



BRAND SYSTEM

OFFICIAL USAGE & STYLE GUIDE

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BRAND SYSTEM EXPLANATION

ORGANIZATION

The Northwest School Division is committed to our mission and vision of: Laying the foundation for success ... One student at a time. Success in the Northwest School Division is achieved by a commitment to the following principles:

- The pursuit of excellence based upon high expectations for all;
- The principle of being student-centered;
- Accountability toward each other as individuals, schools, communities and governing bodies;
- A culture of mutual respect, trust and understanding;
- The highest standards of integrity and honesty;
- Inclusiveness as the celebration and acceptance of all people;
- Collaborative and cooperative relationships with all stakeholders.

STANDARDS

The Brand System is the result of a visual identity process undertaken by the Northwest School Division. It has been developed to provide the school division community with specific standards and guidelines to successfully implement the visual identity across all forms of communications. Adherence to this style guide will ensure a consistent, effective visual presentation of the Northwest School Division to both internal and external audiences.

FURTHER DETAILS

All logos and artwork included in this guide are trademarks of the Northwest School Division. Reproduction without the expressed written consent of Northwest School Division is strictly prohibited.

For information about the specifications included in this guide or questions regarding specific use, please contact:

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COMMON MISUSE & VIOLATIONS

BRAND STANDARDS:

So that Northwest School Division can maintain the brand integrity of its logo and maximize the logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated without modification.

DO NOT ALTER DESIGNS. Standardized designs for logo marks and logotypes may not be altered in any way except to enlarge or reduce. Any alterations must be approved by the Division.



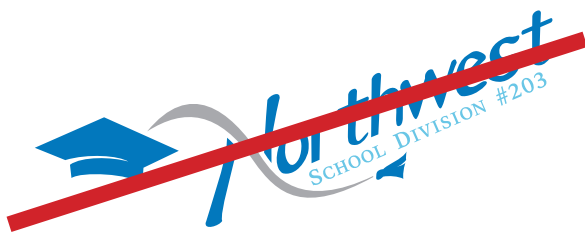
NEVER use unapproved colours.



NEVER alter typography.



NEVER distort marks.



NEVER alter the angle of the mark.



NEVER resize elements.



NEVER add shapes.

ACCEPTABLE LOGO USAGE

COLOUR SOLUTIONS

When only one colour is being used, the identity should appear in black or blue. When a coloured background is being used and the full colour logo is not appropriate, the logo should appear in the acceptable reversed solutions only.

Acceptable colour solutions:



(when the background is a different colour)

Acceptable one colour solutions:



Acceptable reversed solutions:



MINIMUM SIZING OF LOGO

ACCEPTABLE SIZE SOLUTIONS



The logo should never appear smaller than 5/8" high. There is no maximum size that it may appear.

ACCEPTABLE SPACE ALLOWANCE



A clear space around the logotype has been determined. "X" indicates the distance between the baseline of the primary text ("Northwest") and the top of the tassel. Do not let any graphics or text come inside the area marked "X" when the logo is being used in conjunction with other graphics, text or logos.

COLOUR SYSTEM

PANTONE MATCHING SYSTEM (PMS)

Pantone 3015C	Pantone 306C	Pantone 423C	Pantone Black C	Pantone 121C
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CMYK

C = 100 M = 59 Y = 21 K = 4	C = 81 M = 3 Y = 5 K = 0	C = 48 M = 39 Y = 39 K = 4	C = 0 M = 13 Y = 49 K = 98	C = 1 M = 10 Y = 77 K = 90
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RGB

R = 0 G = 99 B = 148	R = 0 G = 178 B = 226	R = 140 G = 142 B = 144	R = 0 G = 0 B = 0	R = 255 G = 222 B = 89
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HEX

#0063A4	#5AB3DD	#94948F	#000000	#FFDE59
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Times New Roman

Times New Roman Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789

Times New Roman Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789**

Franklin Gothic

Franklin Gothic Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789

Franklin Gothic Demi

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789**

Franklin Gothic Heavy

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789**

Montserrat

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-
uVvWwXxYyZz0123456789

Montserrat Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-
uVvWwXxYyZz0123456789**

Franklin Gothic

Franklin Gothic Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW
wXxYyZz0123456789

Franklin Gothic Demi

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW
wXxYyZz0123456789**

Franklin Gothic Heavy

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW
wXxYyZz0123456789**