

Visual Identity Guide Book



Lakehead
Public
Schools



General Overview

Lakehead Public Schools' visual identity, its brand, reflects who we are, what we do and what value we offer as a school board and as an organization.

A well-developed brand is built on a foundation that represents the essence of Lakehead Public Schools' core values, vision, attributes and qualities. Brands help create a reputation for quality and value, encourage loyalty, create a sense of pride, and create cost and communications efficiencies.

It is vital that Lakehead Public Schools expresses itself clearly and consistently through a seamless, structured system. The Visual Identity Guide provides context for all forms of external and internal graphic communication from Lakehead Public Schools, its staff, board, volunteers and community partners.

Effective and consistent use of unifying graphic elements reinforces the Lakehead Public Schools' image. The Visual Identity Guide introduces guidelines for producing materials for print, signage, web and multimedia with the correct use of the Lakehead Public Schools symbol, logotype, and visual identity. These standards apply to all of Lakehead Public Schools' official materials.

If you have any questions that are not addressed in this guide book, our communications contact will be pleased to assist you.

Please contact:

Bruce Nugent

Communications Officer

bnugent@lakeheadschoools.ca

Jim McCuaig Education Centre
2135 Sills Street
Thunder Bay, ON P7E 5T2

Phone: 807-625-5214
Fax: 807-622-0961
Cell: 807-628-7459



Symbol

The symbol is a graphic representation that interprets an organization's core purpose, values and unique characteristics.

The star is a universally recognized symbol of excellence and quality in education. The star represents goals that our students strive for daily at school. The rising star is a symbol of achievement and symbolizes the Lakehead Public School Board's commitment to the progress and success of students. The rainbow-coloured paint stroke surrounding the star represents the diversity of learners and the creativity and innovation at Lakehead Public Schools.



Logotype

The logotype is a particular way of writing an organization's name and includes a specific font and spacing.

The logotype, Lakehead Public Schools has an integral relation to the symbol. The logotype must never be modified or altered in any way.

**Lakehead
Public
Schools**



Signature



Lakehead Public Schools

The signature is a design that combines the symbol and the logotype.

For both vertical and horizontal interpretations, the symbol and logotype must always remain in fixed proportion to one another.

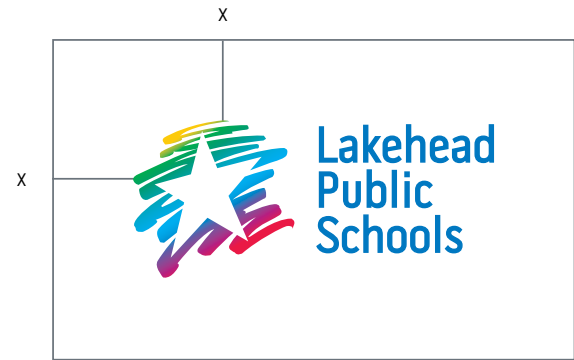
The Visual Identity System ensures that the basic elements of Lakehead Public Schools' symbol and logotype are reproduced with complete accuracy and consistency.



Clear Space

To maximize the visual impact of the Lakehead Public Schools signature, the various configurations must always be given clear space.

A minimum of clear space around the signature ensures legibility and the integrity of the visual identity.





Signature Size

To ensure consistent legibility, the symbol must not appear smaller than 0.30" in height.



Minimum recommended signature size



The Fonts - Serif and San Serif

The official font for Lakehead Public Schools is Pill Gothic and Janson Text. Consistent use of the fonts across all communication platforms projects a unified and consistent image of Lakehead Public Schools. The fonts help audiences recognize the Lakehead Public Schools visual identity and reinforce the desired style and overall look.

These fonts must be used for all materials produced through external suppliers and outside formal design facilities including all stationery and forms, all headings and body text in documents and printed materials.

No fonts other than Pill Gothic are to be utilized on external marketing materials without the permission of the Communications Contact.

Font Selection for other materials

For internally produced material where formal design facilities are not utilized, Arial may be used in place of Pill Gothic.

