


CN CANADA NETWORK LIMITED

Brand identity Style Guides

Agency

Addikt**kted**

Design | News | Events | Socials | Marketing Strategy

ABOUT

CN Canada began as an independent digital news platform and YouTube channel, delivering local news and community-focused content across Canada over the past two years.

As the platform grew in reach and relevance, it evolved into a structured media entity and is now being relaunched as CN Canada Network Limited in May 2026.

This transformation marks a shift toward a more professional, scalable, and credible media network—focused on delivering consistent, community-driven journalism while strengthening its digital presence across platforms.

Vision Mission

To become a leading multicultural media network in Canada, recognized for credibility, community connection, and impactful storytelling.

To provide reliable and inclusive news coverage while using digital platforms to inform, engage, and connect diverse communities across Canada.

Driven by credibility. Powered by communities

CN CANADA NETWORK LIMITED Brand Identity RE-LAUNCH Guidelines

01 — Brand Overview

02 — Brand Evolution

03 — Vision & Mission

04 — Brand Principles

05 — Logo System

06 — Logo Variations

07 — Clear Space

08 — Logo Usage

09 — Color System

10 — Typography

11 — Grid System

12 — Visual Elements

13 — Imagery Style

14 — Applications

Brand Evolution

CN Canada began as an independent digital news platform and YouTube channel, delivering local and community-driven content across Canada.

Over the past two years, the platform has grown in audience reach and engagement.

In May 2026, it is being relaunched as CN Canada Network Limited, marking its transition into a structured, scalable, and professionally managed media network.

Before March 2026 : The brand was an independent platform with basic identity and limited local reach.

Aim after the Re-Launch in May 2026 : Since the brand is transformed into a **NETWORK LIMITED** Our agency **Add-ikted** is aligned for a project to create a structured branding and make the brand as a scalable media network

Basic Principles

Credibility

We prioritize accurate, reliable, and trustworthy journalism across all platforms.

Inclusivity

We represent diverse communities and ensure every voice has a platform.

