



Success For
Every Student



GRAND ERIE VISUAL IDENTITY MANUAL

LAST REVISED: SEPTEMBER 2020



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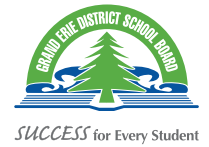
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GENERAL OVERVIEW



One of Grand Erie's most valuable assets is its corporate visual identity. When used in combination, Grand Erie District School Board's basic identity elements (logo, colours and typography) define and express our identity in a clear and distinctive way that builds awareness, trust and reputation.

A strong visual identity that is easily recognized by the community is very important. It is the face of Grand Erie, simplifying access to our programs and services by clearly identifying our role as the provider of the service or program. The professional look that is achieved through standard visual identity elements adds credibility to our programs and communicates a vision of excellence.

Building a strong visual identity and the desired reaction to that identity takes time and most importantly, consistency. It is important that the rules and standards contained in this manual are adhered to in the promotional material, advertising, signage, stationary and other items that represent us.

The Communications and Community Relations department will assist staff in following the guidelines to make a positive impact. The Grand Erie District School Board logo is copyrighted and is the property of the board.

If you have any questions, please contact the Manager of Communications and Community Relations at 519-756-6301 or toll-free: 1-888-548-8878 ext. 281147 or email: kimberly.newhouse@granderie.ca

All Board facilities will provide services that respect the independence and dignity of people with disabilities and offer services that include the use of assistive devices. Grand Erie's visual identity must adhere to the customer service standards of the Accessibility for Ontarians with Disabilities Act (AODA) that support these key principles.

Many families come to Grand Erie whose first language is not English. To accommodate our English language learners and their families, the following note should be included on all publications.

To translate this document, please call 1-888-548-8878 ext. 274224.

BOARD NAME

The name Grand Erie is the copyrighted property of Grand Erie District School Board (See last page of this manual). When written, Grand Erie should be used as the abbreviated version.

The Board name shall be included on all system-produced publications.

The Grand Erie logo is the copyrighted property of the Grand Erie District School Board (See last page of this manual) and governed by Bylaw 19. The logo is a key visual element in representing the Grand Erie District School Board to the community.



1. The logo consists of a coniferous tree symbolizing the importance of nature and the green areas encompassed by our jurisdiction; waves symbolizing Lake Erie and the many rivers and streams; an open book denoting lifelong learning and the importance of education to our community; and a broad band containing the Board's name which encompasses all other elements contained in the logo.
2. No variation in the design and colour of the logo as shown below is permitted, except as explicitly approved by the Board.
3. Reproduction of the logo in various sizes is permitted if the proportions are not distorted and the logo appears in its original form.

Who Can Use the Logo?

Use of the Board logo is restricted to internal use by Board staff, except where approved by the Director of Education or the Manager of Communications and Community Relations. To initiate the approval process for using the logo, contact the Manager of Communications and Community Relations.

GRAND ERIE LOGO



Logo - Full Colour

The full colour logo is the preferred logo for most uses.

Usage: When applied to any asset, the primary logo must appear on top of a pure white background. In any situation that requires a non-white background, please refer to the logo treatments below.



Logo - Black and White

The black and white logo should only be used whenever the document is printed in black and white.

Usage: When applied to any asset, the secondary logo must appear on top of a pure white background. In any situation that requires a non-white background, please refer to the reversed logo treatments.



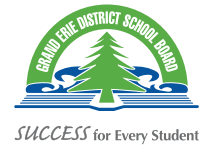
Reversed Logo

Reverse logos should be on the designated Grand Erie colour background (density equivalent to 40% grey or darker).

The reverse version of the logo should only appear on items reflecting the four Grand Erie colours. For Grand Erie's colour breakdowns, please see Page 9.



GRAND ERIE LOGO



Safety Zone

When using the Grand Erie logo, an adequate white space or “safety zone” must surround the logo. The size of the safety zone is equal to the measure of 0.25”. The safety zone provides for aesthetically consistent incorporation of white space between the logo and other elements, such as the edge of a page. It also provides a refined and easy-to-reference guideline for logo placement options.



Clear space is equal to the measure of 0.25”.