Pill Gothic

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Pill Gothic

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Pill Gothic

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Pill Gothic

Bold Obq

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Janson Text

Roman

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abcdefghijklmnopqrstuvwxyz 0123456789

Janson Text

Italic

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abcdefghijklmnopqrstuvwxyz 0123456789

Janson Text

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Janson Text

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



Corporate Colour

The consistent use of the official colours is essential to the visual identity of Lakehead Public Schools.

In full colour applications, the logotype of Lakehead Public Schools must always appear with the colours of Lakehead Public Schools – PANTONE® 300. The symbol would appear in full colour process Cyan Magenta Yellow and Black (K).



PMS 300 Blue

Pantone® Numbers	300
	Coated and Uncoated



PMS 300 Blue

CMYK (Process) Colours	C	100
	M	44
	Y	0
	K	0



PMS 300 Blue

RGB (Screen) Colours	R	0
	G	120
	B	193



PMS 300 Blue

Web Colours	#0087c7
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Pantone is a registered trademark of Pantone Inc.



Colour Variations

Reverse Colour

It is also acceptable to display the signature in reverse. The reverse white signature may only be used on background with a high enough contrast for the white to be legible. The Communications Contact must approve these applications.



One Colour

For one colour signature applications Pantone 300 blue may be used.



Black and White

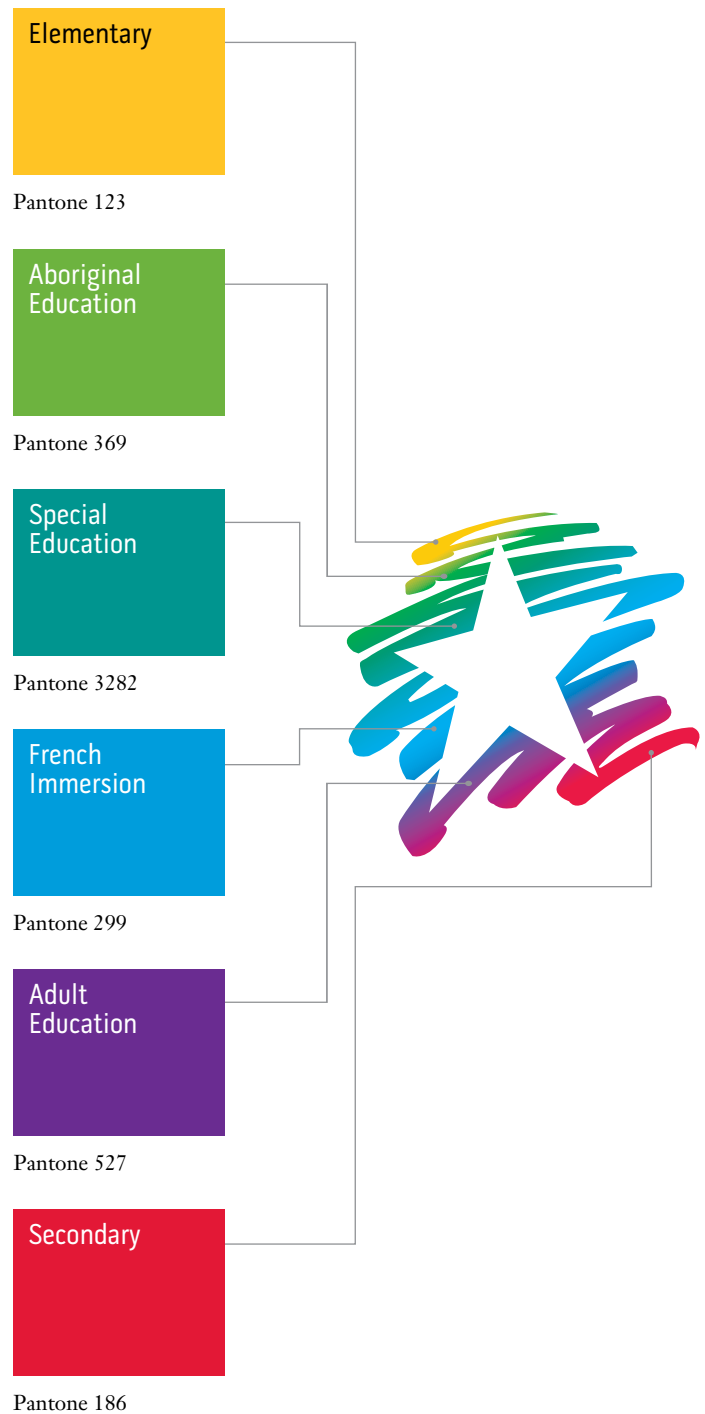
A black and white signature may be used if required.





