

## ***SUPERIOR-GREENSTONE DISTRICT SCHOOL BOARD***

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*Section* MISCELLANEOUS

*Policy Name* VISUAL IDENTITY

907

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*Board Approved: January 22, 2019*

*Review Before: December 2024*

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### ***RATIONALE***

Superior Greenstone District School Board is committed to ensuring a consistent graphical identity across the Board that defines and expresses its identity in a clear and distinctive way that builds awareness, trust and reputation for quality.

A common visual identity across schools and service departments will strengthen SGDSB's visual image and public recognition. A clear and consistent visual identity assists students, staff, community members and the public in identifying programs, services and initiatives of SGDSB.

### ***DEFINITIONS***

***“Visual Identity”*** refers to the concrete symbols such as a name, logo, slogan, and design scheme that is used to present an organization.

### ***POLICY***

It is the policy of Superior-Greenstone District School Board that the Board Logo be used for all official Board purposes.

### ***PROCEDURES***

#### **1.0 SGDSB Identity**

The personnel responsible for board communications will establish and maintain a Visual Identity Guide that includes proper usage of:

- Board logo, Mission and Tagline
- Typography
- Colours
- printed materials
- School Logos

The personnel responsible for board communications will make available and maintain resource materials, including computer file formats for staff. All communication and design will be consistent with the Visual Identity Guide.

#### **2.0 School Logos/Colours/Mascots**

A respectful school logo, colours and mascot serves as the foundation that gives a sense of school pride to students, parents and staff. Consistent use of the school's logo,

colours and mascot enhance the community's recognition of the school, and visually highlight school values. Consistency of logo use between all schools within SGDSB also reinforces the relationship between the Board and its schools.

Schools must follow the procedures outlined within the Visual Identify Guide.

### **3.0 Responsibilities**

The Director of Education, Superintendents and the Principal of each school will ensure that the Policy is being followed.

### **4.0 References**

This policy operates in conjunction with:

- Superior Greenstone District School Board Visual Identity Guide
- Superior-Greenstone District School Board Visual Identity Guide for Schools

# Visual Identity Guide



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# Introduction & Purpose

## Welcome to the Superior Greenstone District School Board Brand Guidelines

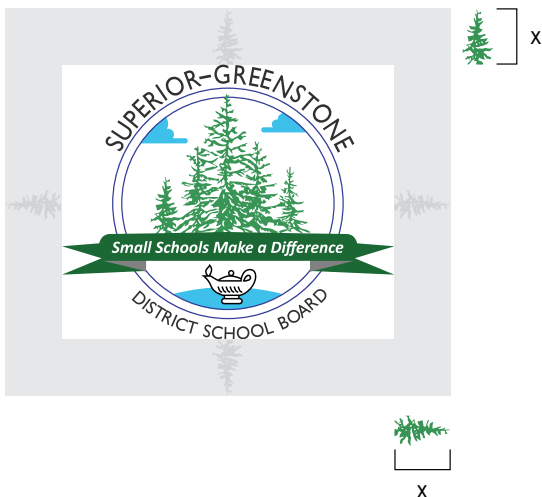
This tool is for ambassadors of the Superior Greenstone District School Board (SGDSB) brand, whose roles require active use of our logo, symbols and identity elements. The rules outlined within this guide will help direct correct and appropriate application of our brand assets. Whether you are building advertising, signage, clothing, swag, stationery or other marketing collateral, following these guidelines will ensure you stay within the lines of all our other marketing efforts.

This book covers all standard needs for our logo and other elements. For more advanced applications, such as integrated marketing campaigns, please consult the Administration Staff at SGDSB.



# Logo: Introduction

Our logo is how people recognize us. It's a visual cue for all their thoughts and feelings towards our brand. It stores all of our brand equity and is one of our most valuable assets. The following rules are meant to ensure that it is used properly at all times.



## Spacing

The following diagram gives you a great idea of how much space our logo needs to feel comfortable.

The height of the tree furthest on the left can be used as a guideline for the visual space that is optimal and will scale according to the logo size.



MIN. SIZE: 1" WIDE



## Sizing

Due to the detail and typographic elements, our logo should not be used at a size smaller than 1" in width so that it remains legible.

# Logo: Colour

Our logo is primarily used in it's full colour existence, however some instances may require a one-colour black version or a reverse version.

