423-3154

ISANS Desmond
7071 Bayers Road, Suite 154
Halifax, Nova Scotia B3L 2C2
O: 902-406-3558

ISANS
2717 Joseph Howe Drive, 2nd Floor
Halifax, Nova Scotia B3L 4T9
O: 902-406-7794

Letterhead

Home Instruction for Parents of
Preschool Youngsters
HIPPY Program



*Is your child 3, 4 or 5 years old?
Do you want to help your child get ready
for school?*

Home Instruction for Parents of Preschool Youngsters (HIPPY) is a FREE program that helps newcomer families and children prepare for school in Canada.

Join HIPPY

- Free preschool activities and books
- Have a weekly home visitor
- Attend workshops and information sessions
- Meet other parents and have fun

Eligibility: All Permanent Residents (PRs), CUAET VISA holders registered as clients with ISANS are eligible.

For more information, please contact: hippy@isans.ca

MOTHERS MATTER Centre
PROUD HOME OF THE
HIPPIY PROGRAM IN CANADA

Funded by:  Immigration, Refugees and Citizenship Canada

Financed par:  Immigration, Refugees et Citoyenneté Canada

Family, Children and Specialized
Settlement Services

isans | Immigrant Services
Association of Nova Scotia

Blank Template with Flyer Example

Email Signature



Yasser Alvi, He/Him

Acting Communications Manager

902-406-3079 • yalvi@isans.ca

O: 902-423-3607, **F:** 902-423-3154, **Toll Free in NS:** 1-866-431-6472

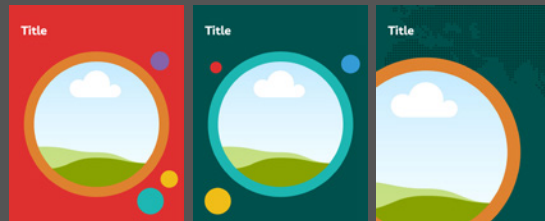
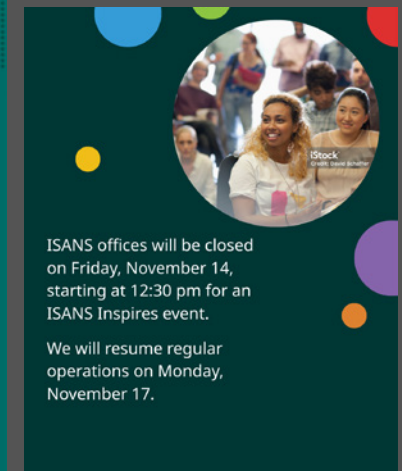
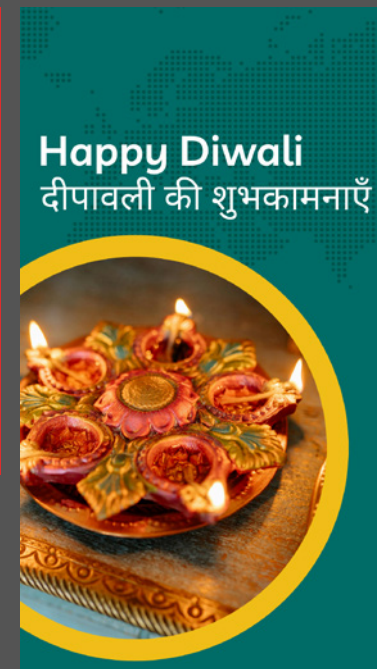
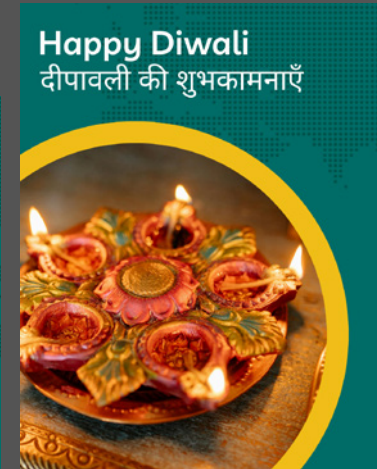
6960 Mumford Road, Suite 2120, Halifax, Nova Scotia, Canada B3L 4P1

[Website](#) • [Facebook](#) • [Instagram](#) • [LinkedIn](#)

ISANS acknowledges that we are on unceded traditional Mi'kmaw territory. We are grateful for the Peace and Friendship treaties.