Departmental Colour Scheme

A range of supplementary colours have been developed for the use of Sub-Brands (learning divisions and educational programs). The six colours are from the colour palette of the symbol and are to be used consistently in graphic treatments for Lakehead Public Schools.

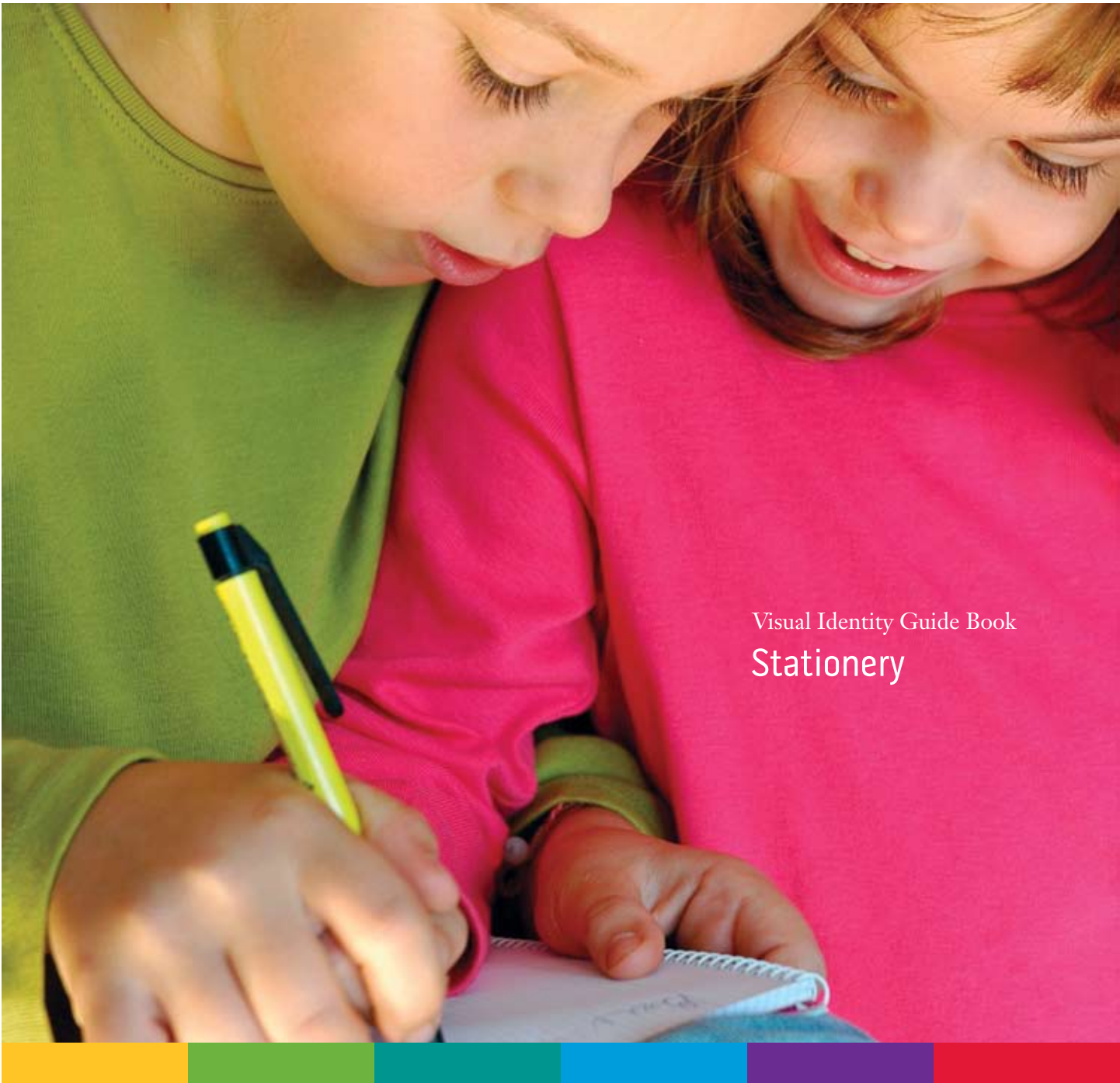




Imagery

Photographs used in the Lakehead Public Schools communications must reflect the organization's values: students success, quality programs, highly qualified staff, and the very best facilities available. Images should show all ages, ethnic and social groups in real-life places and events.





Visual Identity Guide Book
Stationery

To present a consistent Lakehead Public Schools visual identity and to give the public an initial and sustaining positive impression, Lakehead Public Schools has established a standard format for stationery and business cards.

