



## POLICY

**SO25**

### Visual Identity

**Board Received:** September 26, 2016

**Review Date:** October 2020

#### **Policy Statement**

Grand Erie District School Board's visual identity program conveys the mission, vision, values and goal statements of the Board. Staff members shall adhere to the visual standards of the Board to promote consistency in Grand Erie.

#### **Accountability**

1. Frequency of Reports
  - As the Multi-Year Plan is revised
2. Criteria for Success
  - Adherence to the Visual Identity Manual

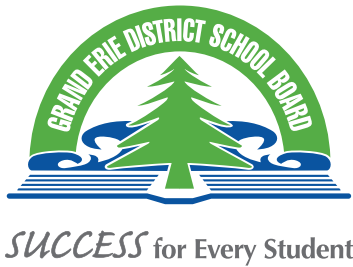
#### **Procedures**

1. Grand Erie District School Board's visual identity is comprised of the following: Board Name, Logo, Colours, Tagline, Styles, Typography (Typefaces/Fonts), and co-branding guidelines with school logos and when featured with other non-Grand Erie logos.
2. This policy governs: all signage, advertisements, newsletters, school and department websites, business cards, Board and school letterhead, promotional products, videos, social media websites, brochures and other publications. School-branded clothing, spirit wear and team uniforms are exempt from this policy.
3. All school websites must comply with the visual standards of the Board and therefore must be hosted on the appropriate web platform/program supported by the Information Technology Department.
4. A Visual Identity Manual accompanies this policy and shall be followed.
5. Components of the Visual Identity Manual shall be reviewed by the Board following the approval of the Board's Multi-Year Plan prior to new Multi-Year Plan graphics being released.
6. The Manager of Communications and Community Relations and the Graphic Designer/Website Coordinator will provide templates to schools and departments as outlined in the Visual Identity Manual.
7. The Director, Superintendents of Education and the Manager of Communications and Community Relations will monitor compliance with the Visual Identity Policy.

**Definitions** (See Visual Identity Manual)

#### **Board Resources**

- Bylaw No. 19 – Board Logo, Grand Erie Name, and Grand Erie Design Banner
- Administrative Procedure F104 – Board Advertising
- Visual Identity Manual
- Multi-Year Plan
- Certification of copyright: Official Mark (logo), Name, and Design
- Policy No. F6 – Purchasing
- Accessibility Standards



# GRAND ERIE VISUAL IDENTITY MANUAL

Last Revised: September 2016 | Reflects: Multi-Year Plan 2016-2020





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# GENERAL OVERVIEW

One of Grand Erie's most valuable assets is our 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 a reputation for quality.

A strong visual identity that is easily recognized by the public 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.

Communications staff will assist you in following the guidelines to make a positive impact. The Grand Erie District School Board logo is copyrighted and is the property of the Grand Erie District School 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: [shawn.mckillop@granderie.ca](mailto:shawn.mckillop@granderie.ca)

## BOARD NAME

The name Grand Erie is the copyrighted property of the Grand Erie District School Board (See Copyright Certificate on website).

When written, Grand Erie should be used as the abbreviated version as often as possible. GEDSB is accepted as a second, but less preferred option.

The Board name shall be included on all district-produced publications. The name is to be associated with the font of the publication title.

Examples of a publication include:

- A Guide
- A Course Calendar
- A View-book
- A multi-page document printed for external use

The Grand Erie logo is the copyrighted property of the Grand Erie District School Board (See Copyright Certificate on website) and governed by Bylaw 19. The logo is a key visual element in representing the Grand Erie District School Board to the public.



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 constrain proportions\* are not compromised and the logo appears in original form.
4. 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.

*\* Constrain proportions link the width and height of the image together so that if you make a change to the width of the image the height will automatically change as well, and vice versa, so that the proportions of the image remain the same and do not get distorted.*

## **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

## **LOGO - PRIMARY:**

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 reversed logo treatments.



## **LOGO - SECONDARY:**

The black 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 must be on the designated Grand Erie colour background (density equivalent to 40% grey or darker)



*\* The reverse version of the logo can only appear on items reflecting the four Grand Erie colours. See below.*

## SAFETY ZONE:

When using the GEDSB 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”w x 0.5797”h (inches)

**Web:** 183px x 106px (pixels)

## 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 GEDSB 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 GEDSB 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, condense or extend 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





# 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. It can appear on either one line or two.

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

*SUCCESS* for Every Student



*SUCCESS* for Every Student

*SUCCESS* for Every Student

*SUCCESS* for Every Student

*SUCCESS* for Every Student

# STICKER TAG

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. Learn more about word marks on page 20.



*SUCCESS* for Every Student



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



**Indigenous Education**  
A Grand Erie Program

The following departments and program areas have a sticker tag:

- 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

## COLOUR PALETTE

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



Green: PMS 362 C  
CMYK: 70-8-100-.25  
RGB: 89-173-70  
HEX: #59ad46



Blue: PMS 7455 C  
CMYK: 95-75-5-0  
RGB: 4-85-159  
HEX: #04559f



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



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

## TYPOGRAPHY

Grand Erie uses Optima Roman, Impact and Caflisch Script Web 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.

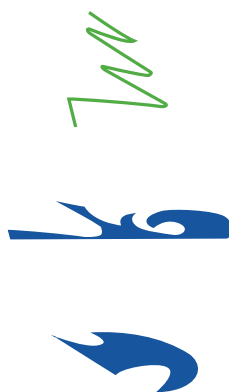
When Optima Roman is unavailable, the recommended alternate fonts include: Arial, Verdana, Calibri or Helvetica.

