HWDSB

VISUAL IDENTITY
MANUAL

TOOLS TO HELP YOU USE OUR
VISUAL IDENTITY EFFECTIVELY.

HWDSB

"A brand is worthless if it doesn't **connect** with the right audiences in a relevant way"

For ease of use, all files and documents found in this guide can be downloaded at:

my.hwdsb.on.ca

Go to **Corporate Communications** under *Areas A-E*

Direct Link to the Visual Identity Files

WELCOME

From the boardroom to the classroom, brand articulation is critical. Employees and students should be able to sum up the organization in the same key words. The brand message should come through clearly and consistently, building trusted relationships for everyone's benefit.

Updating HWDSB's identity strengthens and supports our staff and stakeholders by enhancing the way we communicate. The Board's Corporate Communications Department is providing online templates for administrative and school staff. This will aid clear messaging while helping HWDSB communicate its work more efficiently.

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1.1 INTRODUCTION

Hamilton-Wentworth District School Board uses two versions of our logo. The primary logo consists of the letters of HWDSB in our board font - Legacy Sans Ultra. The secondary logo's rectangular blue box symbolizes the geographic region encompassed by HWDSB. The "W" shape symbolizes a lower case "h" and "w" for Hamilton-Wentworth, while the ovals above graphically indicate the students. These images rest upon the image of a book to symbolize learning.

LOGO USAGE OVERVIEW

In all new productions and related marketing materials, use the HWDSB logo correctly as outlines in these guidelines.

Organizations use logos, colours and messaging to identify themselves and to build brand recognition with an audience. A consistent visual identity demonstrates our unity and builds trust and loyalty. This is why HWDSB strives to make its brochures, posters, newsletters, websites, merchandise and displays easy to identify and of the highest quality. Effective communication with stakeholders develops trust in our logo, our brand and, therefore, our abilities.

LOGO & TAGLINE

1.2 LOGO

The HWDSB wordmark shown here is the primary logo for Hamilton-Wentworth District School Board. Alternate versions include: PMS 288c, reversed to-white on PMS 288c, reversed-to-white on black, 100 percent black and 40 percent black. No other color combinations are allowed. This wordmark must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic or other visual element

ASPECT RATIO

Maintaining consistent graphic proportions for HWDSB's logo maintains the logo's visual identity. A standard proportional balance ensures that no matter what the overall size of application of the logo, it always appears correct and consistent.

Primary Logo:

HWDSB

Secondary Logo:

The aspect ratio of an image is the ratio of its width to its height. 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 the resizing process, the constrain proportions or maintain aspect ratio option must be used.

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

1.3 CLEAR SPACE

The HWDSB logo requires a safe area of approximately one full-letter height around all text edges, on all four sides. This safe area protects the logo from clutter, impingement and brand confusion when used in conjunction with other graphic elements.

In order to preserve the integrity of the primary logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.


BACKGROUND COLOR VARIATIONS

The white versions will be used when the backround color is dark

1.4 THE TAGLINE

The tag line **"curiosity · creativity · possibility"** should appear in addition to the use of the logo on all corporate communication materials. The tag line communicates the core of the brand promise. Although not always a preferred option, there may be occasions when the logo can be used without the supporting tag line.

