

# Cocaine Anonymous Brand Guide.

v2022.1



# Our Brand Guide

## Purpose

Over the years, expectations of brand and experience have changed

**Collectively.**

**Massively.**

A strong and professional brand identity will build our credibility and trust - inspiring confidence in the message, whether to the still suffering addict, the fellowship, professionals, or the public at large.

These guidelines inform the use and display of the C.A. brands including our trademarks and logos.

The term “C.A. Brand” in these guidelines includes reference to C.A. trade marks, C.A. logos and C.A. brand elements.



# Our Colour Deep Green.

Our Hope, Faith and Courage books are printed in PMS 3292C.  
For digital and other purposes:



RGB: 0 89 79

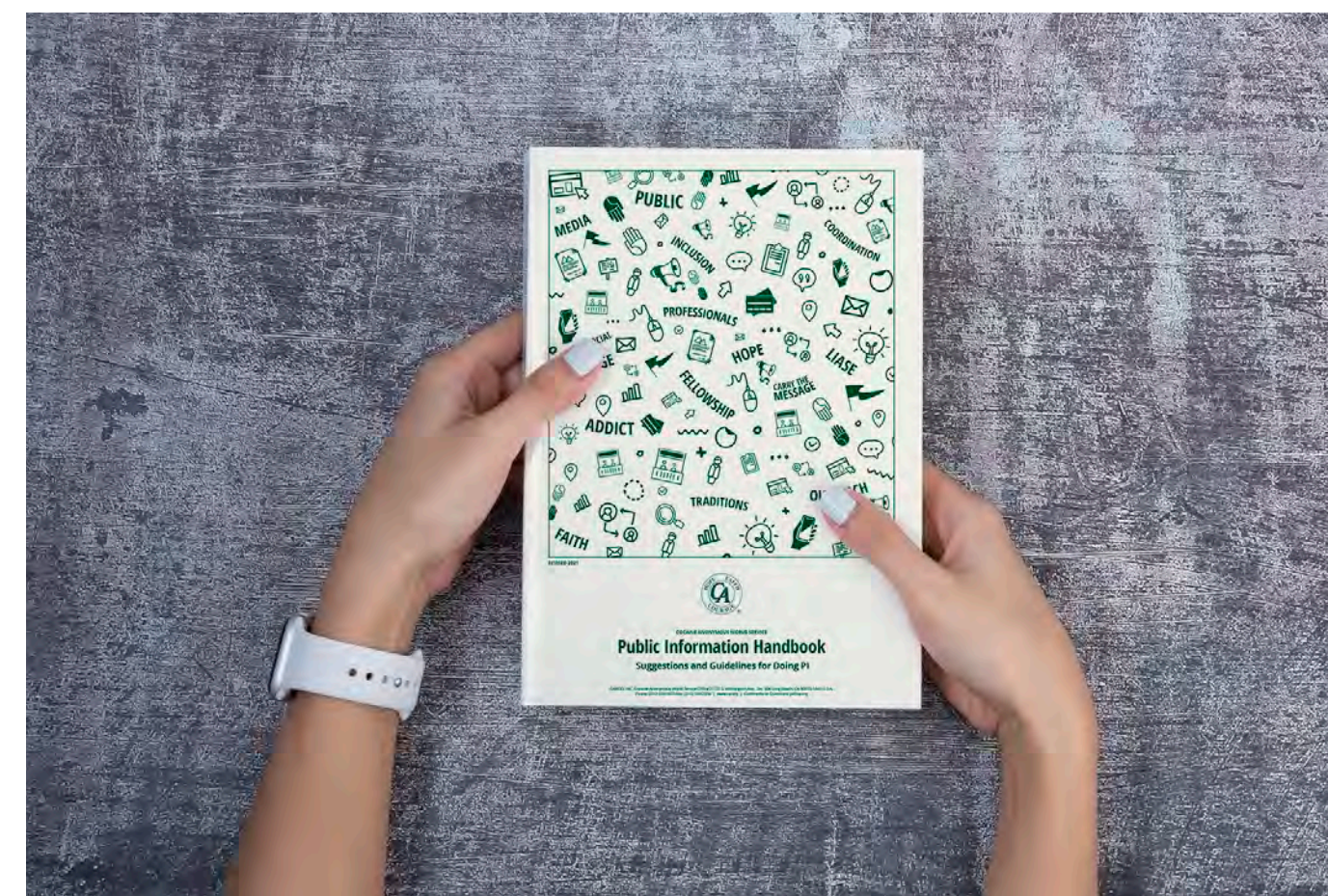
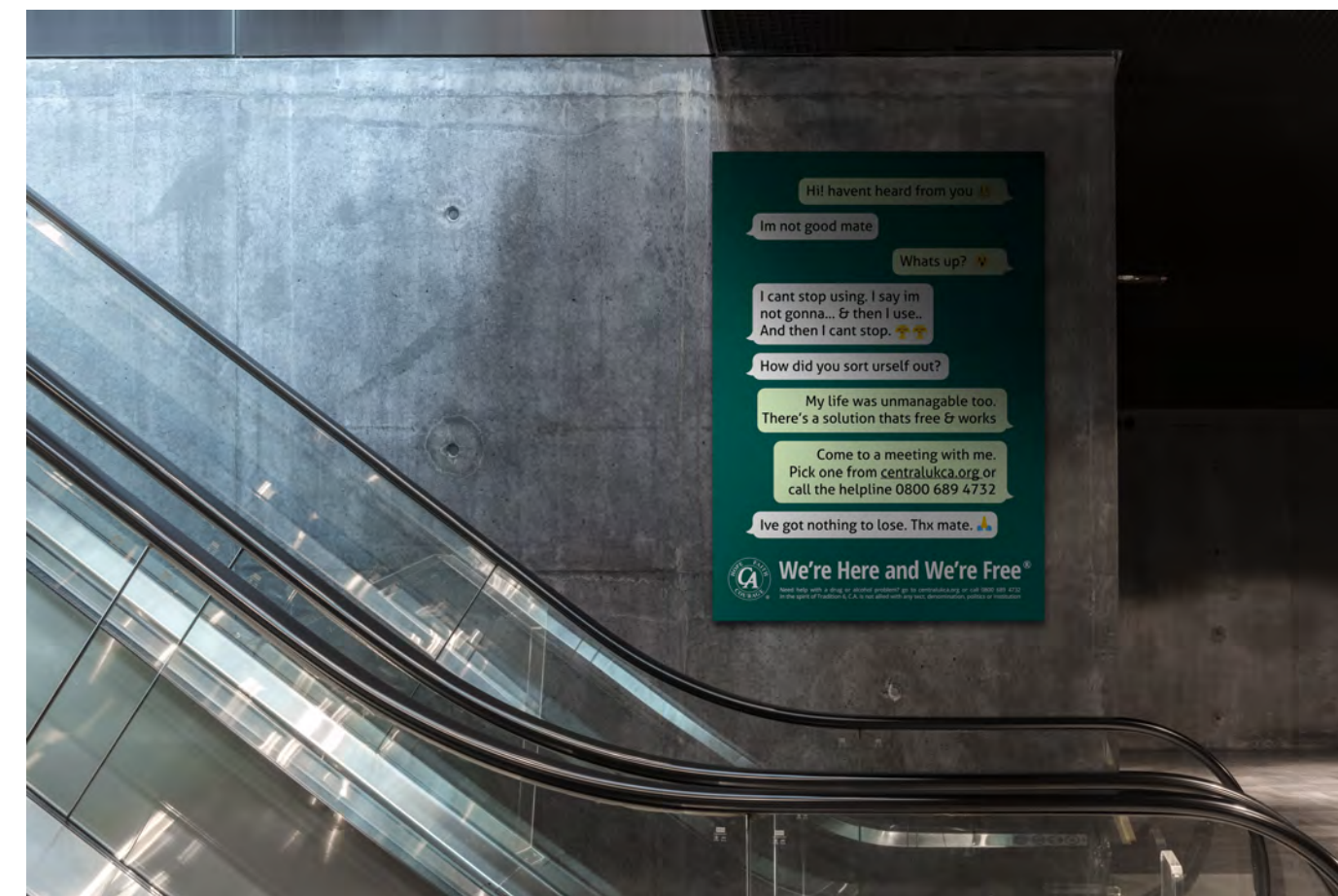
HEX/HTML: #00594F

CMYK: 100 0 56 56



# Our Colour Out & about.

Our colour can help the viewer differentiate C.A. in a sea of information, and increases the likelihood of our message being heard.



