

**HASTINGS AND PRINCE EDWARD  
DISTRICT SCHOOL BOARD**



# **STYLE GUIDE**



# HELLO!

This document describes the guidelines for using the HPEDSB logo and corporate brand. Included are rules and examples of use that will help you understand the brand visual guidelines, so we present a consistent, unified vision and voice for HPEDSB.

- 1 HPEDSB BRAND
- 2 WORKING WITH THE BRAND
- 3 COLOUR PALETTE
- 4 LOGO
- 5 TAGLINE
- 6 VARIATIONS
- 7 AVOID
- 8 LOGO SIZE AND CLEAR SPACE
- 9 LOGO PLACEMENT
- 10 TYPOGRAPHY (AKA FONTS)
- 11 TONE OF VOICE
- 12 BRAND SUMMARY

Please contact [communications@hpedsb.on.ca](mailto:communications@hpedsb.on.ca) for clarification, or with any questions or logo use requests.



# 01

## HPEDSB BRAND

**One organization, one voice. That's a vital part of the HPEDSB brand.**

Our brand is our most important and valuable asset.

What is a brand? For simplicity, think of it as three things you can see and one you can't.



What you can see: the logo (visual identity), the colours (plum, teal and gold) and the tagline (Learning Together).



What you can't see: the HPEDSB reputation and what HPEDSB is known for.

As a people-centric organization, we have invested years of effort in creating and shaping academic, creative and experiential learning for students, employees, partners and community.

The following pages outline the established conventions and composition rules for using the HPEDSB brand as part of the visual identity throughout the organization, for schools and for external partnerships.

# 02

## WORKING WITH THE HPEDSB BRAND

The HPEDSB visual identity applies three brand colours, a high-resolution logo and standardized templates, to present a consistent, quality aesthetic that ties together all HPEDSB communications.

Copies of the high-resolution logo and templates for letters, presentations, reports and more are available from Communications Services.

If you require a logo or template for a specific project, (other than the standard templates), please make arrangements for one to be created by contacting Communications Services at [communications@hpedsb.on.ca](mailto:communications@hpedsb.on.ca)

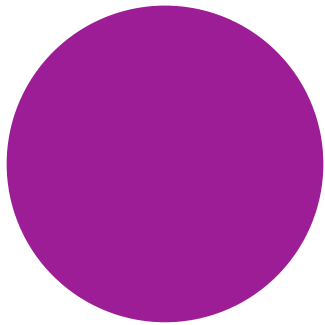
*“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”*

**Jeff Bezos, CEO**  
Amazon.com

# COLOR PALETTE

Here are the proper colors to use with the HPEDSB brand collaterals (documents, presentations, social media, business cards, email signatures, etc.).

Black or white logos are acceptable for embroidery, clothing or promotional items.



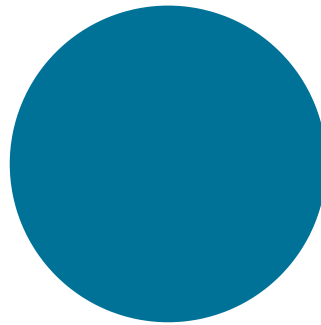
PLUM

HEX: #9D1D96

CMYK: C52, M92, Y0, K0

RGB: R157, G29, B150

PANTONE: 254



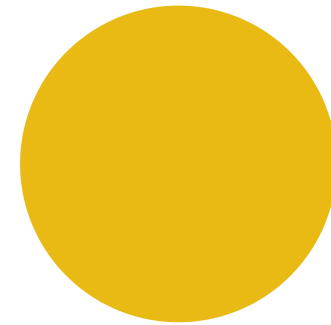
TEAL

HEX: #007298

CMYK: C93, M38, Y24, K9

RGB: R0, G114, B152

PANTONE: 7468



GOLD

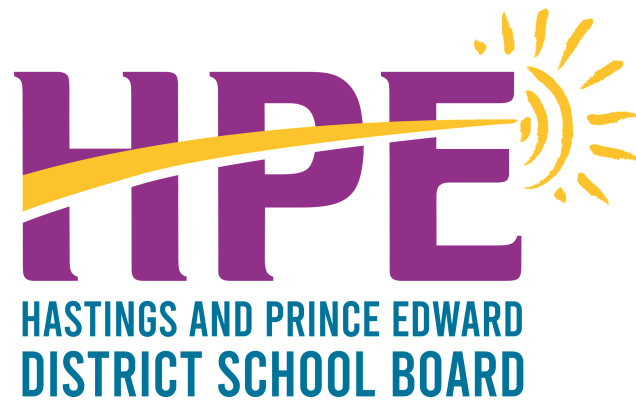
HEX: #FFC629

CMYK: C0, M25, Y87, K0

RGB: R255, G198, B4

PANTONE: 123

# 04



## LOGO

The logo, as avatar of the entire organization, must be treated respectfully in all uses to maintain its integrity and establish a recognizable brand identity for HPEDSB.