## PRIMARY (FULL COLOUR)



## SECONDARY (GREYSCALE)

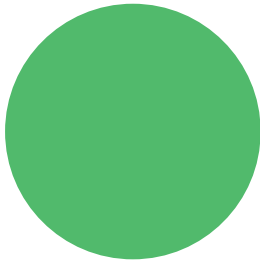


## REVERSE (1 COLOUR)



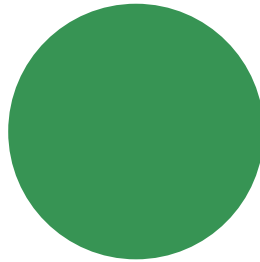
# Identity: Colour

Our colour scheme has been designed for print and digital, using RGB and CMYK values, as they appear in our logo.



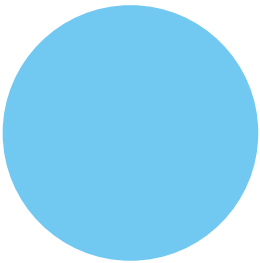
---

CMYK	68 / 0 / 78 / 0
RGB	81 / 186 / 108



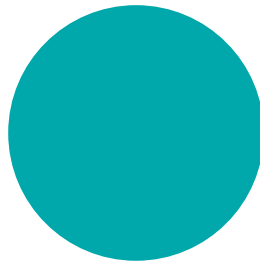
---

CMYK	79 / 19 / 87 / 4
RGB	54 / 148 / 84



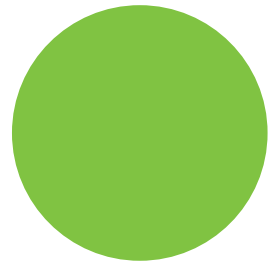
---

CMYK	50 / 3 / 0 / 0
RGB	114 / 200 / 241



---

CMYK	78 / 11 / 35 / 0
RGB	0 / 168 / 172



---

CMYK	55 / 0 / 100 / 0
RGB	128 / 195 / 66



# Identity:



## MOTIF

The tree element from the logo is our primary motif where a graphic element is needed. Rounded shapes are also a part of our motif, in working together with our circular logo.

## PHOTOGRAPHY

Use of local photography is important to our brand in order to show our students. When appropriate, the images are primarily used in a collage fashion with borders much like a traditional photo.

## PRIMARY EXTERNAL: MUSEO

# This is a headline

THIS IS A SUBHEAD

## PRIMARY INTERNAL: CAMBRIA

# This is a headline

THIS IS A SUBHEAD

## TYPOGRAPHY

Type goes a long way towards presenting our personality. We have one primary typeface for externally-designed items, Museo (Mac). Our primary font for internal usage is Cambria (PC).

# Identity Samples: Print

## LETTERHEAD - BOARD



Small Schools Make a Difference

A primary letterhead will be used for information coming from the board.

## BUSINESS CARDS - BOARD



**GerriLynn Christianson**  
*Administrative Assistant to the Director*

12 Hemlo Drive  
Marathon, ON P0T 2E0  
Phone: (807) 229-0436 ext 223  
Fax: (807) 229-1471  
Email: [gchristianson@sgdsb.on.ca](mailto:gchristianson@sgdsb.on.ca)  
[www.sgdsb.on.ca](http://www.sgdsb.on.ca)

Small Schools Make a Difference

P.O. Bag A, 12 Hemlo Drive, Marathon, ON P0T 2E0  
phone: 807-229-0436 | fax: 807-229-1471 | [www.sgdsb.on.ca](http://www.sgdsb.on.ca)

A primary business card will be used for individuals who work for the board.

Schools have the options to choose which letterhead template they would like to use. Schools also have two options for business card templates and may use whichever you choose.

## LETTERHEAD - SCHOOLS



### BEARDMORE PUBLIC SCHOOL

296 Walker Street East, P.O. Box 210  
Beardmore, Ontario P0T 1G0  
Phone: (807) 875-2128  
Fax: (807) 875-2062

Al Luomala, Principal | aluomala@sghdsb.on.ca  
Shelley Gladu, Vice-Principal, sgldu@sghdsb.on.ca  
[www.sghdsb.on.ca](http://www.sghdsb.on.ca)

Schools should follow a consistent format, no longer using their school branding, rather using the board brand.