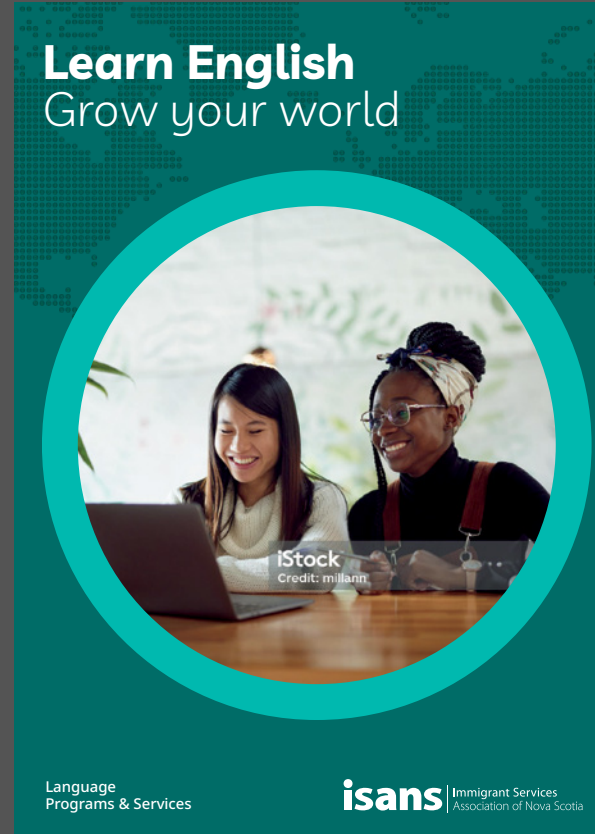
Social Media Canva

There are templates for 4:5 Feed posts, 1:1 Feed posts (for LinkedIn), and 16:9 Story posts on Canva. The fonts, colours, and graphic elements are organized under the ISANS brand account.

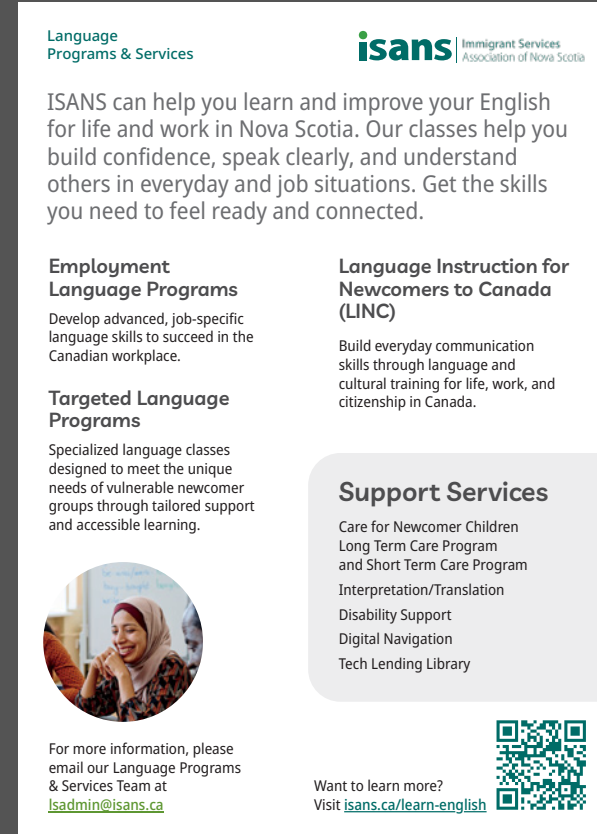


Postcard Canva

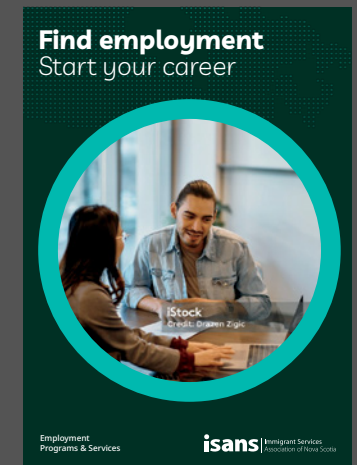
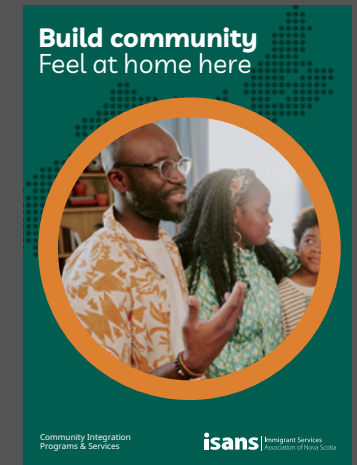
A template for building new 5" x 7" Postcards for the 8 core programs of ISANS is provided in Canva. These files have been setup with CMYK elements suitable for printing.