When appropriate, the design should incorporate the Lakehead Public Schools website; www.lhbe.edu.on.ca.





Letterhead

The use of the Lakehead Public Schools letterhead is restricted to official correspondence by employees.

Official Lakehead Public Schools letterhead includes the Lakehead Public Schools logo in official colours.

General Specifications

- Size: 8 1/2 x 11"
- Colours: (Uncoated)
Pantone 300 logotype
CMYK symbol
- Paper: First Choice
Laser 24lb

Location

- Font: 8 pt Pill Gothic Regular
- Leading: 10 pt

Address

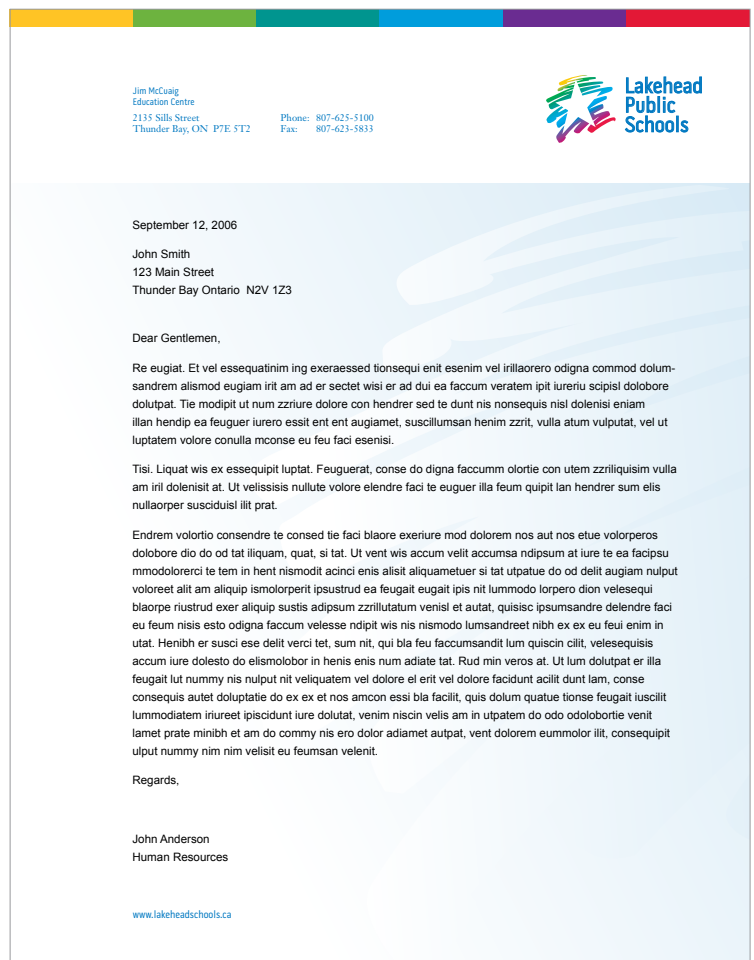
- Font: 8 pt Janson Text Roman
- Leading: 9 pt

Website

- Font: 9 pt Pill Gothic Regular
- Leading: 10 pt

All Other Text

- Font: 9 pt Arial Regular
- Leading: 13 pt





Envelope

The standard #10 envelope template is designed for general use throughout Lakehead Public Schools for all correspondence.