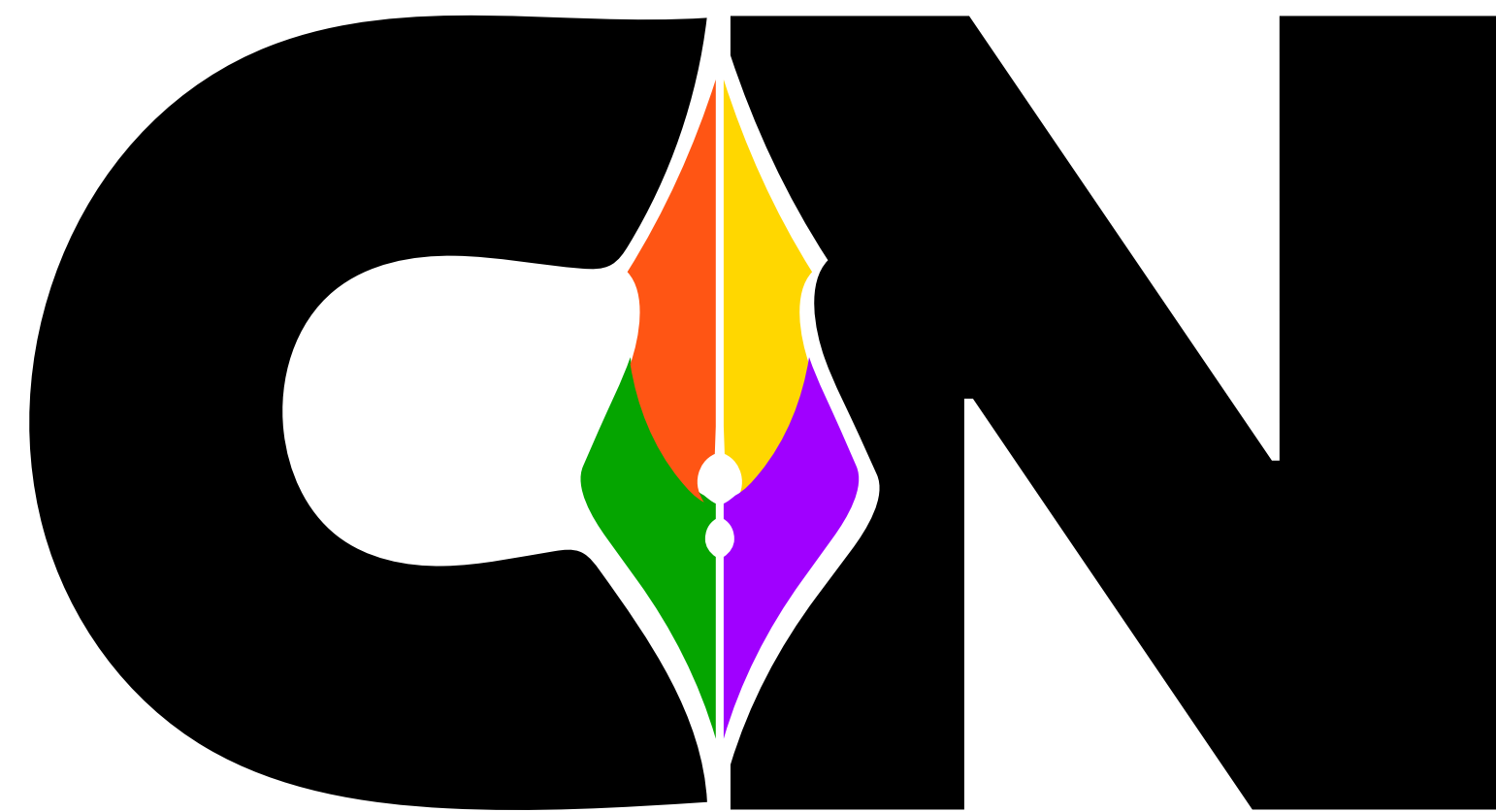
Clarity

We communicate information in a clear, simple, and structured manner.

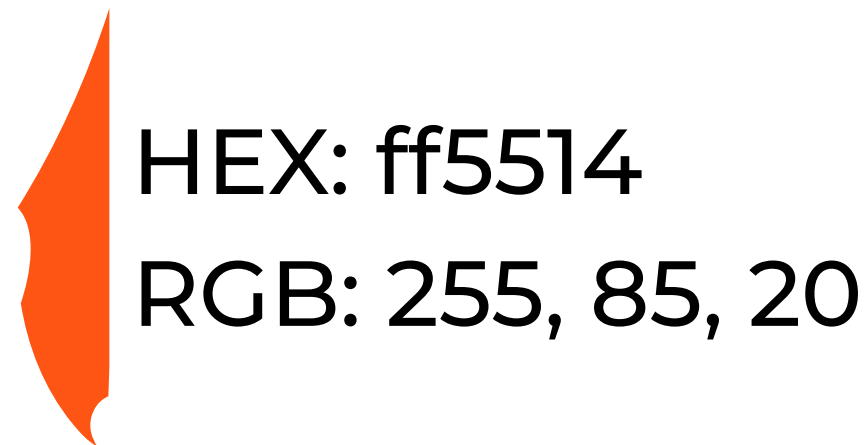
Impact

We create content that informs, engages, and influences communities.