Minimum Size

To avoid becoming illegible, the corporate logo should never be reproduced smaller than the minimum size shown here.



Print: 1 inch wide x 0.6 inches tall

Web: 183 pixels wide x 106 pixels tall

Maintaining Aspect Ratio

The aspect ratio of an image is the width to height ratio. The logo must be kept proportionate in size. If electronically resized, the logo shall not be unevenly stretched, skewed, or distorted in any fashion. During resizing, the ‘constrain proportions’ or ‘maintain aspect ratio’ options must be used.

In many applications such as Microsoft Word and Excel, simply press and hold SHIFT while you resize. This will maintain the aspect ratio in the application.

Incorrect Usage

None of the elements of the Grand Erie logo should be altered, stretched or pulled apart from each other for any reason. The following represents a list of common errors to avoid when apply the Grand Erie logos:

- Do not alter the logo in any way
- Do not animate, colour, rotate or skew the logo, or apply other effects
- Do not crop or distort the shape of the logo
- Do not alter the size or position of the icon, wordmark or tagline
- Do not alter the transparency
- Do not change the logos typeface



GRAND ERIE TAGLINE



The Grand Erie tagline is “*Success for Every Student.*” Always use the wording exactly as it appears here, without changing the order, or adding or substituting other words.

The tagline can be used with the logo, as well as on its own. The tagline cannot be altered in any way. In reverse it can only be displayed on blue or green.

If the tagline is not directly underneath the logo, it is recommended to be immediately beside the logo to the right or as a footnote.

SUCCESS for Every Student

SUCCESS
for Every Student

SUCCESS for Every Student

SUCCESS for Every Student

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STICKER OPTIONS

Programs and departments can identify themselves using the sticker option. These stickers can be added to any document or publication in keeping with the visual identity standards. Departments and programs have been given a word mark that is to be used with the logo. See below for a list of departments and word marks.



SUCCESS for Every Student



**Communications and
Community Relations**
A Grand Erie Department



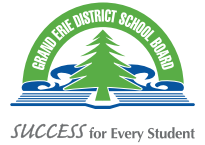
Indigenous Education
A Grand Erie Program

- Business Services
- Communications & Community Relations
- Educational Technology
- Elementary Program
- Facility Services
- Health and Safety

- Human Resources
- Indigenous Education
- Information Technology Services
- Leadership Training Development
- Mental Health and Well-Being
- Research

- Safe and Inclusive Schools
- School Effectiveness Framework
- Special Education
- Student Success

GRAND ERIE COLOURS



See official colours below to be used for reproducing the Grand Erie logo in Pantone, process or web-based applications. Use of these official colours is necessary when producing the logo in full colour.



■ **Spot:** PMS 362 C
■ **CMYK:** 70-8-100-0
■ **RGB:** 89-173-70
■ **HEX:** #59ad46



■ **Spot:** PMS 7455 C
■ **CMYK:** 95-75-0-0
■ **RGB:** 4-85-159
■ **HEX:** #04559f



■ **Spot:** PMS Grey
■ **CMYK:** 0-0-0-40
■ **RGB:** 167-169-172
■ **HEX:** #a7a9ac



■ **Spot:** PMS Black
■ **CMYK:** 0-0-0-100
■ **RGB:** 35-31-32
■ **HEX:** #000000

TYPOGRAPHY

Grand Erie uses Optima and Impact typefaces in all formal communications. Typography is an important part of our visual identity. Like our signatures and colour palette, typography strengthens our overall visual identity. All typefaces are available in italic type and a variety of weights.

When Optima is unavailable, the recommended alternate fonts are Arial or Helvetica.

Impact

Optima Roman

Optima Italic

Optima Bold

Optima Bold Italic



1. A stylistic representation of the coniferous tree.



2. A stylistic representation of the bottom wave.



3. A stylistic representation of the top wave.

MULTI-YEAR PLAN 2016-20



Grand Erie Trustees approved a new strategic direction to guide the work we are doing. At the centre of this 2016-2020 Multi-Year Plan is Success for Every Student. This is our mission, vision and goal statement.

