A FRESH NEW LOOK AND FEEL FOR THE COUNCIL OF CANADIANS

By Ravi Joshi

There comes a moment in the life of every not-for-profit organization when it’s time to freshen our look and update our vision to better reflect who we are and the progress we aspire to achieve.

For us at the Council of Canadians, that time is now.

The Council of Canadians’ fresh (but familiar) branding includes a new logo, colours and fonts, as well as a refreshed mission and vision.

As you may know, the Council formed 35 years ago when a group of prominent Canadians came together to challenge political decisions that were moving Canada towards increased U.S. power and global trade that prioritized corporations over people.

The Council’s campaigns have evolved since then, expanding into areas such as clean water, fair trade, public health care, democracy, and the urgent action that is needed to address the climate crisis.

Through the years what has remained constant is our belief that real and lasting social change happens when people come together to act for the common good.

The Council’s new logo provides a nod to our roots – the maple leaf – but recognizes that it is only a part of our story. It is a story that needs to broaden to be inclusive to all peoples, including Indigenous Peoples, migrants and immigrants, and others. The upward slash in the logo indicates our forward movement together as we tackle the pressing social and economic injustices of our time.

For colours, we chose to expand on our historic shades of red, yellow and black to include teal, magenta, blue and other colours that will highlight the diversity of our work and campaigns. We will use them interchangeably in our logo to reflect this diversity. These colours are dynamic and inviting, just like we want the Council to be. Through our past discussions with donors, we were also mindful to update the fonts we use to ones that keep our online and print materials legible for all readers.

That’s not all that has been refreshed.

At the beginning of this year, we invited Council supporters to complete a survey to share feedback on the issues they care about most and identify areas where the Council can improve. We heard you and took action.

Over the past year, with the help of your valuable feedback, as well as feedback from our chapter activists, staff and Board members, we worked to rebuild our mission, vision and values and our “story of self” as an organization to be more reflective of our longer-term strategic goals.

Our mission: The Council of Canadians brings people together through collective action and grassroots organizing to challenge corporate power and advocate for people, the planet and our democracy.

Our vision: We advocate for a society built on caring for others and justice. We believe we can learn from the perspectives and struggles of others as we work together for a more just world.

The Council of Canadians believes we all do better when:

• We expand and improve our public services and social supports.
• We ensure access to clean water is a human right and stop water privatization.
• Our governments work for people and not for corporations or the wealthy 1%.
• Everyone lives with dignity and respect, and systems of oppression such as racism and colonization are dismantled.
• We learn, organize and act together.

You can read more about our values as an organization and our new “story of self” on our refreshed website at canadians.org/about-us.

We hope you are as excited about these updates as we are and see them as welcome improvements to the organization you care so much about.

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