The information should also remain consistently listed as shown. Web address shall be directed to the school board.

## BUSINESS CARDS - SCHOOL



### Al Luomala Principal

296 Walker Street East  
P.O. Box 210  
Beardmore, Ontario P0T 1G0  
Phone: (807) 875-2128  
Fax: (807) 875-2062  
Email: [aluomala@sghdsb.on.ca](mailto:aluomala@sghdsb.on.ca)  
[www.sghdsb.on.ca](http://www.sghdsb.on.ca)

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A primary business card will be used for individuals at each school.



## Marjorie Mills Public School

P.O. Box 730, 99 Indian Rd T 807-876-2366  
Longlac ON P0T 2A0 F 807-876-2981

July 16, 2018

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


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Beverley Vachon, Principal  
Marjorie Mills Public School






**Marjorie Mills  
Public School**

[sgdsb.on.ca](http://sgdsb.on.ca)

**Beverley Vachon,** Principal

P.O. Box 730, 99 Indian Rd  
Longlac ON P0T 2A0  
T 807-876-2366 • F 807-876-2981





# Identity Samples: E-mail Signature

In order to create a consistent brand across our board, it is important that a standard be followed for email signatures. A digital copy will be supplied and can be customized with each individual's contact information. The rest shall remain consistent.

.....

**David G. Tamblyn**

*Director of Education*

Superior-Greenstone District School Board

12 Hemlo Drive, Marathon, ON P0T2E0

Phone: (807) 229-0436 Ext: 232

Toll Free: 1-888-604-1111

[www.sgdsb.ca](http://www.sgdsb.ca) f t

**Small Schools Make a Difference**



.....

**Melissa Chiasson**

*Secretary*

Manitouwadge Public School

21 Wenonah Drive, Manitouwadge, ON P0T 2C0

Phone: (807) 826-4011

[www.sgdsb.ca](http://www.sgdsb.ca) f t

**Small Schools Make a Difference**



.....

**Name - Cambria, size 12pt**

**Title - Cambria Italic, size 9 pt**

Name of School/School Board - Cambria Regular, size 9 pt

12 Hemlo Drive, Marathon, ON P0T2E0 - Cambria Regular, size 9 pt

Phone: (807) 229-0436 Ext: 232 - Cambria Regular, size 9 pt

Toll Free: 1-888-604-1111

[www.sgdsb.ca](http://www.sgdsb.ca) - Website (use board address) f t Links to Social

**Cambria Bold, size 9 pt**

**Tagline - Cambria Bold**



## ROLL IT UP DISPLAY



**Inspiring  
Our Students  
To Succeed and  
Make a Difference**







Lake Superior  
High School

# Visual Identity Guide 2018





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## Unit Identity

The Unit Identity contains the Superior-Greenstone District School Board logo next to the school's name. The font which is used for the school's name must be Museo Sans 300.



# Lake Superior High School

### Colours



C: 68 M: 0 Y: 78 K: 0  
R: 81 G: 186 B: 108



C: 79 M: 19 Y: 87 K: 4  
R: 54 G: 148 B: 84



C: 50 M: 3 Y: 0 K: 0  
R: 114 G: 200 B: 241



C: 78 M: 11 Y: 35 K: 0  
R: 0 G: 168 B: 172



C: 55 M: 0 Y: 100 K: 0  
R: 128 G: 195 B: 66

## Colour Specifications

The colours of the Lake Superior High School logo must not be altered. Consistency of colour ensures strength of brand and a coherent visual identity. The official colours to be used for reproducing the Lake Superior High School logo in Pantone, process, or web-based applications are identified below.



Colour Application

### Colours



**Pantone 267 C**

C: 86 M: 96 Y: 0 K: 0  
R: 82 G: 35 B: 152  
Hex: #522398



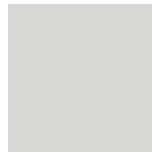
**Pantone 423 C**

C: 21 M: 14 Y: 14 K: 38  
R: 142 G: 144 B: 143  
Hex: #8E908F



**Pantone 265 C**

C: 56 M: 59 Y: 0 K: 0  
R: 140 G: 108 B: 208  
Hex: #8C6CD0



**Pantone 420 C**

C: 6 M: 4 Y: 7 K: 11  
R: 206 G: 207 B: 203  
Hex: #CECF CB



**80% Black**

C: 0 M: 0 Y: 0 K: 80  
R: 88 G: 89 B: 91  
Hex: #58595B



**100% Black**

C: 0 M: 0 Y: 0 K: 100  
R: 0 G: 0 B: 0  
Hex: #000000

---

Please Note: there is a colour shift between the Pantone and CMYK colour. Pantone is a registered trademark.