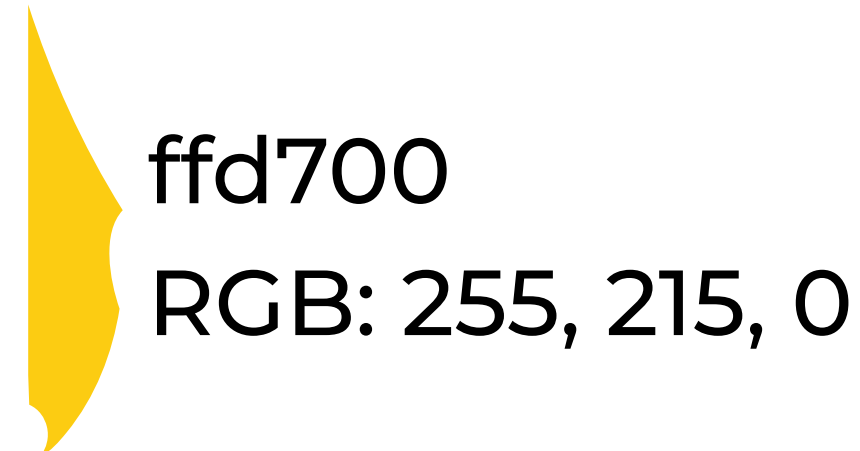
Logo System



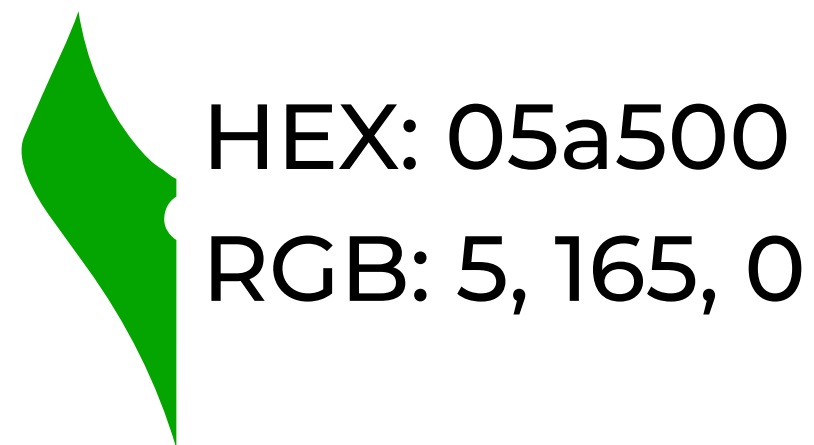
Canada Network Limited



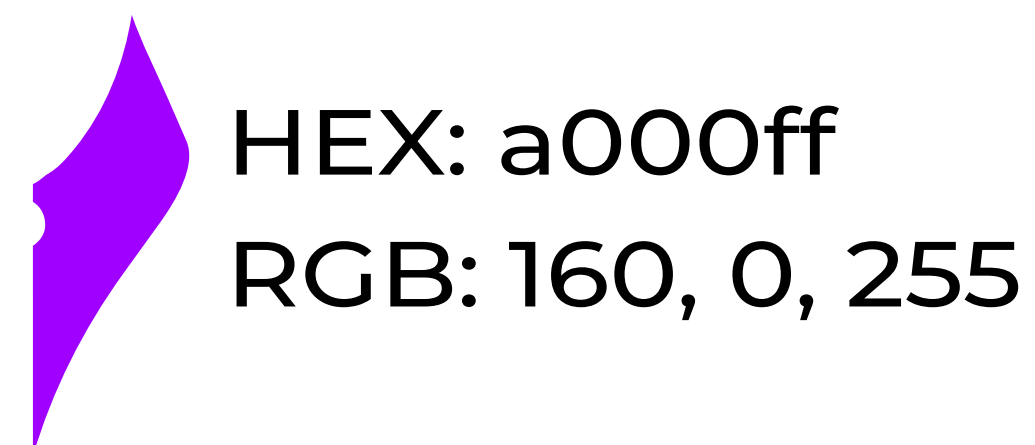
HEX: ff5514
RGB: 255, 85, 20



HEX: ffd700
RGB: 255, 215, 0



HEX: 05a500
RGB: 5, 165, 0



HEX: a000ff
RGB: 160, 0, 255

CN HEX: 000000
RGB: 0, 0, 0

CN

Font Used: Alfarm 2

We have still edited the logo as per the element **(Nib)** used with in the logo. **Size** 330 (for elements C & N)