We will achieve this through a focus on students and staff in a culture of high expectations. Indicators that will support our goal include: Achievement, Community, Environment, Equity, Technology and Well-Being.

In support of Grand Erie's efforts through the Environment indicator: Board and school letterhead should not be purchased. Staff are encouraged to use the electronic templates located on the [staff portal](#).



Multi-Year Plan Infographic

The infographic is not a logo, but rather a design element to convey the Multi-Year Plan.



We will foster and celebrate inclusive school communities to enhance the learning experiences of all students.

COMMUNITY

OUR GOALS

- Facilitate opportunities for the use of strategies to encourage and support family involvement in our schools and learning at home.
- Develop a process to formally integrate and celebrate the partners whose contributions enhance the learning experiences of our students.

Multi-Year Plan Viewbook

All graphic design for advertisements must follow the guidelines in this manual and be approved by the Director of Education or Superintendent responsible for the portfolio. There are two kinds of ads, formal and informal.

Formal ads include Board initiatives such as SEAC member recruitment and Accommodation Reviews. Informal ads include Kindergarten Registration and Student Success initiatives.

For more information, refer to F104 – Advertising Procedure.

Advertisements:

All advertising including print, audio and video must be coordinated through the Board's Manager of Communications and Community Relations. Advertising must adhere to the Visual Identity Policy (SO25) and the Purchasing Policy (F6).

The originating school department will provide the Manager of Communications and Community Relations a draft of the required print advertisement, script and storyboard for audio and visual advertisements. The draft will be reviewed to ensure adherence to Grand Erie standards.

PROMOTIONAL MATERIALS

Grand Erie's visual identity may be used on a number of products to advertise the Board such as mugs, T-shirts, hats, pens, bags, pluggable storage devices, etc. The logo should never be reproduced in any colour other than specified in the Grand Erie Colour Section. The exception to the rule would be printing a white logo on a dark mug. In the case of the pen or pin, the minimum size of the logo would have to be altered to fit.

Approval from the Manager of Communications and Community Relations for promotional material and the use of the logo is required.



VEHICLE SIGNAGE



The Grand Erie logo shall be used on vehicle signage.



SUCCESS for Every Student

About Co-Branding

Grand Erie relies on the strong reputation of our schools, just as our schools rely on the reputation of the board. Co-branding is a feature in the visual identity that unifies us as one family.

Wordmark co-branding must appear on promotional items, but it is not mandated for clothing, spirit wear or team uniforms. A Wordmark is a brand identifier in the form of a phrase that creates awareness and adds credibility by supporting the logo. It is an essential element in co-branding in that it links that school's logo to Grand Erie. This linkage further solidifies the mutual advantages derived from co-branding.

The board has templates for the following items:

- Multi-Year Plan
- Director's Annual Report
- Manuals
- Presentations
- Business Cards
- Letterhead
- Job Postings
- Internal document that are procedural or compliance based

Examples of Grand Erie wordmarks

- A Grand Erie School
- A Grand Erie Service
- A Grand Erie Program
- A Grand Erie Department

The Grand Erie logo or Wordmark placement is at the school's discretion.

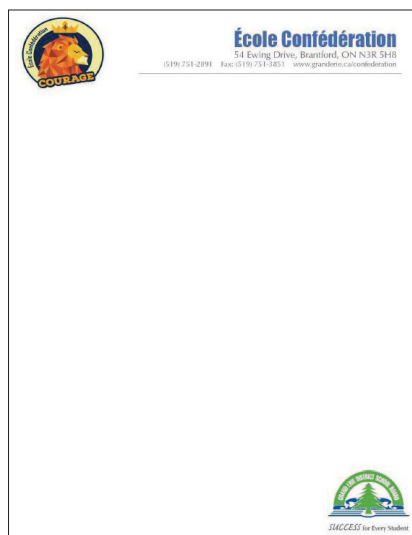
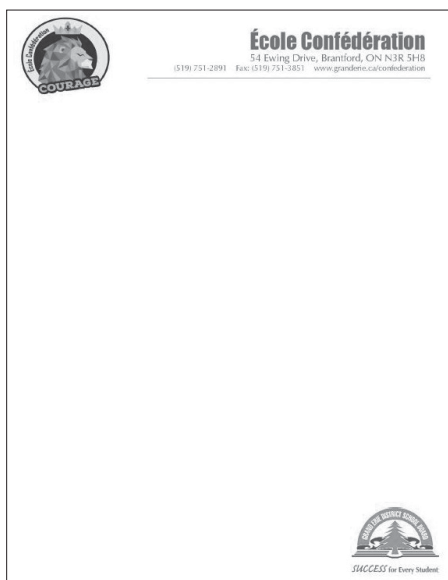
When to Co-Brand