curiosity · creativity · possibility

HWDSB

8.5x11 in

curiosity · creativity · possibility
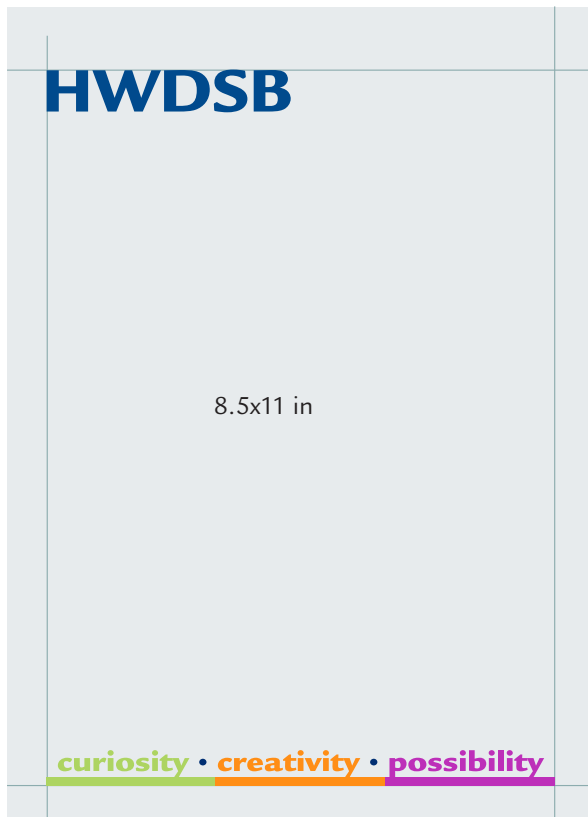
PRIMARY TAGLINE
No paper airplane

HWDSB

8.5x11 in

curiosity · creativity · possibility
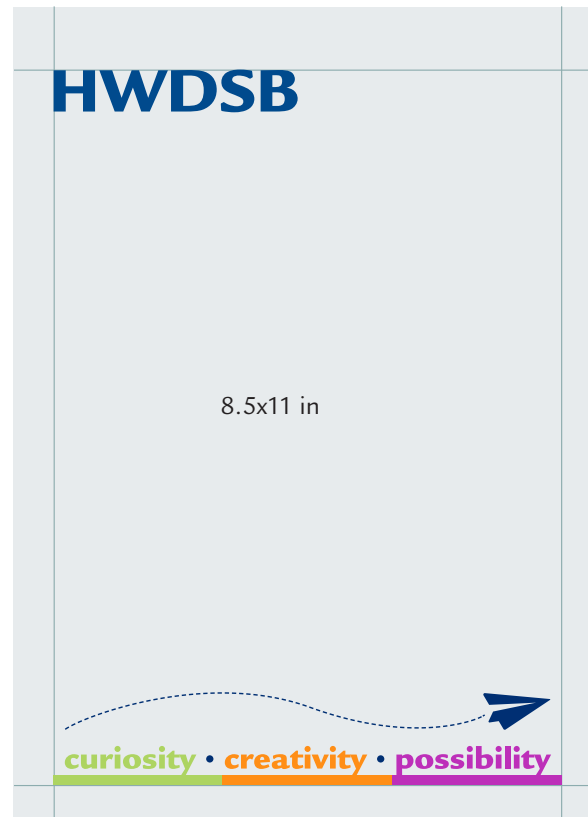
SECONDARY TAGLINE
With paper airplane

2.1 TYPEFACE

Legacy Sans is the preferred HWDSB brand typeface. To reinforce clarity and consistency in our design, please follow these general guidelines:

ALIGNMENT: Left align is preferred. Right align is okay when required by the design, but center align should be avoided, unless used for headers and titles.

HEADLINES AND SUBHEADS: You can use sentence case or all-caps.

INTRO COPY, BODY TEXT, AND LEGAL DISCLAIMERS: Should always be in sentence case, left-aligned and in a preferred font.

ITALICS : Can only be used where required by style conventions, such as names, titles or quotes.

KERNING AND TRACKING: In Adobe applications, kerning should always be set to optical and tracking should never set it to less than -10 or greater than 10.

ALTERNATE TYPEFACES: When working in Microsoft Office Suite, the new default font is Calibri which can be used at an 11pt size.

2.2 ALTERNATE USAGE TYPEFACE

Screen-based applications, websites, or internal documents, such as the body copy on corporate stationery require alternate typefaces that are generally available throughout the organization and work across platforms.

The new Microsoft Office Suite utilizes a new default font for their products which is Calibri. This is an acceptable alternative font to use.

Our website utilizes a Goole font called Droid Sans. Droid Sans is optimized for user interfaces and to be comfortable for reading on a mobile handset in menus, web browser and other screen text. When Droid Sans is unavailable, a clear sans-serif font such as Helvetica or Arial can be used.