Optima Roman  
*Optima Italic*  
**Optima Bold**  
***Optima Bold Italic***

**Impact**

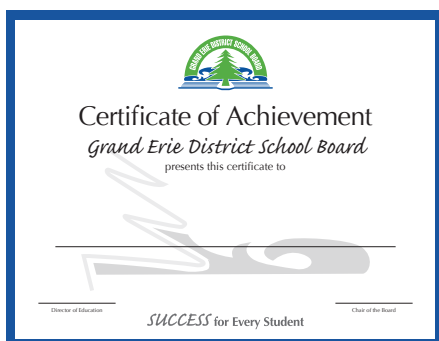
*Caflisch Script Web*

# DESIGN ELEMENT

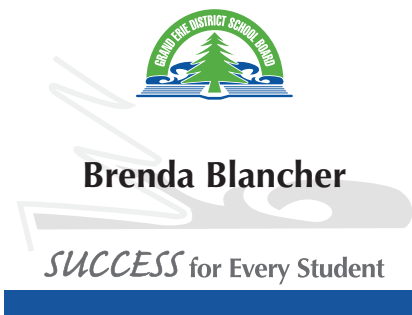


1. A stylistic representation of the coniferous tree.
2. A stylistic representation of the bottom wave.
3. A stylistic representation of the top wave.

## Examples:



Certificate



Name Tag

# VALUES

Grand Erie's character attributes align with its values:

- Compassion
- Cooperation
- Humanity
- Inclusiveness
- Integrity
- Perseverance
- Respect
- Responsibility

# PHOTOGRAPHY

Imagery style is designed to reflect GEDSB commitments to its character attributes and values.

Resources include:

- FOI Parent Information Sheet and Registration Form/Current Information
- Consent forms are also available in the Communications and Community Relations section on the Staff Portal.

# PARTNERSHIPS

The Grand Erie logo should appear clear and undisturbed by other logos. Approval from the Director of Education and the Manager of Communications and Community Relations is required.

It is preferred that the Grand Erie colour logo be placed on a white background. However, colours on partnered materials are often out of Grand Erie's control. In these cases, the black or white (reversed) logo can be used, with permission.

Consider visibility when choosing between the black logo or the reverse logo with partner material.

School colours will take precedence as a background colour when using the Board logo. In these cases, the black or white logo can be used, with permission.



# GRAND ERIE AND THE ENVIRONMENT

In support of Grand Erie's continued effort toward being environmentally responsible, the use of environmentally-friendly papers and processes are encouraged whenever possible. This reflects our commitment to a sustainable global environment while ensuring Grand Erie represents itself in a professional manner.

# ACCESSIBILITY

Grand Erie District School Board is committed to providing services to our students, parents, the public and our staff that are free of barriers and biases. The Board strives to ensure that the key principles of independence, dignity, integration and equality of opportunity are reflected in our learning and working environments.

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.

Accessibility Symbol: Grand Erie uses the following symbol to communicate accessibility. The symbol will be displayed on all publications.



Accessibility Commitment: The accessibility commitment statement can be used with or without the symbol, but must always appear on all publications.

## **Committed to Accessibility**

Under Review

# TRANSLATION SERVICES

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.281043

A copy of 'This Document Is Important', translated in multiple languages is located in the Visual Identity Section on the Staff Portal.



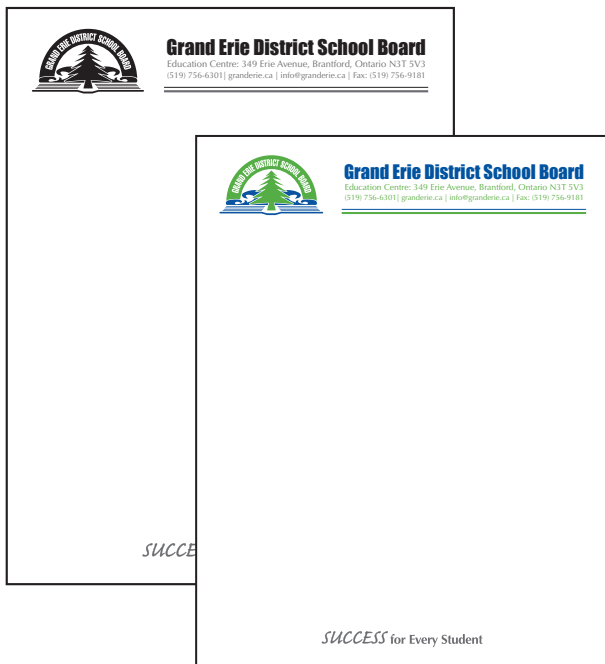
Grand Erie publication styles are divided into two categories, Formal and Informal.

## FORMAL:

Formal Style applies to material directly related to the entire organization.

Examples include:

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



Letterhead

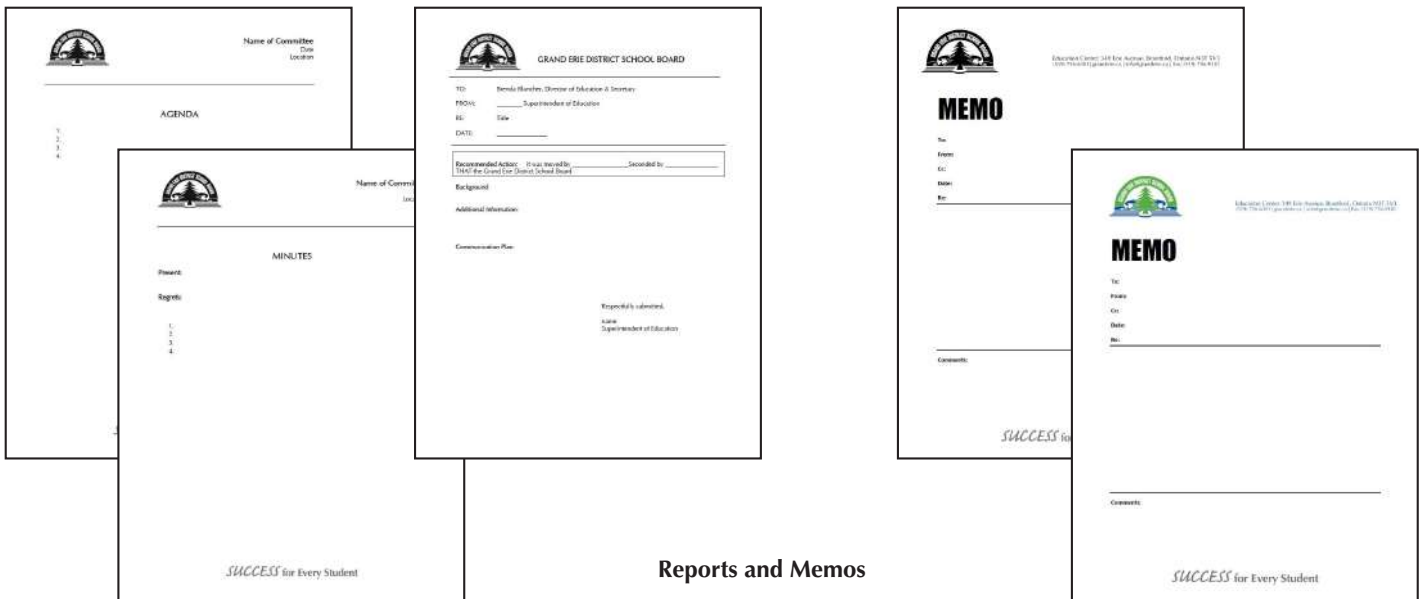
Stationery projects are strong and dynamic images that promote the Formal Style. It is important that Grand Erie has a consistent visual identity that presents a unified image in order to build trust and loyalty. Through our correspondence, stationery makes a first impression and should be consistent in its presentation.