Formal #10 envelopes are to be printed using the Lakehead Public Schools logo presented in official colours.

General Specifications

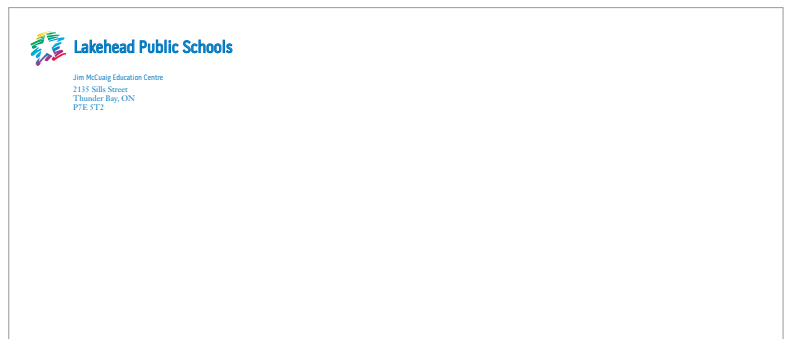
Size:	4 ¹ / ₈ x 9 ¹ / ₂ "
	No. 10 Regular O-S
Colours:	(Uncoated)
	Pantone 300 logotype
	CMYK symbol
Paper:	Ultimate
	White Wove

Location

Font:	7 pt Pill Gothic Regular
Leading:	10 pt

Address

Font:	7 pt Janson Text Roman
Leading:	9 pt





Business cards

The Lakehead Public Schools business card for the Primary Brand uses a consistent format for content and layout.

General Specifications

Size: 3½ x 2"
Colours: (Coated)
Pantone 300 logotype
CMYK symbol
Paper: Chorus Art Silk
White, Cover, 100lb

Name

Font: 8 pt Pill Gothic Bold
Leading: 10 pt

Title

Font: 7 pt Pill Gothic Regular
Leading: 10 pt

E-mail address

Font: 7 pt Janson Text Roman
Leading: 10 pt

Location

Font: 7 pt Pill Gothic Regular
Leading: 10 pt

Address

Font: 7 pt Janson Text Roman
Leading: 9 pt

Website

Font: 9 pt Pill Gothic Regular
Leading: 10 pt





Fax

The fax closely resembles the letterhead and includes the Lakehead Public Schools official signature, address, contact phone number, fax and website.

Lakehead Public Schools
 Jim McCaughey Education Centre
 2135 Sills Street
 Thunder Bay, ON, P7E 5T2
 Phone: 807-625-5100
 Fax: 807-623-9833

Facsimile Cover Page

Number of pages including cover sheet

To _____ Company _____
 Fax number _____ Date _____
 From _____
 Subject _____

Comments _____

www.lakeheadschools.ca

If you do not receive the full document, please contact the sender.
 Confidentiality Notice: The information in this transmission contains privileged and confidential information intended only for the use of the addressee named above. If you have received this fax in error, please return to sender.

Memorandum

The memorandum closely resembles the letterhead and includes the Lakehead Public Schools official signature, address, contact phone number, fax and website.

Lakehead Public Schools
 Jim McCaughey Education Centre
 2135 Sills Street
 Thunder Bay, ON, P7E 5T2
 Phone: 807-625-5100
 Fax: 807-623-9833

Memorandum

To _____ Company _____
 Fax number _____ Date _____
 From _____
 Message _____

www.lakeheadschools.ca



Media Release

The media release closely resembles the letterhead and includes the Lakehead Public Schools official signature, address, contact phone number, fax and website.