Co-branding should be used on all school products (both printed and electronic). Schools are asked to use the logo and/or wordmark on their products and do not require prior approval. However, schools are asked to consult with the Communications and Community relations department staff should they want to use Grand Erie's Wordmark on products provided by outside organizations and vendors.

Opportunities for schools to include Grand Erie's logo include:

- Awards and Plaques
- Forms
- Invitations
- Newsletters
- Posters
- Programs
- Promotional Items
- Publications
- School Agendas
- Signage
- Stationary
- Thank you cards
- Website

Co-Branded Material



Letterhead

School letterhead should always have the school logo in the upper left-hand corner with the Grand Erie logo and vision located in the bottom right corner of the page as indicated in the example.

Signage:

These examples illustrate appropriate placement of the Grand Erie logo and word mark for signage. Signage is coordinated by Facilities Services and approved by the Manager of Communications and Community Relations.

A school can determine the type of sign they wish based on a criteria. In a heritage-designation neighbourhood, for example, or if the school is built prior to 1950, a school can work with Facilities to choose a historical sign.

Location of the school sign should be in a highly visible location. Electronic signs are permissible.

Schools may use colour versions of their logo when choosing a sign, text may be black or blue.

Sponsor names and logos are not permitted for display on school signage. Sponsors are welcome to display plaques in the school.

Scoreboard signage needs the same approval as regular signage. Sponsors are able to display logo on the scoreboard with the Grand Erie and school logo.



Plaques and Awards:

All plaques presented on behalf of the Board shall have the Grand Erie logo. When a group or individual associated with the school presents a plaque on behalf of the school, the Board logo should also be included.

Promotional Material:

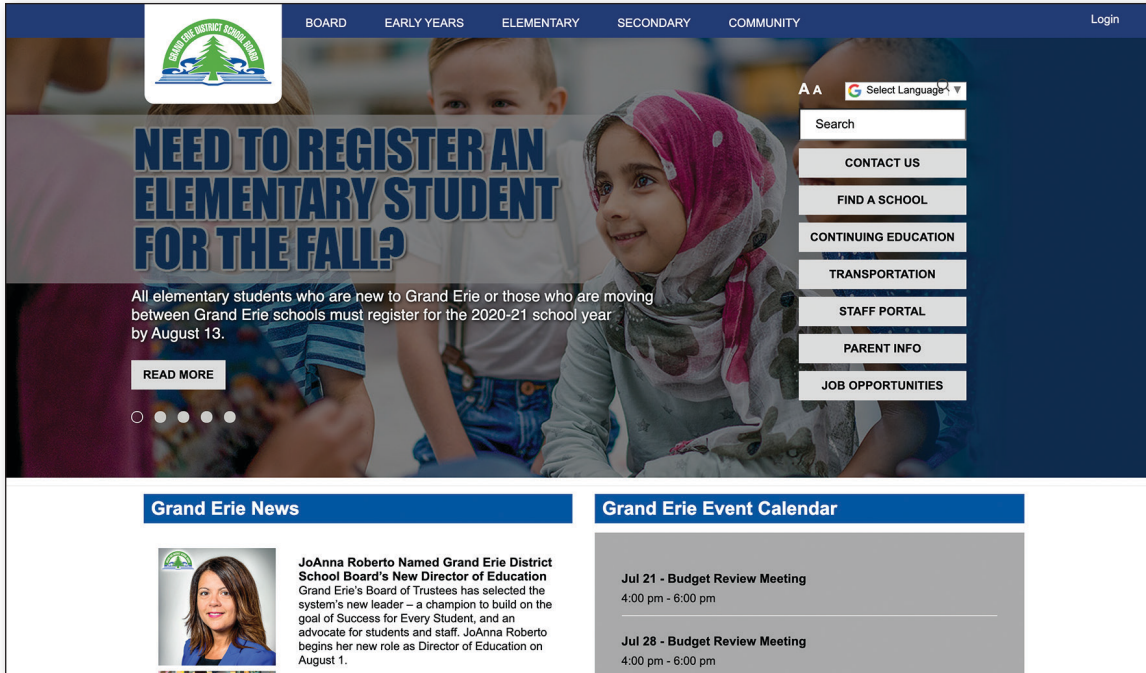
School identity is important to the students, staff and community in which it represents. School can have ownership of their school logo on promotional material. School promotional items shall use the Grand Erie logo and/or Word Mark. School-branded clothing, spirit wear, and team uniforms are exempt from the Visual Identity policy.