Logo Color Variations



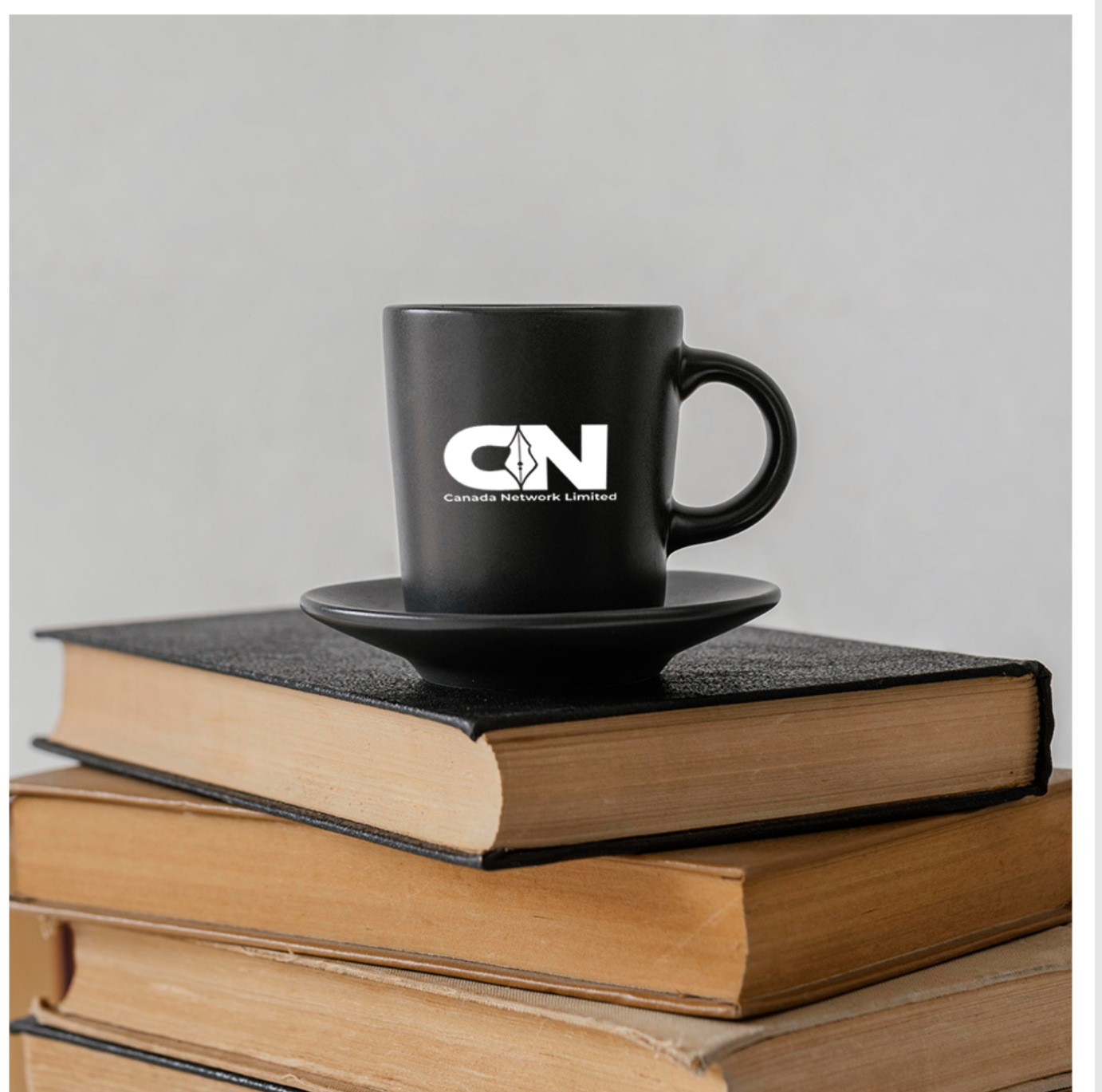
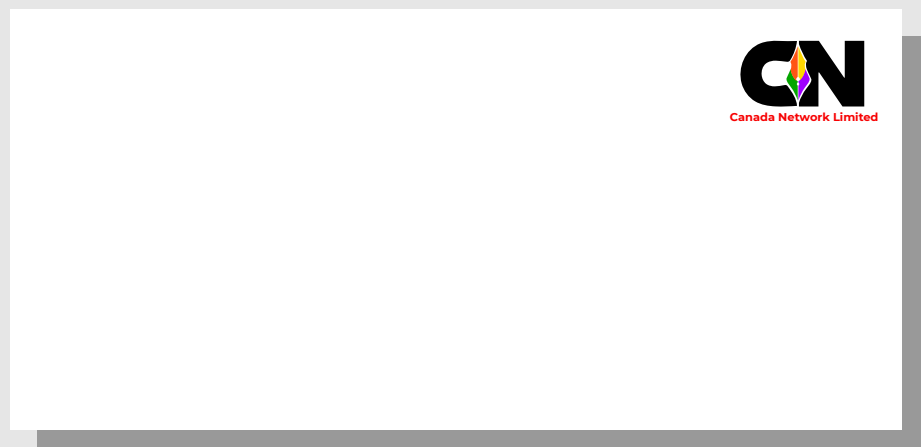
Grey (Dual Shade)
for Darker Base
HEX: 4d4d4d
RGB: 77, 77, 77