TYPOGRAPHY

2.3 PRIMARY TYPEFACE

LEGACY SANS TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz # @ & 1234567890

LEGACY SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

LEGACY SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

3.1 CORPORATE COLOR SYSTEM

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive image or visual story.

3.2 PRIMARY PALETTE

HWDSB's signature color is Board Blue - **Pantone 288c.**

TINTS OF BOARD BLUE

COLOR SPACES

HTML: #002C77

RGB: 0, 44, 119

CMYK: 100, 75, 6, 24

PANTONE 288c

COLOUR

3.3 SECONDARY PALETTE:

Added to the board blue, these signature colours
were picked to represent the student-driven tagline of
curiosity · creativity · possibility

**CURIOUS
CHARTRUESE**

**CREATIVE
CARROT**

**POSSIBILITY
PURPLE**
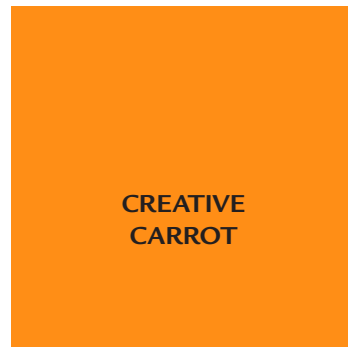
COLOR SPACES

HTML: #A5D867

RGB: 165, 216, 103

CMYK: 37, 0, 58, 0

PANTONE 367c

TINTS OF
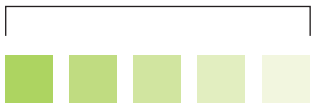
COLOR SPACES

HTML: #FF9133

RGB: 255, 145, 51

CMYK: 0, 45, 69, 0

PANTONE 1495c

TINTS OF

COLOR SPACES

HTML: #B634BB

RGB: 182, 52, 187

CMYK: 43, 90, 0, 0

PANTONE PURPLEc

TINTS OF

4.1 BRANDED ASSETS

Stationery projects our strong and dynamic image and promotes our corporate identity. It is important that HWDSB 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.

BRANDED ASSETS

4.2 BUSINESS CARDS

This is the Linexor business card template. A business card typically includes the staff member's name, location and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website. Now they may include social media addresses such as Facebook, LinkedIn and Twitter.

Notice the consistent use of Open Sans Regular as the typeface for all information. Please ensure that all information is correct before submitting your card for print.

HWDSB

Jane Doe
Job Title

Department
Hamilton-Wentworth District School Board
20 Education Court, P.O. Box 2558
Hamilton, ON L9A 4B1

www.hwdsb.on.ca

TEL: 905-527-5092 x9999
CEL: 905-999-9999
FAX: 905-999-9999

✉ jdoe@hwdsb.on.ca
social media 1
social media 2
social media 3

curiosity.   creativity.   possibility.

NON-SCHOOL STAFF

HWDSB

John Smith
Assistant Head of Student Services

Sherwood Secondary School
Hamilton-Wentworth District School Board
25 High Street, Hamilton ON L8T 3Z4

www.hwdsb.on.ca/sherwood

TEL: 905-383-3377
FAX: 905-318-6561

✉ jsmith@hwdsb.on.ca
@SherwoodHWDSB

curiosity.   creativity.   possibility.

SCHOOL STAFF

PRINTING

FULL BLEED SIZE
(STARTING DOCUMENT SIZE)

3.62" X 2.12"
92 X 54 MM
1085 X 635 PIXELS

DOCUMENT TRIM SIZE
(FINAL SIZE AFTER BEING CUT)

3.50" X 2.00"
89 X 51 MM
1050 X 600 PIXELS

PRINT RESOLUTION & COLOR

300 DPI
CMYK
ALL TEXT WITHIN THE SAFE MARGIN.

4.3 LETTERHEAD

PRINTING

FULL BLEED SIZE (STARTING DOCUMENT SIZE)