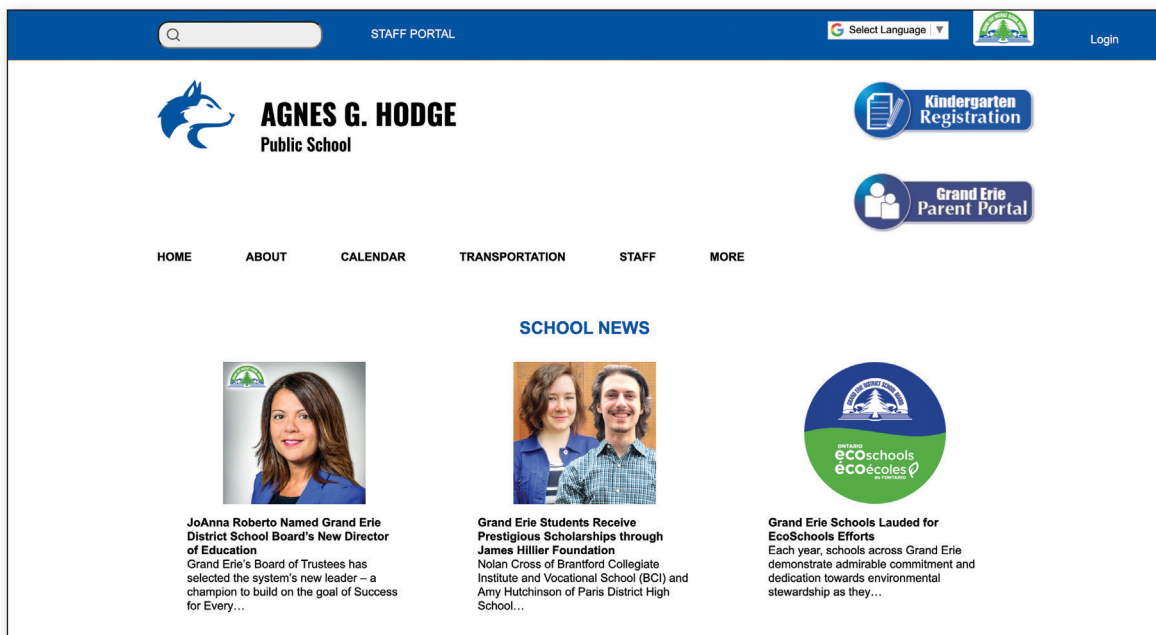
The Visual Identity Policy does not require schools to co-brand on spirit wear, clothing and team uniforms. If schools wish to co-brand, samples may look like the following:



The website is a key communications tool for Grand Erie District School Board. The pages should reflect the guidelines presented in this manual. Acceptable ways to print the website address includes: granderie.ca



Schools must follow Grand Erie's web template



GRAND ERIE LEARNING ALTERNATIVES (GELA)