Visual Identity Guide Book Multimedia



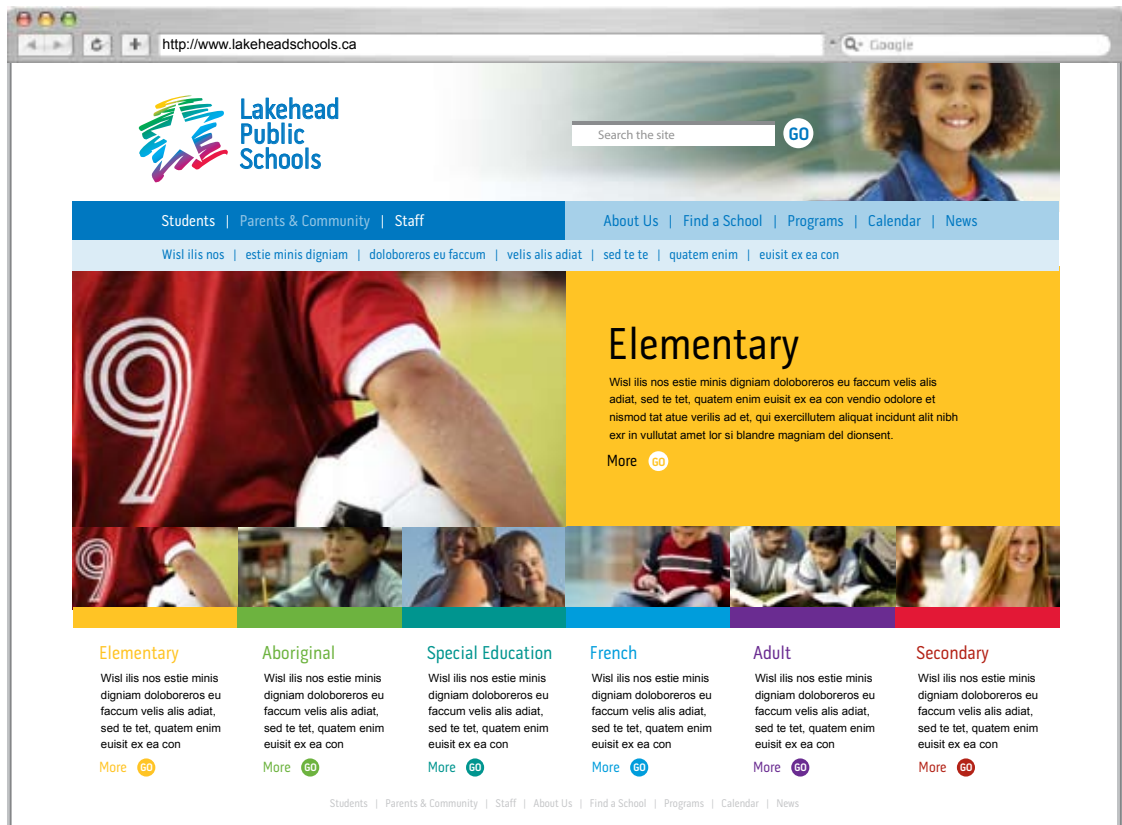
Multimedia - the use of multiple forms of information content and information processing such as text, audio, graphics, animation, video, interactivity to inform audiences – is an increasingly utilized means of communication between institutions and the public. As a vital means of conveying Lakehead Public Schools' visual identity, multimedia applications must retain the same effective and consistent use of unifying graphic elements and clear, concise content.