The use of Grand Erie District School Board letterhead is restricted to official correspondence by employees. Official Grand Erie District School Board letterhead includes the Grand Erie logo in official colours.

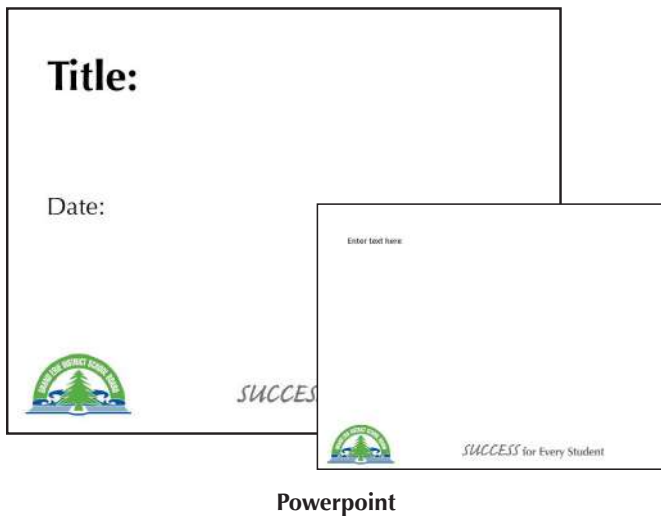


Business Cards

Grand Erie District School Board's business card uses a consistent format for content and layout.



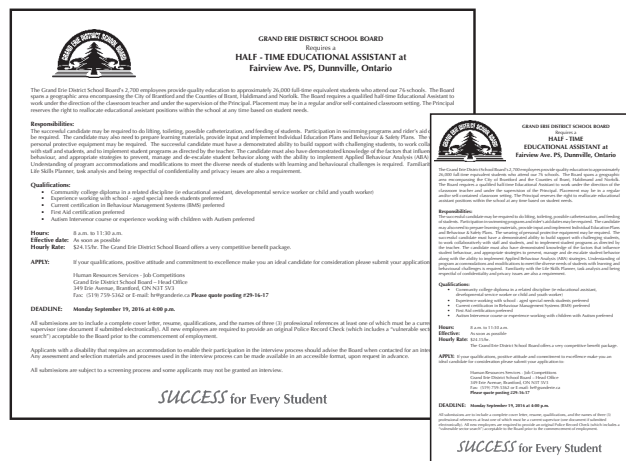
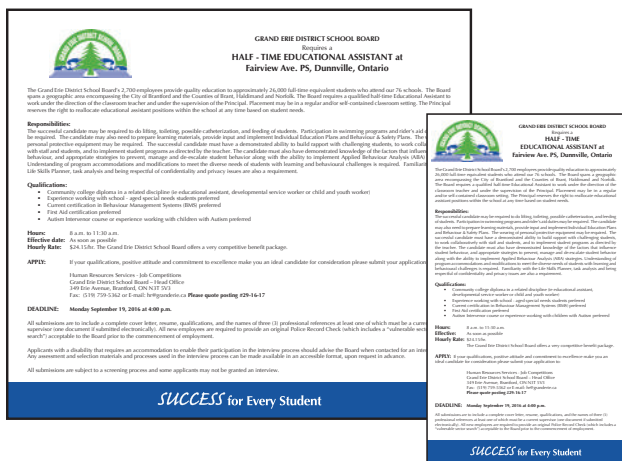
## Reports and Memos



## Powerpoint

PowerPoint templates should always reflect the Grand Erie brand when delivering a presentation on behalf of the Board in a public forum.

No substitute shall be used without permission. Templates for school PowerPoints can be made available with co-branding elements upon request.



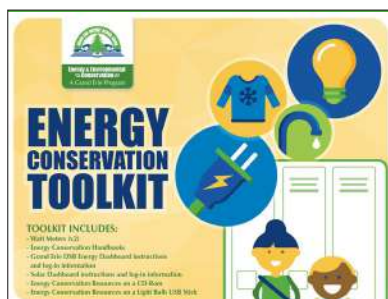
## Job Postings

## INFORMAL:

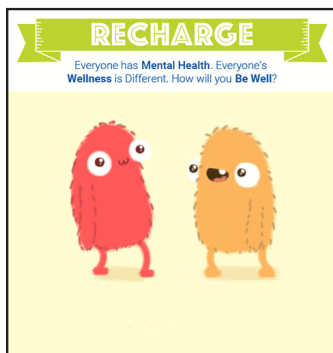
Informal Style applies to material for a specific target audience (e.g. youth, parents, staff, etc.). Elements continue to reflect the Grand Erie visual identity with modifications to backgrounds, photos and other graphic details.