SUCCESS for Every Student

GELA Phonetic Pronunciation: gee-la



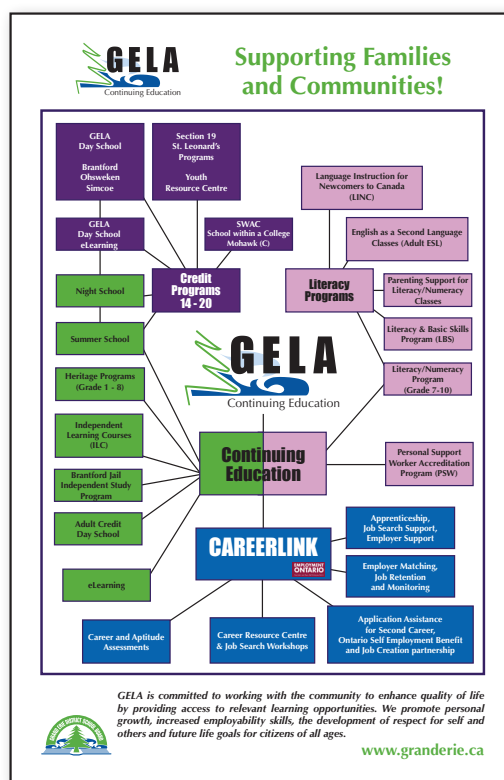
GELA has the opportunity to use purple as their supporting colour on ads and promotional materials.



Purple:
CMYK 75-100-0-15



Pink:
CMYK 13-40-02-0



CAREERLINK



Logo: CAREERLINK, all uppercase

Written: CareerLink, the L is in uppercase

CareerLink is an employment centre. In addition to being a Grand Erie Service, CareerLink is also an Employment Ontario Service Provider and meet the visual requirements outlined in the *Visual Identity and Communications Guidelines for Employment Ontario Services Providers*.

A GRAND ERIE SERVICE

CAREERLINK
EMPLOYMENT CENTRE

JOB FAIR on behalf of **WIPRO**

Friday, February 1, 2013 - 9:00am - 3:30pm

Job Fair Location: CareerLink, 1 Market Street, Brantford
Bring resume, interviews on site.
80 positions for Technical Support Representatives - Smart Phones

CareerLink will host the workshop
HOW TO SUCCEED AT A JOB FAIR
Wednesday, January 30, 2013 10:30am-12:00pm
Please call CareerLink to register for the workshop

For more information, contact CareerLink
@ 519-759-1412 www.careerlink.ca

WIPRO
Applying Thought

EMPLOYMENT ONTARIO

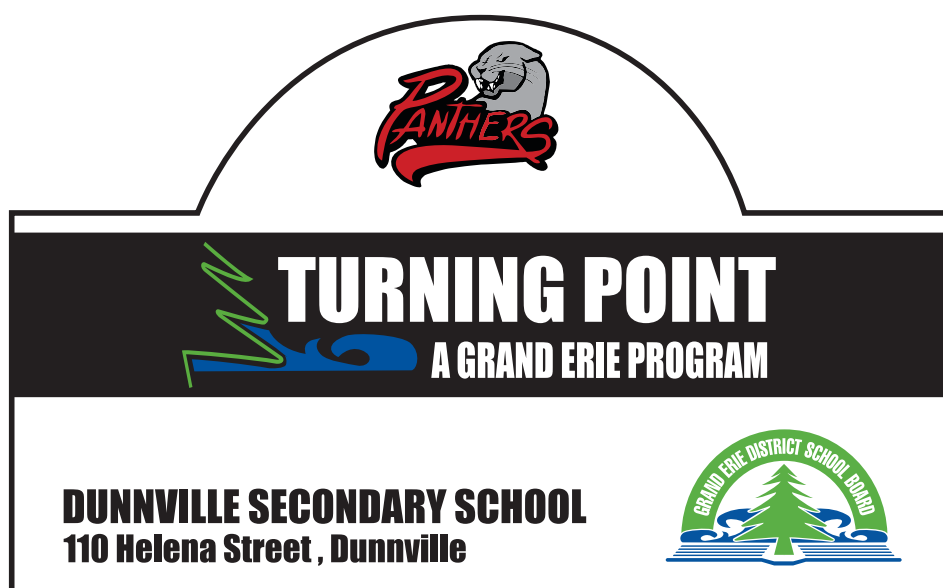
CareerLink is a service of Employment Ontario and funded in part by the Government of Canada.