The sun/swoosh logo is inspired by the ideal of student, staff and school board achievement, as represented by a path of light traversing the letters of the logo, leading to growth through sunshine and a feeling of positive achievement. This clean approach gives the logo a sleek and simple look that expresses the shared goal of working together to achieve a bright future for all.

### **A bit of background**

The former lighthouse logo was adopted in 1998 and faithfully represented HPEDSB for over two decades. By 2020, it was in need of updating to better reflect the current qualities and priorities for which we want to be recognized: being your best self, trust, caring, connections, safety, strong relationships, and striving for success.

While we implement our new brand roll-out, you may still see the lighthouse logo around.

# TAG LINE

The HPEDSB tag line is Learning Together, a reflection of our commitment to growing and learning alongside students, particularly with regard to equity and social justice.

The tag line uses a unique font and integrates the three colours of the HPEDSB brand. To maintain consistency, do not create variations of the tag line.

When applied, the tag line should never eclipse the HPEDSB logo in size or prominence. It does not need to be included on all resources but is an additional feature that can be used to enhance the HPEPH visual brand.

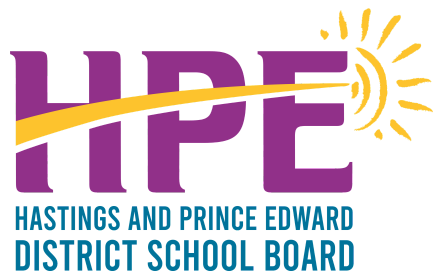
If you are unsure of how to best apply the tag line to a resource, please connect with Communications Services for support.

# VARIATIONS

There are three variations of the HPEDSB logo and sun-swoosh design feature:

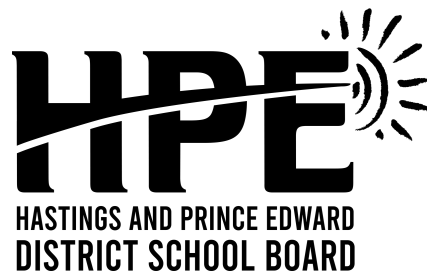
## Colour

Use only on white or light, single-coloured backgrounds.



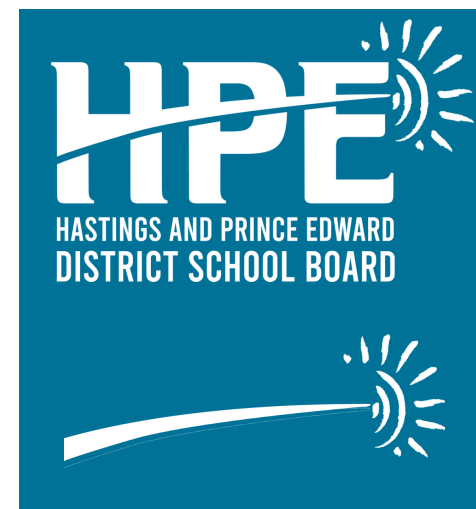
## Black

Use when background is too dark for colour logo, but light enough for good colour contrast.



## White

Use with dark backgrounds, where other two logos are not the appropriate.



**No other colour variations, combinations, tints, effects or filters may be used.**



# AVOID

The following are examples to avoid when using the logo. Think of them as what not to do. Ever.

## Distortion

Ensure that logo dimensions are fixed, so the image isn't distorted.



## Realignment

The logo may not be tilted or angled. Although the sun-swoosh can be used alone as a design element, the original orientation must be maintained.



## Poor colour contrast

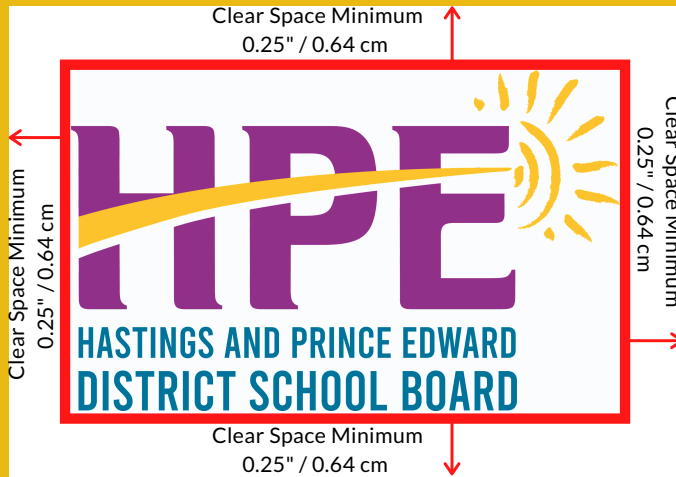
Follow directions on page 6 to avoid legibility issues from poor colour contrast.