Grey (Dual Shade)
for Darker Base
HEX: 808080
RGB: 128, 128, 128



Brand Mockup's



X



X

X

X

Clear space = height of "C"

**Logo
Usage
Dont's**





STAY TUNED!

WE ARE
Re-Launching
IN OUR NEW
AVATAR

April 30th' 2026 - 12.00 AM
www.cncanada.com

Ad post on April 27th 2026

24 Hrs Left
Stay Tuned



www.cncanada.com

Ad post on April 29th 2026

WE ARE
BACK WITH A
NEW FACE



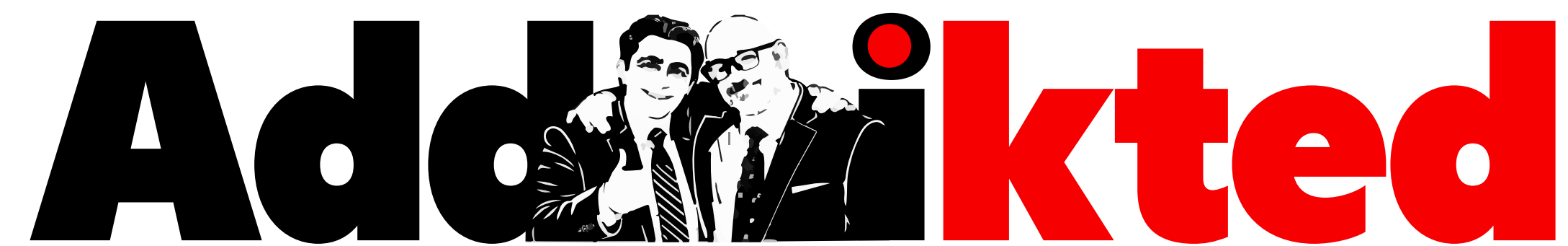
Canada Network Limited
WWW.CNCANADA.COM

New Logo Launch on
30th April midnight at 12.00

Social **Media** Posts For Launch!

THANK YOU

Have a nice day !!!



Design | News | Events | Socials | Marketing Strategy

Google Form link : <https://forms.gle/iiUe4FBuye1eyboa7>

Google doc link: https://docs.google.com/document/d/16MIYk37r5PRFch4QejPk8oRUKKJaxp90OC_CeG9Bfil/edit?usp=sharing