Essential components of Turning Point include the co-branding elements with the school at all times with or without the school logo.

When Turning Point is communicated at the system-level, the following logo is to be used:



School-Specific Signage



School Crests vs. School Logos:

School Crest: a crest is a traditional symbol to represent a school and its academic goals. Typically, the crest is the formal or traditional representations a school and used during formal events such as commencements or displayed in a prominent location in the school. A school crest may include school colours, animal or figure mascots as well as a school motto, all composed in the shape of a crest.

School Logo: a graphic mark or emblem used to aid and promote instant public recognition. Logos can either be strictly graphic and should include the name of the organization. School logos may include varying colours, shapes, or mascots relating to the school.

Designing a School Logo:

Are you revitalizing your logo or creating a new one? Here are some helpful tips that can help get you started.

A school logo is designed to establish the credibility and visibility of an educational establishment. It is the visual representation of a school that conveys the academic principles and ideology of the school. In fact, school logos are considered the important graphical elements when it comes to building a highly reliable image. Therefore, it is very important that the logo design should be impressive and appealing to the students and parents.

A good school logo design will serve as the basic foundation that gives a sense of pride to the students, parents and teachers, while conveying the actual message and perspective of educational establishment.

When designing a school logo, schools shall engage their staff and school community by consulting with students, parents and the community.

Given below are some significant factors that must be kept in mind when designing school logos:

Choose appealing colours:

Colours can play a significant role in making a school logo design attractive and persuasive. A good school logo design with the right colour combination will easily instill a welcoming feeling and persuade parents to choose your school for their children.

Opt for relevant icons or symbols:

Another important consideration while designing school logos is to choose relevant and appropriate images. Images such as books, teachers, or children silhouettes, apples, school building or torches are a few good choice for school logo design. An appropriate image can make it easy for people to distinguish your school among others.

Select simple fonts:

Consider using bold and simple fonts to enhance the other features of a school logo. Explicable fonts will enable viewers to remember and recognize the name of your education establishment, while increasing the school's credibility and image.

Please contact Craig Wright, Grand Erie's Graphic Designer / Website Coordinator at extension 281251 or by email at craig.1.wright@granderie.ca to convert your new or revitalized school logo drawing into an electronic format suitable for publication.

CERTIFICATION OF TRADEMARK/COPYRIGHT



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 19 novembre 2008, le registraire des marques de commerce a donné, en vertu du sous-alinéa 9(1)(n)(iii) de la *Loi sur les marques de commerce*, un avis public d'adoption et emploi au Canada par l'autorité publique identifiée ci-dessous de la marque reproduite ci-après comme marque officielle pour des marchandises et services.



Certificate

This is to certify that in the Trade-marks Journal dated November 19, 2008, the Registrar of Trade-marks gave public notice under subparagraph 9(1)(n)(iii) of the *Trade-marks Act* of the adoption and use in Canada by the public authority identified below of the mark shown below as an official mark for wares and services.

GRAND ERIE

Numéro de dossier
File Number

918209

Autorité publique
Public Authority

Grand Erie District School Board

Registraire des marques de commerce
Registrar of Trade-marks

Canada 

(CIPC 190/08-07)

OPIC  CIPO

CERTIFICATION OF TRADEMARK/COPYRIGHT



SUCCESS for Every Student



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 07 mars 2007, le registraire des marques de commerce a donné, en vertu du sous-alinéa 9(1)(n)(iii) de la *Loi sur les marques de commerce*, un avis public d'adoption et emploi au Canada par l'autorité publique identifiée ci-dessous de la marque reproduite ci-après comme marque officielle pour des marchandises et services.



Certificate

This is to certify that in the Trade-marks Journal dated March 07, 2007, the Registrar of Trade-marks gave public notice under subparagraph 9(1)(n)(iii) of the *Trade-marks Act* of the adoption and use in Canada by the public authority identified below of the mark shown below as an official mark for wares and services.



Numéro de dossier
File Number
Autorité publique
Public Authority

918055

Grand Erie District School Board

Canada

Registraire des marques de commerce
Registrar of Trade-marks





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Email: info@granderie.ca

www.granderie.ca



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