Examples include:

- Kindergarten / Transition Guide
- Course Calendars
- Student Success
- Parent Guide
- Posters reflecting student campaigns



Digital Images: Photos and graphics shared via social media do not always require the Grand Erie logo as it is being shared by a Grand Erie social media account.





# MULTI-YEAR PLAN 2016-2020

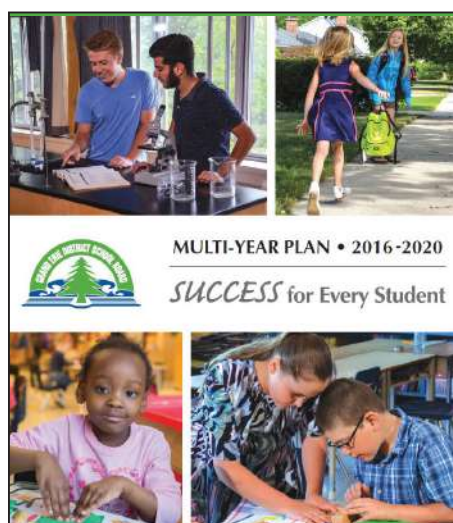
Grand Erie Trustees approved a new strategic direction to guide the work we are doing. In the centre of this 2016-2020 Multi-Year Plan is SUCCESS for Every Student. This is our mission, vision and goal statement.

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, Well-Being, Equity, Environment, Technology and Community.



## 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.

### 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



**MULTI-YEAR PLAN • 2016-2020**

**[www.granderie.ca](http://www.granderie.ca)**

Multi-Year Plan Poster



Multi-Year Plan Display Banners



# ADVERTISEMENTS

All graphic design for advertisements must follow the guidelines in this manual and be approved by the Director of Education / 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 example.

- For more information, refer to F104, Advertising Procedure

## **PRINT ADVERTISEMENTS:**

All advertising shall 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.

The Board supports advertising expenditures in support of public awareness and information.

Appropriate advertising expenditures include, but are not limited to:

- School registration, including junior/senior kindergarten and secondary school
- Program offerings
- Extracurricular activities
- Public consultations
- Employment opportunities
- Requests for tenders for good and services
- School board accountability to the public
- Informing a Board decision and/or initiative
- Partnership activities that benefit our students

All advertising using Board funds, or raised under the auspices of the Board, must include an authorized version of the Grand Erie logo. All Board advertising shall be coordinated through the Board's Manager of Communications and Community Relations

## **AUDIO ADVERTISEMENTS:**

All audio advertisements must include the statement based on the tagline, "Success for Every Student." In addition, Grand Erie District School Board's website ([granderie.ca](http://granderie.ca)) is required.

## **VIDEOS:**

All videos created by students, schools, parents or staff and for the purposes of showing external audiences or posted on social media sites such as YouTube must include the Grand Erie logo and/or the name and/or word mark in the credits, or during the end credit and/or a scene of the video.




## Register for Kindergarten!

Telephone: 519-756-6301 | Toll Free: 1-888-548-8878 | Email: [info@granderie.ca](mailto:info@granderie.ca)

Learn what you need to register, locate the program and school of choice, and order your *Welcome to Kindergarten* guide online... [granderie.ca](http://granderie.ca)

### SUCCESS for Every Student

Follow and join the conversation @GEDSB on Twitter and Facebook.  



## NOTICE OF PROJECT

# REQUEST FOR PROPOSAL

*Reference No. 2013-85-P*

### VEHICLE FLEET MAINTENANCE SERVICES

**CLOSING DATE: Tuesday, March 5, 2013**  
**BEFORE 2:00 pm**

RFP documents are available at the Education Centre or can be emailed upon request.  
**PURCHASING SERVICES**  
[info@granderie.ca](mailto:info@granderie.ca) or 1-888-548-8878

**Contractor Information Session**  
**Date:** Wednesday, February 20, 2013 **Time:** 5 pm - 6 pm  
**Location:** Education Centre, 349 Erie Avenue, Brantford

Dave Dean, Chair Brenda Blancher, Director

### SUCCESS for Every Student




## Grand Erie District School Board SUMMER REGISTRATION



Our school is currently closed for summer break  
 We will re-open on Monday, August 29<sup>th</sup>, 2016


## IF YOU NEED TO REGISTER YOUR CHILD FOR SCHOOL STARTING IN SEPTEMBER PLEASE CONTACT

GRAND ERIE DISTRICT SCHOOL BOARD  
 SUMMER REGISTRATION SERVICES

(519) 756-6301 • 1-888-548-8878  
 349 Erie Avenue, Brantford, ON N3T 5V3  
[granderie.ca](http://granderie.ca)

### SUCCESS for Every Student

Follow and join the conversation @GEDSB on Twitter and Facebook.  



## NOTICE OF PUBLIC MEETING

# SOUTH EAST NORFOLK ELEMENTARY

*Accommodation Review*

Grand Erie District School Board approved a Pupil Accommodation Review for elementary schools in the South East Norfolk area.  
 Elementary schools included in the review are:

**Elgin Avenue Public School**  
**Lakewood Elementary School**  
**Lynndale Heights Public School**  
**Walsh Public School**  
**West Lynn Public School**

An Accommodation Review Committee (ARC) has been established.  
 Interested parents and community members are invited to attend the fourth Accommodation Review Committee meeting.

**Date: Tuesday, May 31, 2016**  
**Time: 7:00 p.m. – 9:00 p.m.**  
**Location: Walsh Public School**  
**933 St John's Rd W, Simcoe, ON N3Y 4K1**

Public consultation is at the heart of this accommodation review process.  
 We value your input and look forward to hearing how best we can accommodate elementary students in the South East Norfolk area.

*Visit the ARC banner at [www.granderie.ca](http://www.granderie.ca) for information and agenda.*

David Dean, Chair Brenda Blancher, Director

### SUCCESS for Every Student

# PROMOTIONAL MATERIALS

The Grand Erie visual identity may be used on a number of products to advertise the Board such as Mugs, Tee Shirts, hats, pens, bags, USB, 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.