Postcard Front

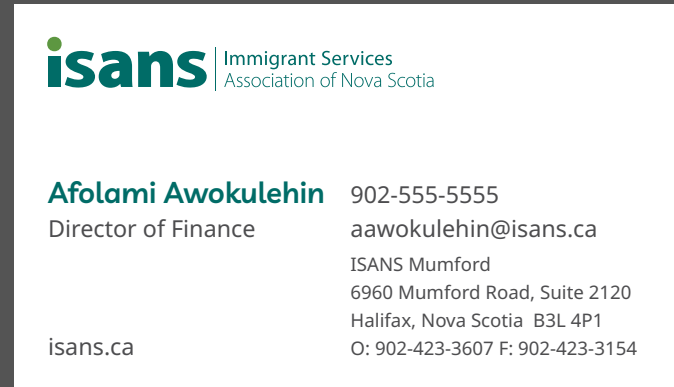


Postcard Back



Business Cards

An InDesign template has been created for Business Cards.



Copyright

Copyright notices help clarify ownership and protect ISANS materials when they are shared publicly or externally. While not every piece of communication requires a copyright statement, including one is recommended for formal, published, or widely distributed materials.

When to include a copyright notice

A copyright notice should generally be used on:

- Reports, guides, toolkits, and educational resources
- Marketing collateral and campaign materials
- Presentations, publications, and downloadable documents
- Any material intended for reuse, redistribution, or long-term reference

Short-lived or informal materials (such as internal documents or temporary digital assets) may omit a copyright notice where appropriate.

Placement

Copyright notices should be placed discreetly and consistently, typically:

- At the bottom of a page or layout
- In a footer or colophon
- On the final page of longer documents

The notice should not compete with primary content or distract from the message.

Recommended format

Use the following format where a copyright notice is required:

© [Year] **Immigrant Services Association of Nova Scotia (ISANS). All rights reserved.**

The year should reflect the date the material was produced or published.

Flexibility

Some materials may be produced in partnership with funders or external organizations and may require additional acknowledgements or alternate copyright language. In these cases, follow funder or partnership requirements while maintaining overall visual consistency with the ISANS brand.