# Our Colour

A flexible friend.

We have other supporting colours, such as for our "Colour the World Week".

Our Deep Green is very flexible, and can make any materials look smart.



Our logo  
Refreshed.



# Evolution not revolution

How the C.A. logo has changed.

*Outer circle scaled outwards to keep consistent rhythm with circles.*

*Originally Hope and Faith were on a different circle to Courage. This is now fixed.*

*'CA' centred and scaled down to give margin on smaller sizes.*

*Courage is balanced, and centred within the 'tramlines'.*



*Exact nature of new design ensures that it works digitally when scaled.*

*Circles thickened as the older logo easily gets 'filled in' during printing as the ink bleeds on an absorbent substrate. And they didn't embroider well!*

*The external ® has been scaled to allow small size logos without corruption*



# Logo Usage

A good impression.

We offer recovery from all substances in a safe and loving environment.

This guide has been made to take the worry out of using our logo and assets, whilst ensuring any materials you make are clear and increase the positive impression of our fellowship.



Here we can see a good use of the light logo on a dark background.



Do not scale, distort, rotate or warp the logo in any way.



Do not add effects that overlap or alter the logo.



The block letters "CA" should not be used alone. The shortened form of Cocaine Anonymous is C.A.



Do not change the typeface nor recreate or manipulate the logo



No other text or design element may touch, overlap or show through behind the logo other than a solid colour.





# We're Here and We're Free™ Our truth.

"We're Here and We're Free" is a registered trademark of Cocaine Anonymous World Services, Inc. and should be presented in all print materials in one of the following manners:

We're Here and We're Free™

We're Here and We're Free®

*Fonts used in demonstration opposite are free and open source: (Open Sans & Open Sans Condensed).  
This enables the documents to be freely distributed and edited.*



COCAINE ANONYMOUS WORLD SERVICE

## In the Spirit of Tradition Seven

For the well being of the Fellowship, we are finding that online services are enabling people to donate to their home groups

example services: Venmo (U.S.) | PayPal.me & others

You do not need PayPal to donate.

The Tradition 7 virtual basket is accountable but anonymous.  
Your group can also send donations down the service structure to District/Area/World.

**Our landscape has changed  
We are momentarily a digital fellowship**

**We're Here and We're Free®**

In the spirit of Tradition 6, C.A. is not allied with any sect, denomination, politics or institution

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Phone: (310) 559-5833 Fax: (310) 559-2554 | [www.ca.org](http://www.ca.org) | Comments or Questions: [cawso@ca.org](mailto:cawso@ca.org)

# Suggested Open Source Fonts

Lets move towards free.

This guide, and a lot of the materials shown within it, has been made using the font **Open Sans** and **Open Sans Condensed**.

Open source, robust, flexible fonts, they are extremely legible and offer an **excellent** reading experience.

They have been created by the same designer as many of the fonts we may use every day on our devices.

The difference is that this is **free**.

Free to use, free to edit, free to share.



Category	<a href="#">Sans-serif</a>
Classification	<a href="#">Humanist</a>
Designer(s)	<a href="#">Steve Matteson</a>
Foundry	<a href="#">Ascender Corporation</a>
License	<a href="#">Apache License 2.0</a>
Website	<a href="https://fonts.google.com/specimen/Open+Sans">fonts.google.com/specimen/Open+Sans</a>

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# Links

Useful resources.

Download the fonts and logos:

[www.pi.ca.org/logos](http://www.pi.ca.org/logos)

[www.pi.ca.org/fonts](http://www.pi.ca.org/fonts)

For any guidance or questions:

[select PI in this form](#)