3.62" x 2.12"
92 x 54 mm
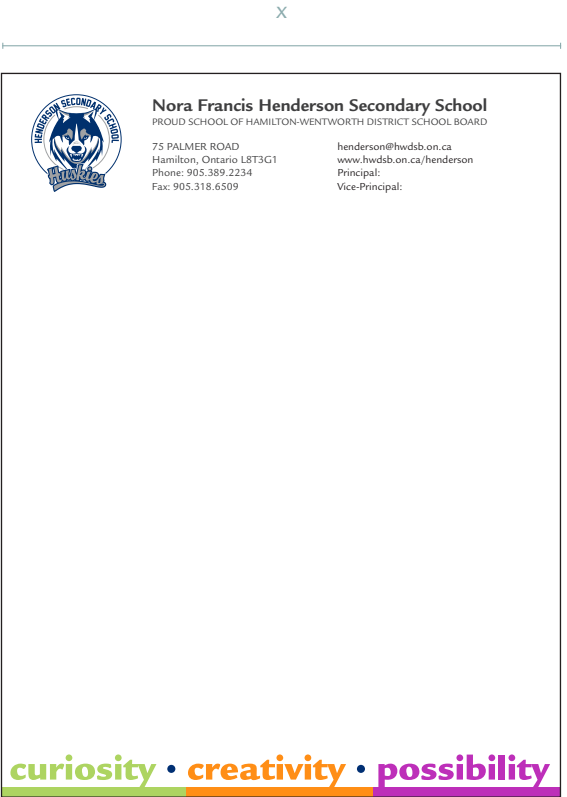1085 x 635 pixels

DOCUMENT TRIM SIZE (AFTER BEING CUT)

3.50" X 2.00"
89 X 51 MM
1050 X 600 PIXELS

PRINT RESOLUTION & COLOR

300 DPI
CMYK
ALL TEXT WITHIN THE SAFE MARGIN.

HWDSB

Full Name
Title, Department
Hamilton-Wentworth District School Board
20 Education Court, P.O. Box 2558
Hamilton, ON L8N 3L1
Contact Information

curiosity • creativity • possibility

CORPORATE

Nora Francis Henderson Secondary School
PROUD SCHOOL OF HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD

75 PALMER ROAD
Hamilton, Ontario L8T3G1
Phone: 905.389.2234
Fax: 905.318.6509

henderson@hwdsb.on.ca
www.hwdsb.on.ca/henderson
Principal:
Vice-Principal:

curiosity • creativity • possibility

SCHOOL

4.4 ENVELOPES

HWDSB

HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD
P.O. BOX 2558
Hamilton, Ontario, Canada L8N 3L1
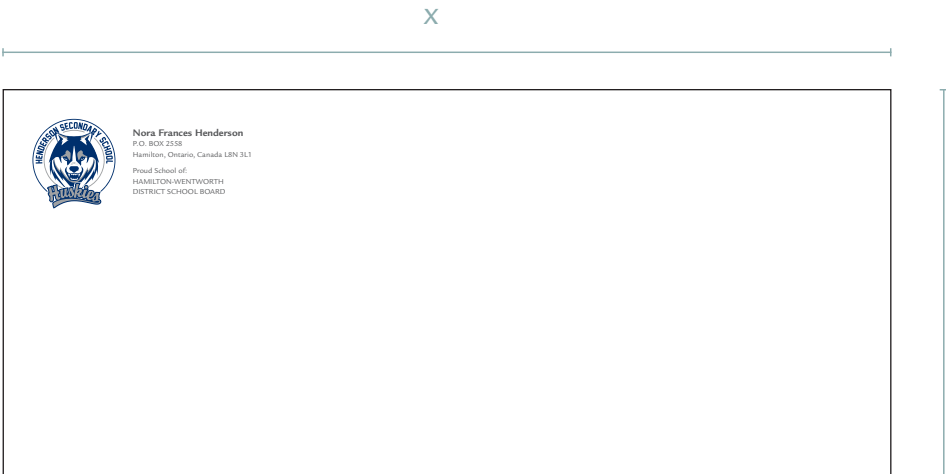**www.hwdsb.on.ca**