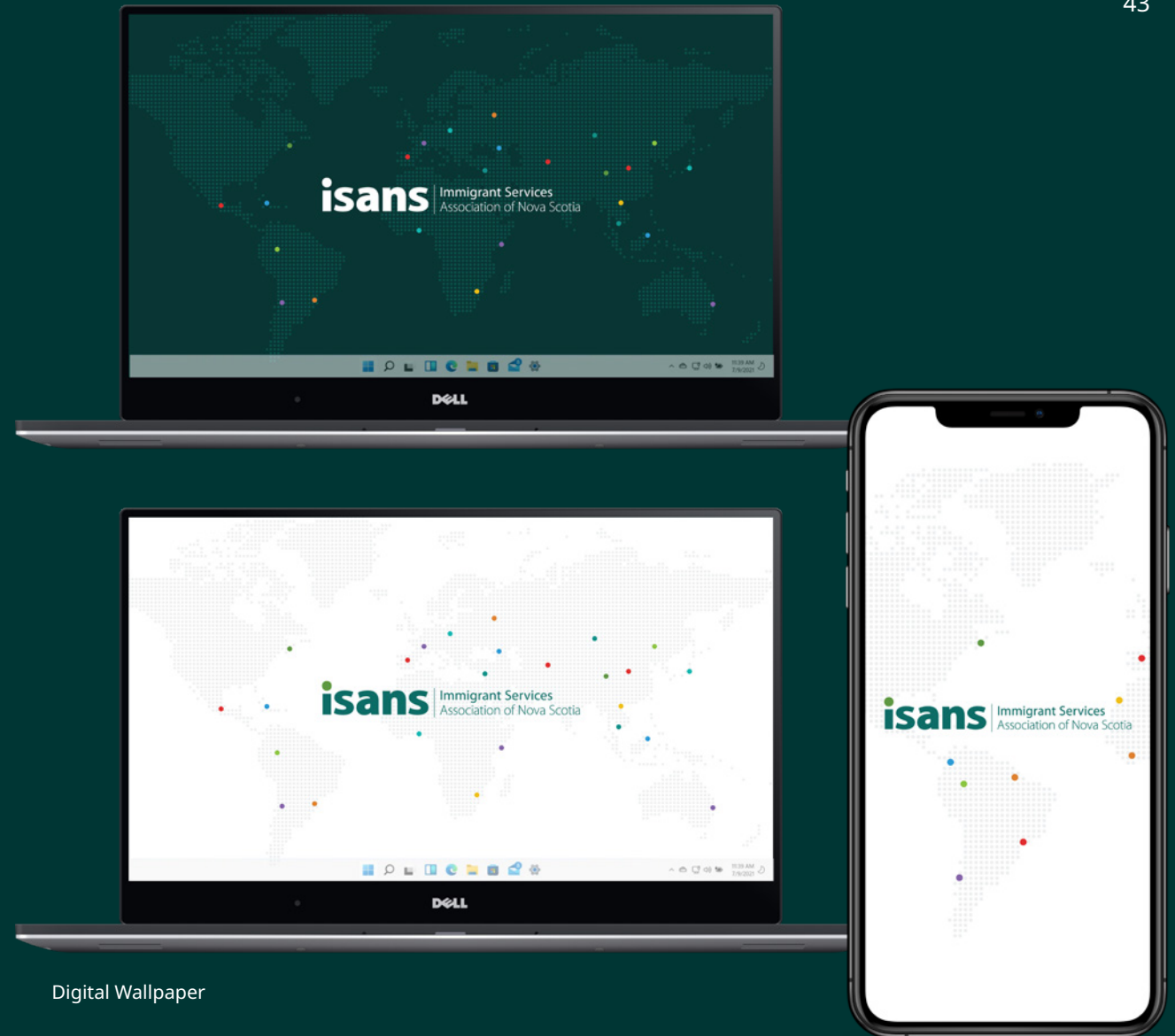
The © symbol across languages

© is internationally recognised under the Berne Convention and is understood globally as “copyright” regardless of the language of the surrounding text.

Examples

The following examples demonstrate the ISANS brand identity in use across a range of applications and formats. They illustrate how the visual system, typography, colour, imagery, and graphic elements come together in real-world communications.

These examples are intended to show the flexibility of the system rather than prescribe specific layouts or treatments. Use them as reference points for tone, balance, and overall approach, adapting each element to suit the needs of the content, audience, and medium.



Digital Wallpaper



Digital Wallpaper



Home Instruction for Parents of
Preschool Youngsters
HIPPY Program



*Is your child 3, 4 or 5 years old?
Do you want to help your child get ready
for school?*

Home Instruction for Parents of Preschool Youngsters (HIPPY) is a FREE program that helps newcomer families and children prepare for school in Canada.

Join HIPPY

- Free preschool activities and books
- Have a weekly home visitor
- Attend workshops and information sessions
- Meet other parents and have fun

Eligibility: All Permanent Residents (PRs), CUAET VISA holders registered as clients with ISANS are eligible.

For more information, please contact: hippy@isans.ca

 PROUD HOME OF THE HIPPY PROGRAM IN CANADA

Funded by:  Immigration, Refugees and Citizenship Canada Financed by:  Immigration, Refugees and Citizenship Canada

Family, Children and Specialized Settlement Services  Immigrant Services Association of Nova Scotia

Домашня інструкція для
батьків дошкільнят
HIPPY Program



*Вашій дитині 3, 4 чи 5 років?
Ви хотіли б допомогти своїй дитині
підготуватися до школи?*

Домашня інструкція для батьків дошкільнят (HIPPY) це БЕЗКОШТОВНА програма допомоги новоприбулим сім'ям і дітям підготуватися до школи в Канаді.

Приєднуйтесь до HIPPY:

- Безкоштовні заняття і книги для дошкільнят
- Щонедільні візити вчителем вашої оселі
- Відвідування семінарів і інформаційних сесій
- Веселе проведення часу та знайомство з іншими батьками.