## **ENGRAVING:**

Engraved items are an acceptable method of reproduction as it represents a formal, elegant element. Fonts should be clearly identified on the engraved item.

# VEHICLE SIGNAGE

The Grand Erie logo and tagline shall be used on vehicle signage.

Facilities Services fleet vehicles present a great opportunity for full wraps or magnetic signage that communicate timely campaigns such as Kindergarten Registration or the new Multi-Year Plan.



*SUCCESS* for Every Student

# CO-BRANDING

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

Word Mark co-branding must appear on promotional items but it is not mandated for clothing, spirit wear or team uniforms. A Word Mark 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.

## **EXAMPLES OF GRAND ERIE WORD MARKS:**

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

The Grand Erie logo or Word Mark 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 should they want to use Grand Erie's Word Mark on products provided by outside organizations/vendors.

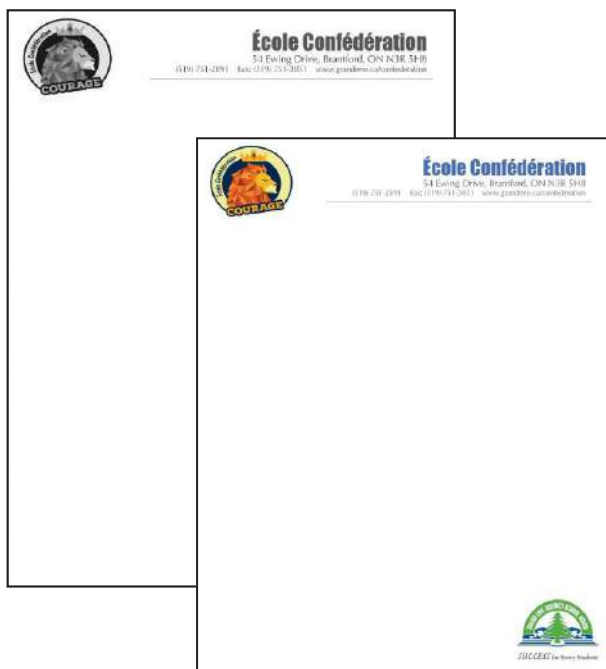
## **OPPORTUNITIES FOR SCHOOLS TO INCLUDE GRAND ERIE'S BRAND INCLUDE:**

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

**TIP:** For student-made posters that will be showcased outside the school, staff can print the school logo and the Board logo on a label and insert it on the artistic poster.



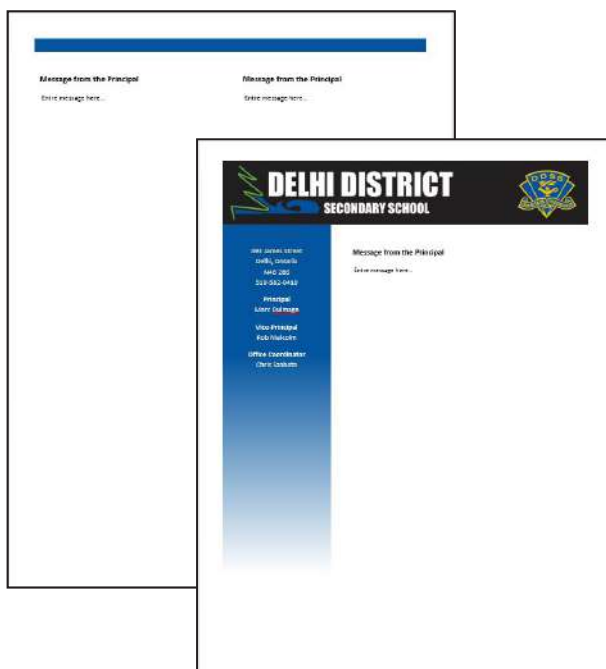
## CO-BRANDED MATERIAL:



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.

Board and school letterheads are to be used for official Board or school business only. Letterhead produced should not have names of officials highlighted in a section other than signature; however, if a principal wishes to insert their name, they can do so under the dividing line located at the top of the page.



Newsletter

Newsletters are one of the best ways to communicate with parents and a good communication tool between schools and our stakeholders. To reflect the co-branding standards, the cover page of the newsletter should have the Grand Erie design element. The second and subsequent pages following will be provided in the template.

## PRINT ADVERTISEMENTS:

All graphic design work for brochures, ads, invitations, etc., must follow the steps set out in this manual, including co-branding.

School-specific, co-branded promotional materials will have the school logo identified on the product.

### REDESIGN THESE



The Grand Erie Parent Involvement Committee is pleased to support the School Councils of Paris District High School and Burford District Elementary School in Grand Erie District School Board.

## ENGAGING SCHOOL COMMUNITIES

An evening with Annie Kidder

Attend a FREE talk and learn more about parent involvement in education and strategies to engage with your school to support your child. Everyone is welcome.

**Tuesday, November 20, 2012 • 7:00 pm**  
**Burford District Elementary School**  
 35 Alexander Street, Burford

RSVP to [info@granderie.ca](mailto:info@granderie.ca) | For more information visit [granderie.ca](http://granderie.ca) or contact Shayne Mann, Principal of Paris District High School at [Shayne.Mann@granderie.ca](mailto:Shayne.Mann@granderie.ca)

**Annie Kidder**  
 Executive Director

Annie Kidder is the Executive Director of People for Education. Annie was born in Quebec and has lived in Labrador, British Columbia and Ontario. Her father was in mining so her family moved frequently. As a result, Annie attended 12 schools between kindergarten and grade 12, which may have been how she acquired her passion for public education.

Annie is a former theatre director and became involved in education through her children's school. She has two daughters, one in her first year of university and the other a university graduate. Annie is the recipient of numerous awards for her advocacy work, including awards from the Canadian Teachers' Federation, the Ontario Principals' Council, the Toronto Community Foundation and the Ontario Teachers' Federation. She has spoken at conferences across the country and is regularly quoted in the media as an expert on education issues.

