

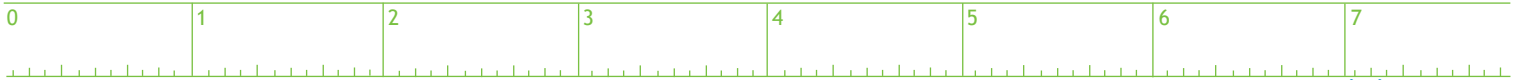


# Grande Yellowhead

## Public School Division

Visual  
Identity  
Guidelines

Updated: October 2020



# Grande Yellowhead

## Public School Division

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## Introduction

# Visual Imagery

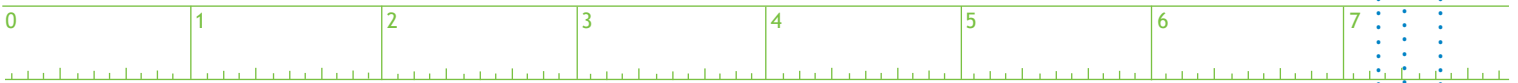
### What's in an image?

All school boards have an image; however, that image is not necessarily one cohesive, or concise idea. More accurately, a school board's total image consists of a collection of individual perceptions formed in the minds of its community members. For example, some members may have had past contact with the school board, such as graduates or former employees. Others are currently involved with the school board, as is the case with students, parents, teachers, administrators, support staff, media, and surrounding school jurisdictions. Another group are those who will have future contact with the board, for example, surrounding businesses.

Whether past, present, or future, each of these community groups has formed, or will form, an image of the school jurisdiction. Most often these images emerge through the actions of employees, some from the programs offered, and others from the design elements (signature) and thematic images (colour, paper, etc.) the school board uses.

Regardless of how a person's perception is formed, their image of the school board is critical to its well-being. All signs point to an increasingly competitive future. As competition grows for enrolment, business involvement, corporate support, and media recognition, school boards will need to become more and more concerned about their image. They will need to maintain distinct positions in the competitive non-profit marketplace, much as private enterprise strives to compete in for-profit marketplace. How an organization is seen can make the difference between its success and failure - and careful attention to organizational image will reap immediate and long-term rewards.

Although a "positive" image depends much on the actions of school board employees, its programs, and its service levels, this set of guidelines is for system administration and school sites to enhance and unify the visual image of Grande Yellowhead Public School Division. Through the extensive use of the Division's design and thematic elements, the visual image Grande Yellowhead's school communities will project and point to a professional, polished, and unified organization.



### **What is a visual image?**

Visual images have impact and permanence. They can sum up complex ideas and can in effect become powerful tools. Visual images are formed by both tangible and intangible vehicles. Intangible vehicles include conversations, gossip, word-of-mouth, or any impression that comes from personal contact with the school jurisdiction. Tangible vehicles include publications, signage, advertisements, photographs, signatures, and even slogans. Both vehicles can work in isolation of one another, but more often than not, they work in cooperation to project an image. Consider for example, the different message a letter sent home to a parent would have if it were handwritten by a teacher versus sent home on stationery by the principal versus written under the official letterhead of the Superintendent of Schools. Most likely, each letter would project a different message and image. In effect, tangible items often create intangible image ideas.

### **How do you create a visual image?**

A common problem in implementing a visual identity program stems from the way school divisions are traditionally organized. Grande Yellowhead, for example, is comprised of 17 schools, five Learning Connection centres, the Hinton Learning services Centre (HLSC), and the Educational Services Centre (ESC). Most sites have their own visual identity made up of such items as signatures, mottos, and color choice. To create a consistent and positive image, sites need to cut across traditional practices by incorporating consistent graphic and thematic messages.

An effective graphic imagery program must combine consistency and flexibility. Consistent features provide continuity, while flexibility allows presentation of new and different information. Most importantly, the design program must have room to grow, develop, and change as the school division and its school sites change.

Lastly, the aim is to communicate Grande Yellowhead's image in simple, easy-to-understand terms.

### **Who will the visual imagery standards apply to and what is the implementation timeline?**

The visual imagery standards must be followed by everyone within Grande Yellowhead's organizational structure, including school councils and other organizations using the Division or its schools in their branding. All system administration and school sites must have the design and thematic elements outlined in these guidelines incorporated into their communication vehicles.



## General Guidelines

# A Unified Image

Visual identity guidelines do not exist to ensure that every document, sign, or visual element looks the same. The key idea is to create unity plus flexibility. There should be some common threads so that audiences will associate each new piece with their current image of the Division.