CORPORATE

HWDSB

HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD
P.O. BOX 2558
Hamilton, Ontario, Canada L8N 3L1

www.hwdsb.on.ca

HWDSB
Primary Logo

Board Address
Website Address

Nora Frances Henderson
P.O. BOX 2558
Hamilton, Ontario, Canada L8N 3L1

Proud School of:
HAMILTON-WENTWORTH
DISTRICT SCHOOL BOARD

SCHOOL

Nora Frances Henderson
P.O. BOX 2558
Hamilton, Ontario, Canada L8N 3L1

Proud School of:
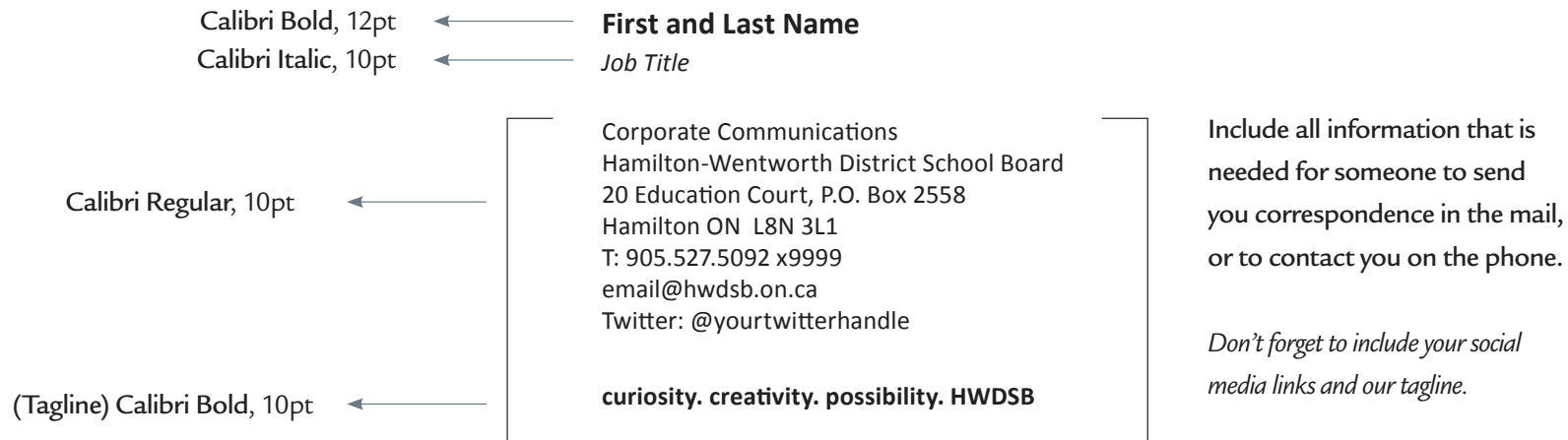HAMILTON-WENTWORTH
DISTRICT SCHOOL BOARD

School Name
School Address
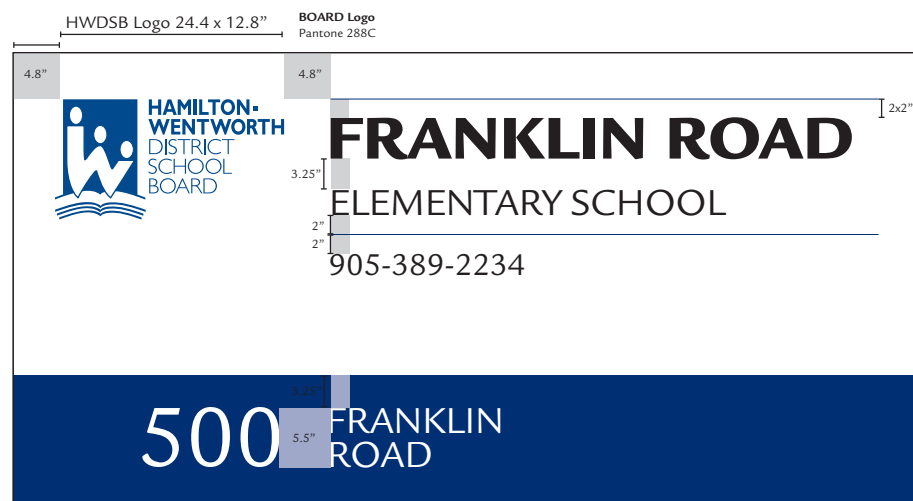
Proud School
Statement