## One-Colour Applications

For one-colour applications, only black or white versions should be used for the Lake Superior High School logo.

For ease of use, logo files have been created and are available in a variety of formats.



Black Application



White Application

## Improper Use of Logo

The Lake Superior High School logo must not be modified or distorted. Reproduction of the logo must conform to the stipulations outlined in this guide. Examples of prohibited reproductions of the logo include printing on an angle or vertically, using unofficial colours, creating patterns with the logo, adding decorations to the logo, and beveling or inserting a shadow behind the logo.

It is also crucial that only high resolution images of the logo are used, to protect Lake Superior High School's professional image. The Lake Superior High School logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.



Improper Use of Logo - Distorted



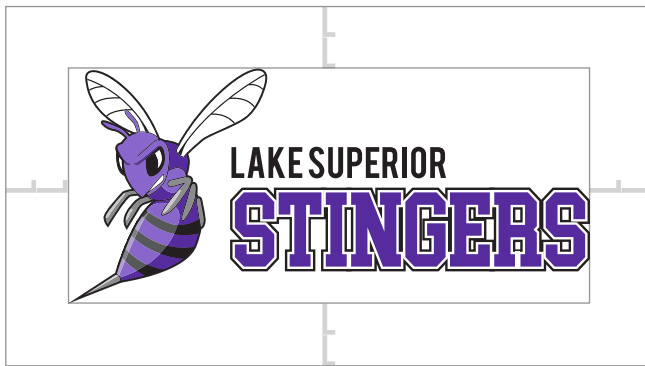
Improper Use of Logo - Angled



Improper Use of Logo - Improper Colour

## Protected Space

A minimum of clear space around the signature or logotype ensures legibility and the integrity of the visual identity. When reproducing the Lake Superior High School logo, minimum spacing requirements must be adhered to in order to prevent the logo from becoming cramped and unreadable. There must be a space two times the height of the "L" in Lake Superior High School on all sides of the logo.



Protected Space Around Logo

# Letterhead



## Lake Superior High School

19 Hudson Drive T 807-825-3271  
Terrace Bay ON P0T 2W0 F 807-825-3622

July 16, 2018

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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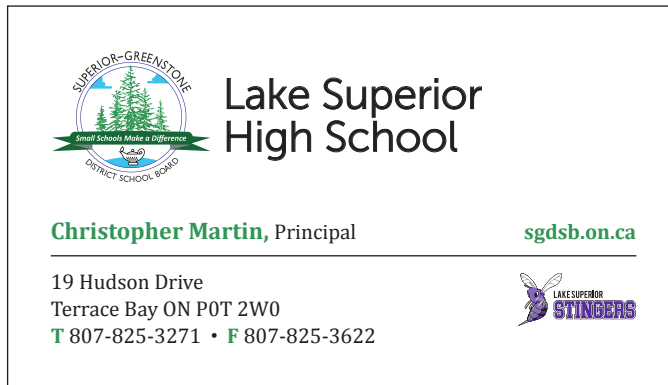
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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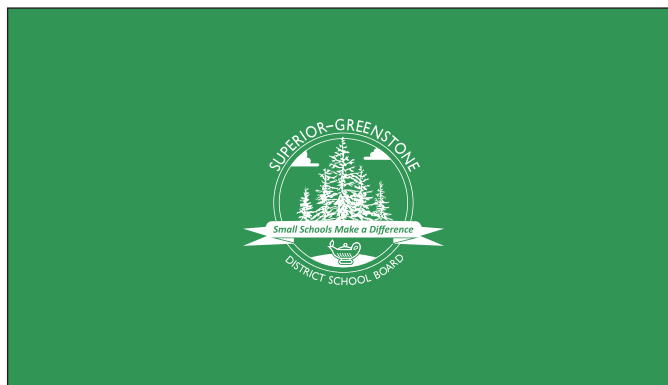
Christopher Martin, Principal  
Lake Superior High School



## Business Card



Front



Back



## Promotional Mug



## School Hoodie