## Removing text

The logo must be used in its entirety. Do not remove or alter text beneath logo. Do not change the font.

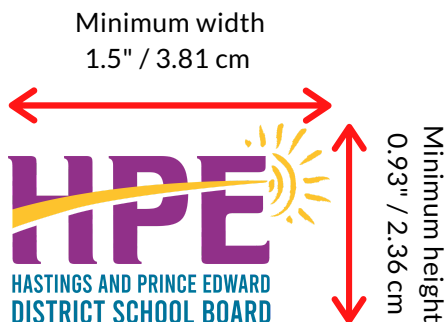
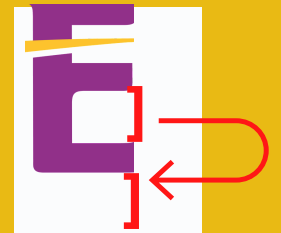




# LOGO SIZE & CLEAR SPACE

The sunshine element of the HPEDSB icon extends beyond the text elements, so everything within the red boundary box [shown left] is considered part of the logo.

The logo should always be surrounded by at least 0.25 inches or 0.64 cm of clear space for proper visual distribution. When the logo is used in a larger format, ensure there is at least the same amount of clear space as the distance between the middle and bottom section of the E [shown right].



To maintain readability of the logo, the minimum acceptable dimensions on most documents are 1.5 x 0.93 inches or 3.81 x 2.36 cm.

Exceptions may be permitted for smaller items, for example social media, online applications or business cards. Please check with Communications Services in such instances to determine the appropriate logo dimensions.

# 09

## LOGO PLACEMENT

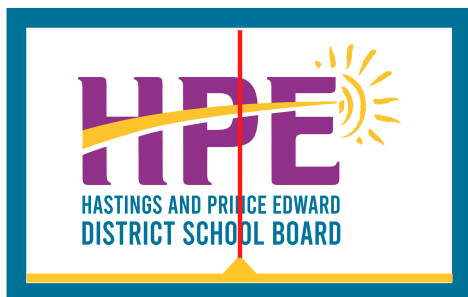
### Logo location

The branded templates created for HPEDSB have the logos placed appropriately for the type of document. Do not move or resize the logo in the templates.

When creating a new resource that may not have a template (e.g., poster, brochure, etc.) the location of the logo may vary. Before release, any new resource created using the HPEDSB logo requires review and approval from Communications Services.

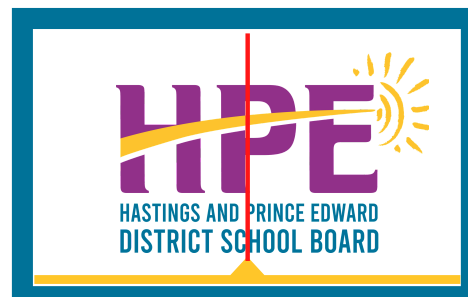
### Logo centring

Due to the sunshine offset on the right side of the logo, using automatic centering features on some software will result in a lopsided look. When centering the logo, align it with the large plum HPE text only, as shown below.



#### Entire logo centred

The white space is uneven and looks lopsided. Avoid.



#### Text centred

The white space is balanced and looks even. Ideal!



# TYPOGRAPHY

HPEDSB will continue to use Arial as the organization font. The minimum acceptable font size for standard documents is 11 pts. Although several variations of Arial fonts exist (narrow, nova, round, etc.), only the original Arial font is approved for use, as shown below.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456890-=!@#\$%^&\*()\_+

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890-=!@#\$%^&\*()\_+**

# 11

## TONE OF VOICE

The HPEDSB branding uses a professional and a positive tone, wherever appropriate, while maintaining the high-quality standards expected from an educational institution.

A casual, conversational approach may be appropriate in some situations, particularly when targeting students and families; however, written text should avoid the use of slang terms/spelling and communications must always be respectful and professional.

# BRAND SUMMARY

- The brand is visually clean and sharp
- Main brand colors are plum, teal and gold
- Templates are to be used for HPEDSB communications
- Where appropriate, the brand's tone of voice is positive and fun, not too serious, but always respectful
- These and other guidelines should be followed in all logo applications to maintain a consistent organization-wide voice and visual identity
- When in doubt, check with Communications Services for direction

## WE'RE HERE TO HELP!

When in doubt, check with Communications Services for direction.



## WE'RE HERE TO HELP

- ▶ When in doubt, check with us to chat or for direction.

Communications Services  
[communications@hpedsb.on.ca](mailto:communications@hpedsb.on.ca)