School Logo

4.5 EMAIL SIGNATURES

In an effort to remain one brand, one voice, we are simplifying our email signatures. Our emails will no longer have an attached logo — it is all text based. This will ensure that the email signature will look the same across the board from desktop to mobile to tablet and will also ensure we meet the legal requirement of Accessibility Standards.

- All text should be in the default Office typeface, Calibri (10 to 12pt)

- This is to ensure consistency across all digital platforms.

- Phone numbers should consist of numbers and periods (no parentheses, spaces, or hyphens), in order to be readable across all mobile platforms and for accessibility purposes.

- All text needs to be black text on a white background in order to meet accessibility laws.

- Outlook for desktop, online (web version) and the iPhone app all require a signature.

- Social media can be included and is encouraged, but should remain at the bottom of the signature

Calibri Bold, 12pt ←——— **First and Last Name**
Calibri Italic, 10pt ←——— *Job Title*

Calibri Regular, 10pt ←———
Corporate Communications
Hamilton-Wentworth District School Board
20 Education Court, P.O. Box 2558
Hamilton ON L8N 3L1
T: 905.527.5092 x9999
email@hwdsb.on.ca
Twitter: @yourtwitterhandle

(Tagline) Calibri Bold, 10pt ←——— **curiosity. creativity. possibility. HWDSB**

Include all information that is needed for someone to send you correspondence in the mail, or to contact you on the phone.

Don't forget to include your social media links and our tagline.

4.6 SCHOOL SIGN

HWDSB Logo 24.4 x 12.8"

BOARD Logo
Pantone 288C

4.8"

4.8"

2x2"

FRANKLIN ROAD

3.25"

ELEMENTARY SCHOOL

2"
2"

905-389-2234

3.25"

500
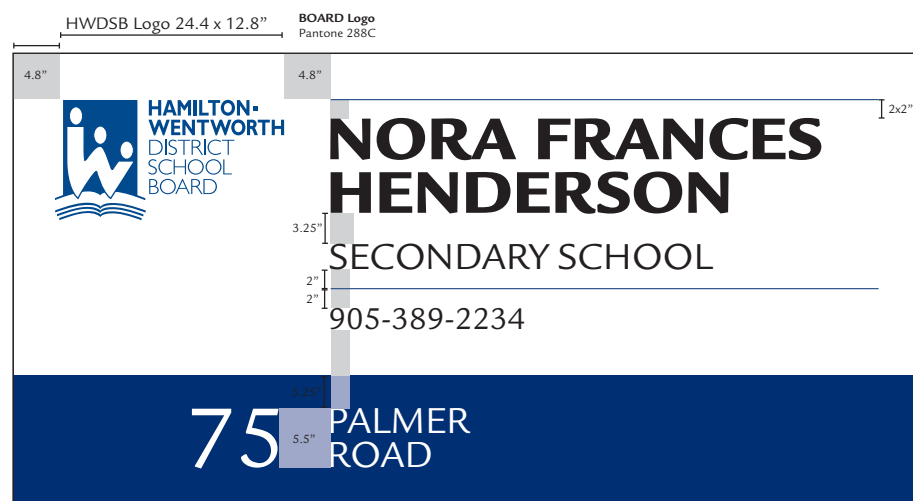
5.5"

