Linux Association of Canada

2026 Brand Guidelines

Official visual identity and communication standards

Professional | Inclusive | Educational | Community-focused

Brand foundation

The Linux Association of Canada brand must consistently convey trust, modernity, education, and approachability. 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 colour palette

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

Typography

Primary font: Poppins
Fallback fonts: Arial, Helvetica, sans-serif

Logo usage



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

✓ Approved use	✗ Prohibited use
Website headers	Stretching or distortion
Media kits	Rotation
Press releases	Colour changes
Events	Busy backgrounds

Website and document standards

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

Official organizational description

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 across 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

Email: media@linuxassociation.ca
Phone: +1 (639) 477-0111
Website: www.linuxassociation.ca

Open Source Week 2027 — Event branding

Open Source Week 2027 uses its own approved event logo, shown prominently on event publications and promotional materials. The Linux Association of Canada logo remains visible at a smaller size to identify the organizing association.



Event logo: Primary visual identity for Open Source Week 2027.



Association logo: Secondary organizer identification; retain legibility and clear space.

Joint logo usage

Preserve the approved artwork, colours, aspect ratios, and surrounding clear space of both logos. Do not stretch, recolour, redraw, or merge them. On event publications, give the Open Source Week logo visual priority while retaining a smaller, clearly readable Association logo.