# BRAND STANDARDS MANUAL

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### MAY 2018

### 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.
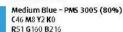
#### Four Colour Process (CMYK)
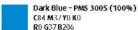To only be used on printed materials, such as stationery, brochures, colour ads or vehicle signage.

#### 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

### 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.

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 ! ? @ # $ % ^ & * ( )
Open Sans Condensed bold

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

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 - ! ? @ # $ % ^ & * ( )
Trebuchet MS

### UNACCEPTABLE LOGO USAGE

The logo's icon must be applied in its entirety with the wordmark including title and tagline.

Never convert the logo into gray scale.

Never change/remove the elements within the logo.

Never change the colours of the logo, even when using the approved colours.

Never use the full colour logo textured backgrounds.

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.

Comox Valley Schools SD 71

E communications@sd71.bc.ca
www.sd71.bc.ca

Adopted:     May, 2018
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