FRANKLIN ROAD

School Name on one line

School Sign - 4 x 8 Feet

School Name
Legacy Sans Std - Ultra, Capitals
490 pt [410 pt spacing]

School Title
Legacy Sans Std - Book
300 pt

Address Information
Number
Legacy Sans Std - Book, 700 pt [6" size]

Road Name
Legacy Sans Std, Book, 300 pt [260 pt spacing]

HWDSB Logo 24.4 x 12.8"

BOARD Logo
Pantone 288C

4.8"

4.8"

2x2"

NORA FRANCES HENDERSON

3.25"

SECONDARY SCHOOL

2"
2"

905-389-2234

3.25"

75

5.5"

PALMER ROAD

School Name on two lines

School Sign - 4 x 8 Feet

School Name
Legacy Sans Std - Ultra, Capitals
490 pt [410 pt spacing]

School Title
Legacy Sans Std - Book
300 pt

Address Information
Number
Legacy Sans Std - Book, 700 pt [6" size]

Road Name
Legacy Sans Std, Book, 300 pt [260 pt spacing]

- Facilities Management has a preferred vendor, and all signs must be ordered through the department.

- Design for the signs falls under the Visual Identity policy and cannot be altered.

- Optional LED Electronic Reader Board Display.

4.7 SCHOOL LOGOS

A strong visual image enables students, staff, parents and community members to identity with their school. Consistent use of the school's brand identifiers, including colours, mascot and logos, enhance the community's recognition of the school, and visually highlight school values. Consistency of logo use between all the schools at HWDSB also reinforces the relationship between the Board and its schools.

CHANGING A SCHOOL LOGO

Schools wishing to change their school logo must first **receive approval from the Superintendent of Student Achievement**. Once approval has been granted, the **Principal should consult with their school community** to develop a new logo.

It is important to maintain standards for the quality of school logos. To ensure quality logo artwork is created consistently for school logos, Corporate Communications will design the school logo to make sure they:

- are high design quality
- are professional in appearance
- represent the school appropriately
- complement HWDSB's brand
- are not copyright/trademark protected, and
- can be reproduced effectively

DEPARTMENT OR PROGRAM LOGOS

Departments and programs are **not** to have their own logo, unless they are a part of a Ministry of Education program that uses a logo.

Departments and programs **should be using** HWDSB's corporate logo on all of their materials.

5.1 ACCESSIBILITY

You may think that colours and fancy fonts will make your email better –
but did you know that it actually makes it inaccessible to people with visual
impairments?

As a public organization, HWDSB has a legal responsibility to communicate
in an accessible way. Corporate Communications wants everyone, regardless
of ability, to find the information they need.

Creating a barrier-free HWDSB requires safe and accessible schools as well
as accessible communication materials like signs, ads, flyers, brochures,
websites, emails and more.

How do we do this?

- **Readability** - use simple, sans-serif fonts like Calibri and/or Legacy
  Sans. Avoid complicated or decorative fonts. Choose standard fonts with
  easily recognizable upper- and lowercase characters. For font size, use
  10pt as a minimum and 11-12pt for more important content.
  Avoid underlining when content is printed.

- **Contrast** - high-contrast colours make reading easier. Black text on
  a white background is the best way to ensure everyone can read your
  document.

- **Paper** - use a matte or non-glossy finish to cut down on glare. Avoid
  distracting watermarks or complicated background designs.

- **Clean design and simplicity** - use distinctive colours, sizes and shapes
  on the covers of materials to make them easier to tell apart.

- **Content** - keep your language simple and clear. Avoid jargon or
  "edu-speak" when addressing non-educators. Corporate
  Communications can help you rethink, rewrite and restructure your
  content so that it is accessible to all.

ACCESSIBILTY

5.2 SCHOOL/BOARD WEBSITES

By law, you must make new and significantly refreshed public websites accessible if you are a public sector organization. Web accessibility encompasses all disabilities that affect access to the web, including visual, auditory, physical, speech, cognitive, and neurological disabilities.