## System Administration

There are six key design and thematic elements to be used by all system administration in creating a visual identity for Grande Yellowhead Public School Division:

- Signature: 
- Colors: Blue (PMS 3005), Green (PMS 368), Yellow (PMS 368)
- Motto: *Create... Achieve... Succeed!* 
- Type Fonts: MyriadPro (Display Font)  
Arial, Calibri, or Times New Roman (Body Text)
- Papers: Photocopy Paper: Standard - White

## School Sites

To provide schools with the flexibility to maintain their school's own visual identity, while creating a unified image for Grande Yellowhead Public School Division, design and thematic elements to be used by all school sites include:

- Signature: 
- Colors: Blue (PMS 3005), Green (PMS 368), or Other\*

\*see Pg. 11

**System Administration**

# Signature and Colour

Grande Yellowhead Public School Division’s signature is designed to communicate the corporate identity of the jurisdiction. As such it is the responsibility of schools and the designers, agencies, and suppliers they work with to follow the guidelines as presented.

**Design Specifications for Divisional Signature**

Grande Yellowhead’s signature replaces all department logos and must appear on every print document and visual aid produced by system administration. Optimum placement of the logo for any document or visual aid is the top left-hand corner, as a person’s eyes naturally fall to this spot upon first sight. However, for documentation and visual aids where no set format has been identified, placement is at the discretion of the user.



Grande Yellowhead’s signature is composed of “the sun rising over the mountains and foothills of Grande Yellowhead” symbol and “Public School Division” typeface. The symbol and logo are locked together in the format shown. The symbol may not be used on its own.

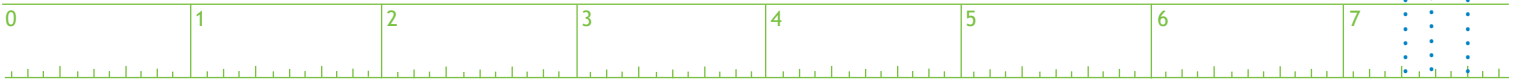
**Reproduction**

It is important not to change the signature in any way. Do not distort or screen back the signature or reproduce the signature at an angle. Leave white space around the signature to ensure that other graphic elements do not crowd the signature or weaken its impact.

**Official Documentation**

Use of the divisional signature on letterhead, fax transmittals, memorandums, agendas, envelopes, business cards, advertisements, and signage follow a set format. For visual aids and documents, placement of these design and thematic elements is at the discretion of the designer.

As the Division’s logo has incorporated the signature in its design, the words “Grande Yellowhead Public School Division” may be excluded if the logo’s size is 1 1/2” x 1 1/4” or larger.



Similar to Grande Yellowhead's logo, system administration should consistently use the divisional slogan on all print documentation and visual aids. Placement of the slogan will be the designer's choice, except where standard formats exist. Templates have been created for division letterhead, memorandum, and fax transmittal. Please contact Communications Services, for more information.

### Minimum Size



The minimum width of the signature is 25 mm. For web applications, the minimum size is 100 pixels. Reproduction of the signature in smaller sizes requires approval of the Superintendent of Schools.



#### Pantone 3005

Process	Web
C = 100	R = 0
M = 30.196	G = 129
K = 5.882	B = 196

#### Pantone 368

Process	Web
C = 56.863	R = 123
Y = 100	G = 193
	B = 67

#### Pantone 116

Process	Web
M = 16.078	R = 255
Y = 100	G = 210
	B = 0

Three colours make up Grande Yellowhead's official signature palette: Blue (Pantone 3005), Green (Pantone 368) and Yellow (Pantone 116). The full colour signature may be used on a white or off-white background. The signature also may be reproduced in either the blue or green of the official palette, black, or white. These colours can be used for backgrounds, accents, illustrations or display fonts.

## SYSTEM ADMINISTRATION

# Motto and Fonts

### Use of Motto

Grande Yellowhead’s motto should be used in conjunction with the jurisdiction’s signature whenever possible. It may appear as a stand alone object or as part of the signature as seen below:

Stand-Alone Object : *Create... Achieve... Succeed!* 

With Logo: Motto must appear as shown.



### Use of Fonts

Display Font:

Grande Yellowhead’s signature makes use of the display fonts “Marsdale” and “Myriad Pro”. Display fonts serve as advertising types, and are intended for limited use at larger sizes, to catch readers’ attention. Their readability is not their prime function, and should not be used for the longer passages of text. This font can be used on print materials such as brochures, fact sheets, etc. However, other display fonts are acceptable.

Body Text:

“Arial” (text used in this document) is Grande Yellowhead’s official body font. This font should be used on all jurisdictional print materials, and wherever possible, all visual materials. Calibri and Times New Roman are also acceptable.



## SYSTEM ADMINISTRATION

# Quick Reference Guide

Grande Yellowhead's Signature is available in a variety of formats. Similarly, templates for Grande Yellowhead's letterhead, fax transmittal, memorandums and agendas are available to staff. Design specifications for other print and visual materials are as follows:

Signature:



Colors:

Blue (PMS 3005), Green (PMS 368), Black, and White

Motto:

Create... Achieve... Succeed! 