Для отримання більш детальної інформації будь ласка зв'яжіться з: hippy@isans.ca

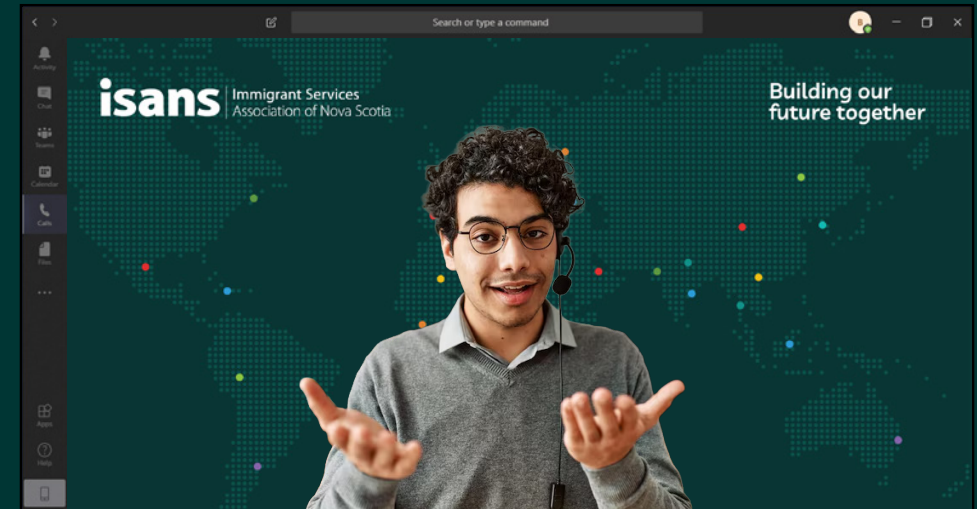
* якщо ви ще не є клієнтом ISANS, для участі в програмі будь ласка зареєструйтеся на сайті isans.ca

 PROUD HOME OF THE HIPPY PROGRAM IN CANADA

Funded by:  Immigration, Refugees and Citizenship Canada Financed by:  Immigration, Refugees and Citizenship Canada

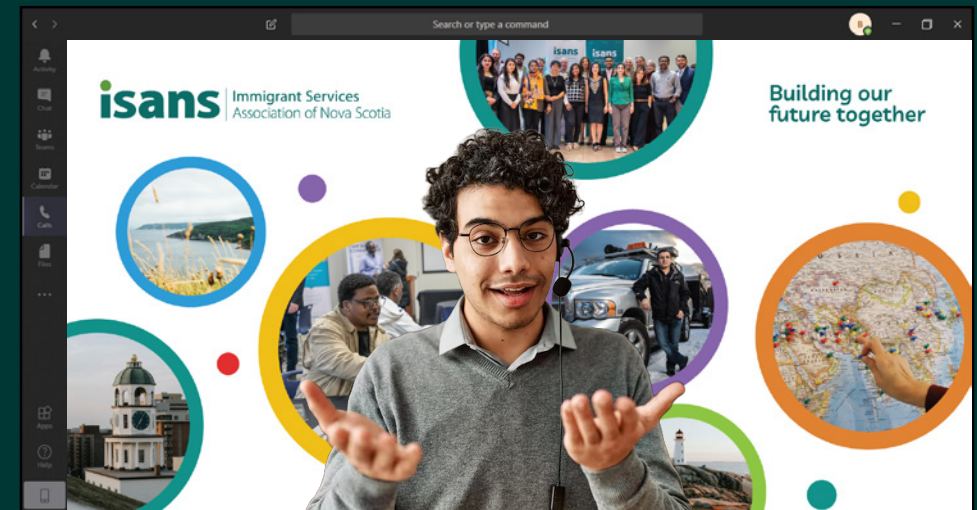
Family, Children and Specialized Settlement Services  Immigrant Services Association of Nova Scotia

Program Flyers



isans Immigrant Services Association of Nova Scotia

Building our future together



isans Immigrant Services Association of Nova Scotia

Building our future together

Meeting Backgrounds

Assets & Use

Official ISANS brand assets are available to support consistent and confident application of the brand across all communications. This includes logos, templates, graphic elements, and supporting materials.

If you have questions about appropriate use, need access to brand assets, or are unsure how to apply the guidelines in a specific context, please contact the ISANS Communications team.

Primary contact:

Yasser Alvi, Acting Communications Manager
yalvi@isans.ca

The Communications team can provide guidance, approvals where required, and support to ensure materials align with the ISANS brand while remaining practical and effective for their intended use.