**GRAND ERIE**  
 Growing Excellence... Inspiring Success



The Grand Erie Parent Involvement Committee is pleased to support the School Councils in Norfolk to present:

## REMOVING BARRIERS TO LEARNING

- PARENT SPEAKER SERIES -

• Free Transportation • Free Child Care • Light Refreshments

**November 28, 2012 • 6:30 pm - 8:00 pm**  
**Simcoe Composite School, Music Room**  
 40 Wilson Drive, Simcoe

**A Streetwise Approach to Bullying Prevention**  
 Special Guest: Saidat

Students can achieve their full potential in schools when there is a positive school climate in which they feel safe and supported. This session will provide parents with tips and resources about bullying, cyber-bullying, and preventative strategies to be able to deal with the situation.

Saidat has presented in hundreds of schools across Ontario on the topics of bullying, inclusion and safe environments. Saidat's unique style will deliver an engaging session for parents with a powerful message that can help your child.

**GRAND ERIE**  
 Growing Excellence... Inspiring Success

**Future sessions include:**

February 21, 2013	April, 2013	May, 2013
Turning Disabilities into Abilities	Cyberbullying and Social Media	Children's Mental Health and Supports
Special guest: Todd Cunningham		

**RSVP for the November 28, 2012 Session: Streetwise Approach to Bullying Prevention**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Do you require childcare? YES NO Number of children: \_\_\_\_\_

Do you require Transportation? YES NO Number of people transporting: \_\_\_\_\_

Please return to the school by November 23, 2012 or email [info@granderie.ca](mailto:info@granderie.ca)

Visit [granderie.ca](http://granderie.ca)



Grand Erie Parent Involvement Committee and the School Council of Central Public School present:

## LEAD BY EXAMPLE: SIMPLE WAYS TO BUILD SELF-WORTH IN YOUR KIDS

An evening with Michael Eisen, Wellness Leader

**Wednesday, May 1, 2013 • Central Public School**  
 135 George Street, Brantford

Complimentary Dinner: 4:15-5:00 pm  
 Information Session: 5:00-7:00 pm

**FEATURED EVENTS**

**For Parents:** Michael Eisen, Wellness Leader  
 Child and Youth Mental Health Strategy Update

**For Children:** Mad Science (ages 4 and up)  
 Infant and Toddler Care

**This is a FREE, family-friendly event.**  
**Bookfair in Library • DOOR PRIZES •**

**Michael Eisen, Wellness Leader**

Michael is a passionate, charismatic and inspirational speaker, author and social entrepreneur. After positively transforming his own life at the age of 19 and overcoming challenges with stress, anxiety, depression and sickness, he is now driven to share the principles, strategies, and practices that empowered him to start living a happier and healthier life.

**RSVP by April 26 to [info@granderie.ca](mailto:info@granderie.ca) or call 519-756-6301 ext. 281169**

Please indicate: Age of child(ren) • If you require bus tickets  
 • Any dietary concerns for you or your child

[granderie.ca](http://granderie.ca)

**GRAND ERIE**  
 Growing Excellence... Inspiring Success



Grand Erie Parent Involvement Committee and the School Council of Jarvis Public School present:

## PARENTS AS PARTNERS IN STUDENT SUCCESS

An Evening with Avis Glaze

**Tuesday, May 14, 2013 • 6:30 – 8:00 p.m.**  
**Jarvis Public School, 14 Monson Street**

RSVP by May 10 to [info@granderie.ca](mailto:info@granderie.ca) or call (519) 756-6301 ex. 281169

**Topics include:**

- How parents can support their child's success in school
- Changes and trends in education
- Character education and the impact on learning

**Get practical tips to help you support your child's achievement!**

**FREE Event**  
**FREE Childcare by Qualified Childminders**  
 Visit [granderie.ca](http://granderie.ca)

**Avis Glaze, President, Edu-quest International Inc.**

Avis is one of Canada's outstanding educators and a recognized international leader in education. As Ontario's first Chief Student Achievement Officer and founding CEO of the Literacy and Numeracy Secretariat at the Ministry of Education, she played a pivotal role in improving student achievement in Ontario. Avis also co-authored *Breaking Barriers: Excellence and Equity for All*.

**GRAND ERIE**  
 Growing Excellence... Inspiring Success

## 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. Historical brick signs will be in black and follow the design shown to the right.

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.



## Program Signage



## 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.



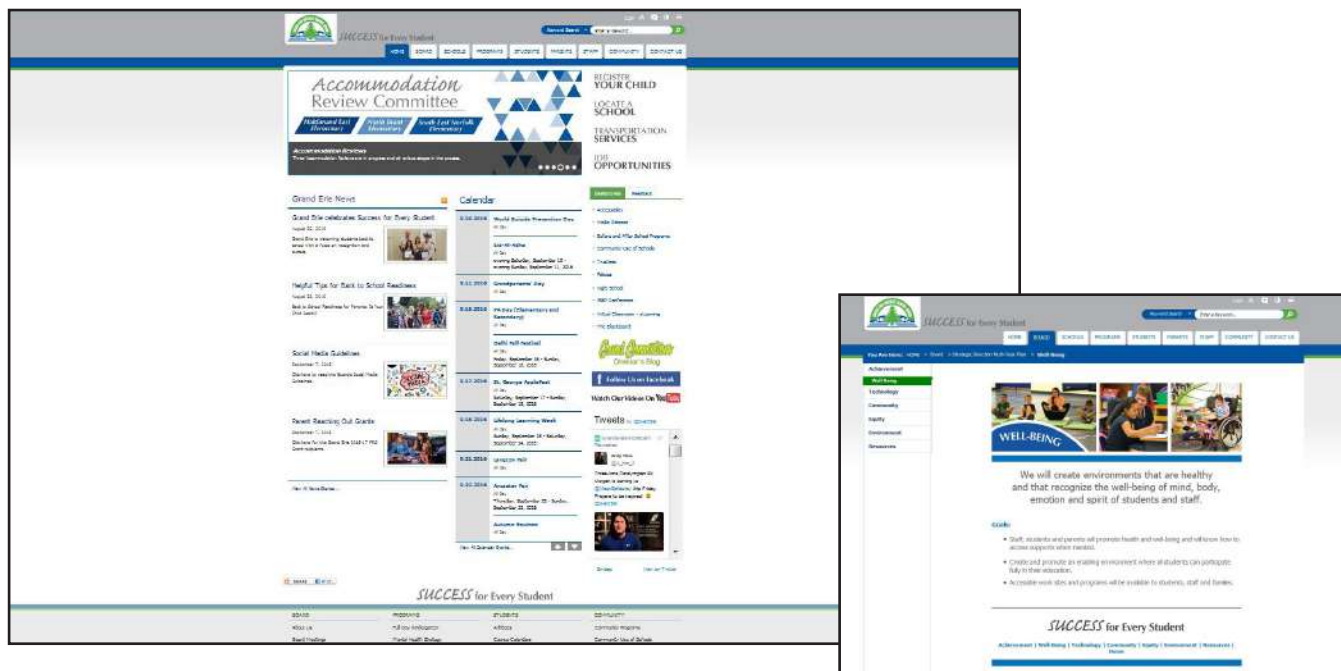
**The Visual Identity Policy does not require schools to co-brand on spirit wear, clothing and team uniforms. If schools wish to co-brand, samples may look like the following:**