Type Fonts:

MyriadPro (Display Font)  
Arial (Body Text)

Papers:

Photocopy Paper: Standard - White

### DESIGN SPECS

<i>Vehicle</i>	<i>Signature</i>	<i>Minimum Size of Signature</i>	<i>Motto</i>	<i>Colors</i>	<i>Format</i>
Letterhead	Yes	Proportionate	Yes	Full	Set**
Fax Transmittal	Yes	Proportionate	Yes	Black	Set**
Memorandum	Yes	Proportionate	Yes	Black	Set**
Business Cards	Yes	Proportionate	Yes	Choice*	Set**
Thank You Cards	Yes	Proportionate	No	Full	Set**
Envelopes	Yes	Proportionate	No	Full	Set**
Advertisements	Yes	Proportionate	Yes	Choice*	Flexible
Exterior Signs	No	Logotype	No	--	Set**
Banners	Yes	Proportionate	Yes	Full	Flexible
External Documentation	Yes	Proportionate	Yes	Choice*	Flexible
Internal Documentation	Yes	Proportionate	Yes	Choice*	Flexible
Pens/Pencils	No	Logotype only	No	Choice*	Flexible
Clothing**	Yes	Proportionate	No	Choice*	Flexible
Hats	Yes	Proportionate	No	Choice*	Flexible
Pins/Medallions	Yes	Proportionate	No	Choice*	Flexible

\* Choice of colour means: full, blue, green, black and white  
\*\* See communications for design specs.

## School Sites

# Signature & Colour Use

To provide schools with the flexibility to maintain their school’s own visual identity while creating a unified image for Grande Yellowhead Public School Division, design and thematic elements to be used by all school sites include:



Colors: Blue (PMS 3005), Green (PMS 368), Black or Other

### Usage of Signature

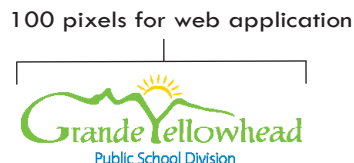
Grande Yellowhead’s signature must appear on every print document and visual aid produced by schools, with the exception of pens and pins. It is important not to change the signature in any way. **Do not distort (stretch) or screen back the signature or reproduce the signature at an angle.** Leave enough white space around the signature to ensure that other graphic elements do not crowd the signature or weaken its impact.

### Size In Relation to School Logo

Grande Yellowhead’ signature “should be” equal to the size of the school’s logo. It can appear smaller, but must meet the minimum size standards as identified below. Placement of the logo in the design is at the discretion of the school.



Whether the signature appears with the school’s logo or alone on school print documents or visual aids, the minimum width Grande Yellowhead’s signature can be produced is 25 mm. For web applications, the minimum size is 100 pixels. Reproduction of the signature in smaller sizes requires approval of the Superintendent of Schools. Appearance on signage and banners will be dealt with on a case-by-case basis.



### Colour Reproduction

Three colours make up Grande Yellowhead’s official signature palette: Blue (Pantone 3005), Green (Pantone 368) and Yellow (Pantone 116)(See Page 7). Unless otherwise specified in the design specs below, schools may reproduce Grande Yellowhead’s signature in full colour, the blue or green of the official palette, in black, or one of the school’s official colours. If being printed in two colours, it must be the jurisdiction’s official colours.



### School Sites

# Quick Reference Guide

Grande Yellowhead’s Signature is available in a variety of formats on the jurisdiction’s website. Design specifications for print and visual materials are as follows:

Signature:



Colors: Blue (PMS 3005), Green (PMS 368), Yellow (Pantone 116)  
Black, White, or Other

### DESIGN SPECS

<b>Vehicle</b>	<b>Signature</b>	<b>Minimum Size of Signature</b>	<b>Color</b>	<b>Format</b>
Letterhead	Yes	25 mm	Choice*	Flexible
Fax Transmittal	Yes	25 mm	Choice*	Flexible
Fax Transmittals (post-it)	Yes	25 mm	Choice*	Flexible
Memorandum	Yes	25 mm	Choice*	Flexible
Agendas	Yes	25 mm	Choice*	Flexible
Envelopes	No	--	--	--
Advertisements	Yes	Proportionate to ad	Choice*	Flexible
Exterior Signs:	No**	Proportionate to sign	Full	Under Name
Banners	Yes	Proportionate to banner	Full	Flexible
External Documentation	Yes	Yes	Choice*	Flexible
Internal Documentation	Yes	Yes	Choice*	Flexible
Clothing	No	--	--	--
Hats	No	--	--	--
Pins/Pens/Pencils/Cups	No	--	--	--

\*Choice of colour means: full, blue, green, black, white, or school colour

\*\* Exterior Attached Iron/Metal Signage must have “Grande Yellowhead Public School Division” under school name and no smaller than school lettering.