Much of the focus on Web accessibility has been on the responsibilities of web developers. However, because many staff are using digital means of communication either at the corporate and school level, it's about all of us.

Here's what you can do:

- ✓ **Content** - consider a screen's real estate; locate more important information on the left and at the top
- ✓ **Facilitate scanning** - Most viewers (about 75%) first scan text and menus for information (and ignore visuals)
- ✓ **Simplify** - your content should be simple and concise. You should spend considerable time properly organizing your pages. No webpage should exist more than 3 pages deep
- ✓ **Fonts** – use standardized/common fonts and stick to a font size of 11-14pt. You should use the same font throughout your pages.
- ✓ **Colour** – use high contrasting backgrounds with dark text. A black font with a white background is safest and should be used most of the time. Avoid backgrounds that obscure text.
- ✓ **Headings** – use the CSS styles built into wordpress and use the heading tags to help navigate users
- ✓ **Images** – do not rely on images to distribute messages. Always give alternative, descriptive text to replace and describe the content or function of all images. Avoid using images as links. Avoid using animated gifs as they often don't work with screen readers
- ✓ **Links** – Be as descriptive as possible in describing a link's content. Do not use phrases such as "click here" or "enter". Do not use images as links.

Do not use:

- x Frames or use a non-frame alternative
- x Java and Flash
- x Graphics that don't say anything and distract from your content
- x Graphics that bounce, spin, twist, or move without being vital to, or illustrative of, your content
- x Scrolling text

*"The 'keep it simple' principle should be the primary goal of site and content design. **Users are rarely on a site to enjoy the design and the images**; futhermore, in most cases, they are looking for the information despite the design. Strive for simplicity instead of complexity".*

Policy No. 3.11

Visual Identity

Date Approved: Nov. 2013
Projected Review Date: Nov. 2017

PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) is committed to ensuring a consistent graphic identity across the Board that reinforces and projects a positive image of its students, staff and Trustees.

GUIDING PRINCIPLES:

· A common visual identity across schools and service departments will strengthen HWDSB's visual image and public recognition.
· A clear and consistent visual identity assists students, staff, community members, as well as the public, in identifying programs, services and initiatives of HWDSB.
· All communication and design will be consistent with the Visual Identity policy.

INTENDED OUTCOMES:

The intent of this policy is to assist students, parents, staff, community members and other stakeholders in identifying programs, services and initiatives of the Board, thus promoting a positive image of HWDSB and strengthening the Board's visual image and public recognition.

RESPONSIBILITY:

Director of Education
Members of Executive Council

All members of HWDSB share a responsibility in ensuring that the identification of their schools' departments and programs conform to the visual identity standards.

TERMINOLOGY:

Visual Identity: The visual and verbal articulation of a brand or group including all appropriate design applications, such as:
· Signage
· Print advertising
· School and service department websites and other forms of electronic promotion/communication
· Business cards, letterhead and other stationery; and
· Brochures and other publications.

ACTION REQUIRED:

Corporate Communications is the authority for approving, monitoring and implementing HWDSB Visual Identity policy. This includes the responsibility for creating, coordinating and maintaining the guidelines for the form and manner of use of logos, typefaces, graphics, initials, colours and the corporate name "Hamilton-Wentworth District School Board," as well as their relationship to other visual features such as photographs and use of white space in printed and electronic materials.

Corporate Communications will publish a Visual Identity Manual, and make resource materials, including computer file formats, available on myHWDSB (staff portal), so as to assist and enable schools and service departments to use and apply the visual identity guidelines.

PROGRESS INDICATORS:

Intended Outcome

The intent of this policy is to assist students, parents, staff, community members and other stakeholders in identifying programs, services and initiatives of the Board, thus promoting a positive image of HWDSB and strengthening the Board's visual image and public recognition.

Assessment

HWDSB's visual identity will be evaluated through the Communications Audit and Parent Satisfaction Survey.

REFERENCES:

Government Documents - N/A

HWDSB Policies - Engagement Pillar

HWDSB

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Direct Link to the Visual Identity Files