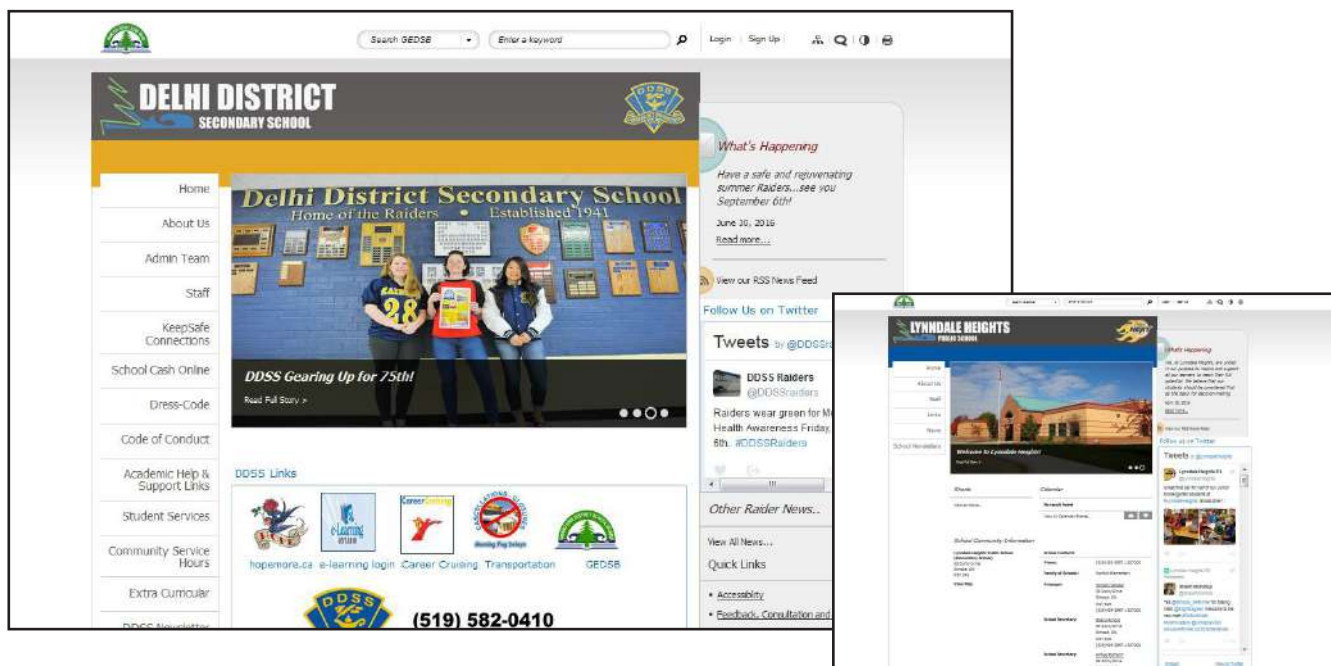


# WEBSITE

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



Note: This template will be modified as school sites are developed. Important visual elements include the school's electronic banner and the band of colour located under the school banner.



**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

## It's Never Too Late to Graduate!

Over 21? Need your Ontario Secondary School Diploma? Upgrade existing credits for Post-Secondary?

**Next term begins September 12, 2016.**

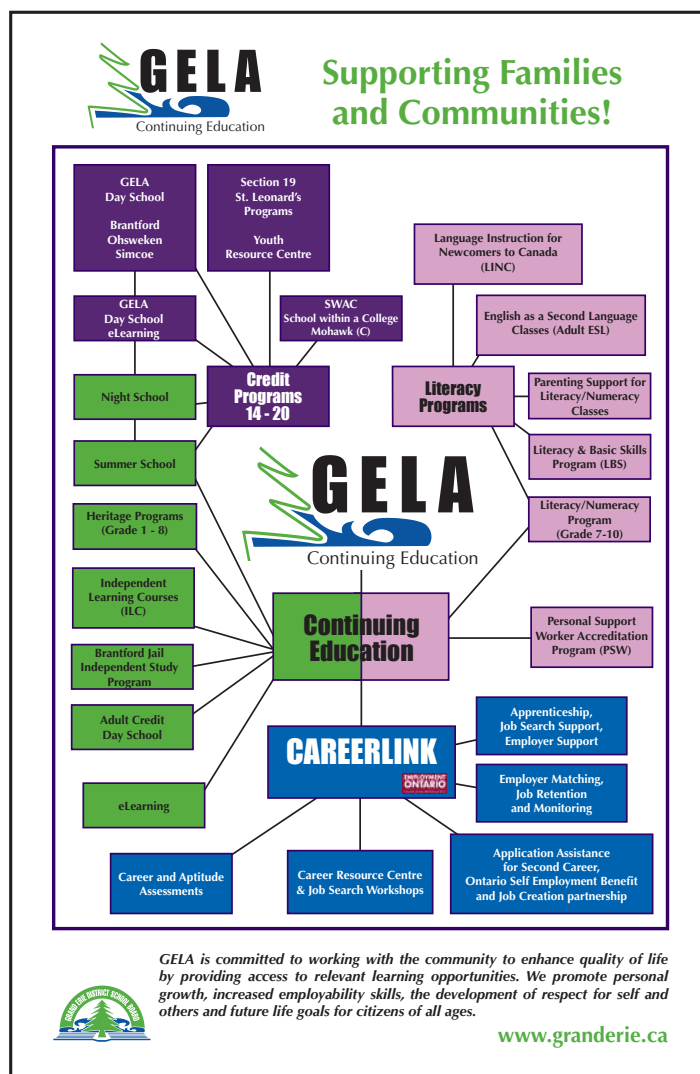
Attend full or part-time, earn credits in a teacher taught, adult environment. Register now for Adult Education Day School Classes.

