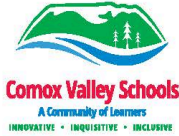


Administrative Procedure 158 – Appendix A

BRAND STANDARDS MANUAL



COLOUR VARIATIONS

The Comox Valley Schools logo is produced in 4 different colour options, each created for a specific type of application.

Pantone (PMS)

To only be used on printed materials, such as stationery, brochures or vehicle signage.

This is the preferred version of the mark for any single colour application, as it provides the cleanest and truest reproduction of the marks' colours.

Four Colour Process (CMYK)

To only be used on printed materials, such as stationery, brochures, colour ads or vehicle signage.

RGB

To only be used for any digital applications, such as the website, social media or PowerPoint presentation.

Black/White

To be used for any 1-colour executions including newspaper ads, internal forms and any other applications that call for a single, black execution.

LOGO COLOURS

	Light Blue – PMS 3005 (50%) C46 M8 Y2 K0 R128 G196 B231		Green – PMS 347 C82 M4 Y97 K0 R0 G170 B79
	Medium Blue – PMS 3005 (80%) C46 M8 Y2 K0 R51 G160 B216		Red – PMS 199 C1 M100 Y71 K0 R237 G25 B68
	Dark Blue – PMS 3005 (100%) C84 M37 Y0 K0 R0 G37 B206		

LOGO VARIATIONS



The Comox Valley Schools identity was developed in-house by School District 71. Our design team is happy to assist with any problems or questions regarding proper application of this identity.

BRAND STANDARDS MANUAL

MAY 2018

MINIMUM SIZE

The minimum size logo is based on the total size of the logo, and should be no less than .8 in (2.032cm) in width.



MINIMUM SIZE

Clear space is the area surrounding the logo that must always be free of any text or graphic elements. It ensures that the logo stands out clearly in any environment.

Clear space around the logo is measured using the height of the subtitle container. This space is called 'X'. X is the height of the word 'Comox Valley Schools' in the wordmark.



The minimum clear space must always be 1X on all sides of the logo. Whenever possible, the amount of clear space should be greater than 1X.



SUPPORTING TYPEFACES

The typeface selected for the wordmark is called **Open Sans Condensed Bold**. Use this typeface for all primary information on all possible applications.

Open Sans Condensed bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % ^ & * ()

The typeface **Trebuchet MS** is to be used as a secondary font web applications or when **Open Sans Condensed Bold** is not available.

Trebuchet MS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! ? @ # \$ % ^ & * ()

UNACCEPTABLE LOGO USAGE



Comox Valley Schools 5D 71

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Adopted: May, 2018
Revised: June 25, 2019