



Linux Association of Canada

Brand Guidelines 2026

Official Visual Identity & Communications Standards

Professional

Inclusive

Educational

Community-Focused

Brand Foundation

The Linux Association of Canada brand should always feel trustworthy, modern, educational, and welcoming. Every visual element should reinforce professionalism while remaining accessible to communities, educators, businesses, and technology enthusiasts.

Official Names

- English:** Linux Association of Canada
- French:** Association Linux du Canada

Official Color Palette

Color	HEX	Primary Usage
Association Green	#10AC84	Highlights, verification, buttons
Association Black	#111111	Headers, footers, navigation
Association Red	#D60000	Logo accents and emphasis
White	#FFFFFF	Backgrounds and reverse text

Typography

- Primary Typeface:** Poppins
- Fallback:** Arial, Helvetica, Sans-serif

Logo Usage



Use the full-color logo whenever possible. Maintain adequate clear space around the logo and avoid distortion, recoloring, rotation, or placement on visually busy backgrounds.

✓ Approved Usage	✗ Not Allowed
Website headers Media kits Press releases Events	Stretching Rotating Recoloring Busy backgrounds

Website & Document Standards

The official visual style uses black section headers, white text, green accents, rounded content cards, and strong visual hierarchy. Verified badges use green. Active status indicators use neutral grey. Primary action buttons are green with white text.

Official Media Boilerplate

The Linux Association of Canada is a federally registered non-profit organization dedicated to promoting Linux, Open Source Software, technology education, digital literacy, and community collaboration throughout Canada. Founded on May 5, 2026, the Association supports individuals, educators, businesses, and community organizations through advocacy, education, public resources, and technology initiatives.

Media Relations

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