To schedule an intake appointment, please call 519-759-0000, or visit our location at 1 Market Square, Lower Level, Brantford.

You will need to provide an up-to-date copy of your Ontario Student Transcript. Cost: \$20.00 for the Educational Assessment

**SUCCESS** for Every Student

Find out more about how we're making a difference... visit [granderie.ca](http://granderie.ca)



**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](http://www.careerlink.ca)

**WIPRO**  
Applying Thought

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

**A GRAND ERIE SERVICE**  
**CAREERLINK**  
EMPLOYMENT CENTRE

- Resumes and cover letters
- Access to the hidden job market
- Apprenticeship assistance
- Employer matching service
- Job interview assistance
- Second Career application assistance
- Accessible resource centre with computers and fax machines
- Free workshops

**CAREERLINK**  
1 Market Street, Upper Level  
Brantford, Ontario N3T 6C8  
T: 519.759.1412  
F: 519.759.7246  
[www.careerlink.ca](http://www.careerlink.ca)

EMPLOYMENT ONTARIO EMPLOI ONTARIO This Employment Ontario program is funded in part by the Government of Canada. Ce programme d'Emploi Ontario est financé en partie par le gouvernement du Canada.

**CAREERLINK CONNECTION NEWSLETTER**

Volume 1, Issue 1  
June 2012

**A Leading Edge Workforce is...**

To be a leading edge in the workforce in Brantford, Brant, the following skills have been identified:

- Innovative
- Flexible
- Collaborative
- Trend setter
- Adaptable
- Relevant skills for jobs
- Strong financial and basic literacy skills
- Globally competitive
- Diverse
- Strong basic skills
- Creative
- Risk taker
- Cross trained

**2012 Local Labour Market Plan**  
Workforce Planning Board of Grand Erie / Commission de planification de la main-d'œuvre de Grand Erie

**Customer Service Training**

July 16, 2012  
9:00 a.m. - 12:00 p.m.  
Contact CareerLink to register @ 519-759-1412  
Space is limited

Training and Certificate provided by Six Star Performance Management  
[www.careerlink.ca](http://www.careerlink.ca)

**Client / Employer Appreciation Event**

PLEASE JOIN US  
JUNE 21, 2012  
3:00p.m. - 6:00p.m.  
Refreshments provided

CareerLink would like to thank all the clients and employers we have worked with!

1 Market Street, Upper Level  
Brantford, ON N3T 6C8  
519-759-1412  
[www.careerlink.ca](http://www.careerlink.ca)  
[careerlink@granderie.ca](mailto:careerlink@granderie.ca)  
Follow us on Twitter and Facebook

**New businesses in Brantford**

1) Romco Industries Inc. and SaniChill Inc.	9) Vive Mechanical Inc.
2) Northwest Rubber Mats Inc.	10) Canadian Candle
3) Crumb Rubber Manufacturers or CRM	11) Roll-Tite Corp.
4) Casey's Welding Service	12) Fort Henry Self Storage
5) Skid Jim Enterprises Inc.	13) Thermal Pro Insulation
6) Brantford Self Storage	14) Clik-Clk Systems Inc.
7) Home and Leisure Group Ltd.	15) Automodular Corporation
8) Ocean Rugs	16) Green Step Recycling Inc.

**CAREERLINK**  
COMMUNITY EMPLOYMENT CENTRE  
CENTRE D'EMPLOI DE VOTRE COMMUNAUTÉ

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



# PARENTING AND FAMILY LITERACY CENTRES

## Parenting **and** Family Literacy Centres



Teal:  
CMYK 95-0-60-0



Purple:  
CMYK 75-100-0-15



### Typography (Typeface/Font)

The font is as follows:

**Palatino** - **Parenting** – the P is Palatino Italic and the rest of the word is Palatino Roman (or regular)  
**Family** – same as parenting  
**Centre(s)** – same as parenting

*Palatino Italic*

**Comic Sans** - and – this is Comic Sans, teal, and always in lower case

Examples of how to use PFLC type and colour:

Parenting **and** Family Literacy Centres

Parenting **and** Family Literacy Centres

Parenting **and** Family Literacy Centres

Parenting **and** Family Literacy Centres

When naming is on the teal background the 'and' can be in yellow and the words in white.

### Partner Logo



### Word Mark:

Grand Erie District School Board

All products must be approved by the Ministry. The Ontario logo should be on all products.

## **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 compresided 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.

The design of the logo is a great opportunity to engage your school community by holding a contest and receiving input from students and parents.

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 the Graphic Designer / Website Coordinator at extension 281251 to convert your new or revitalized school logo drawing into an electronic format suitable for publication.



# CERTIFICATION OF TRADEMARK/COPYRIGHT



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry 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**

(CIPO 190/08-07)

OPIC  CIPO



Office de la propriété  
Intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

## Certificat

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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

OPIC  CIPO



349 Erie Avenue, Brantford ON N3T 5V3  
Telephone: 519.756.6301 • Toll Free: 1.888.548.8878  
Fax: 519.756.9181 • Email: [info@granderie.ca](mailto:info@granderie.ca)  
**[www.granderie.ca](http://www.granderie.ca)**



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