Website

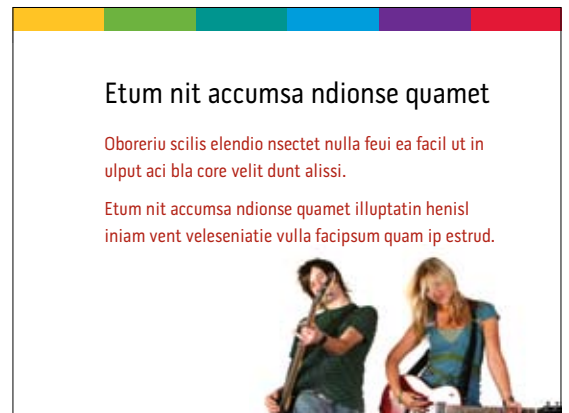
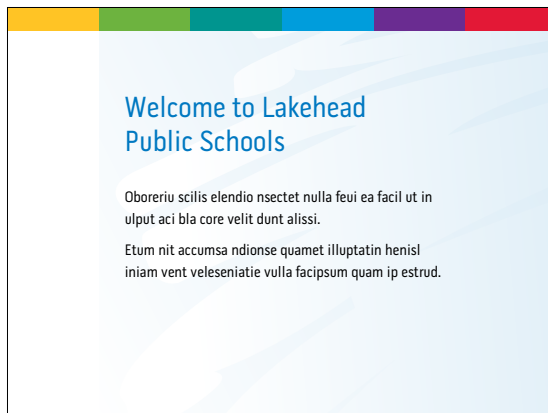
Lakehead Public Schools visual identity standards apply to the design of web pages that are accessible to the external public. All screens should bear the Lakehead Public Schools signature presented in official colours.





PowerPoint™

PowerPoint™ presentations prepared by and for Lakehead Public Schools must bear the official signature and colours and utilize the official Lakehead Public Schools PowerPoint™ template. To access the template, notify the Communications Contact.





Visual Identity Guide Book
Marketing
Applications

Projection of a clear, consistent brand identity in advertising, marketing and promotional materials enhance Lakehead Public Schools' image through the use of the Primary Brand or Sub-Brand arrangement. Effective and consistent use of unifying graphic elements and clear, concise content is of significant consideration with these primary forms of public representation.

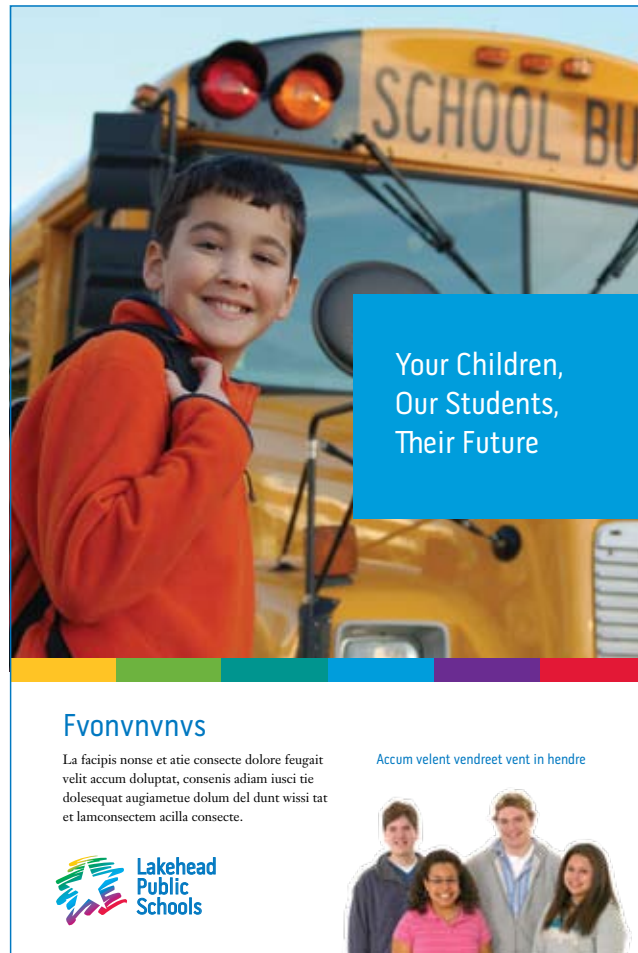
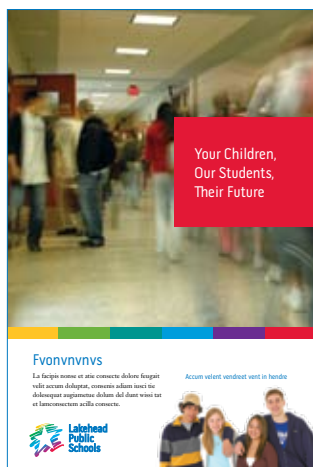
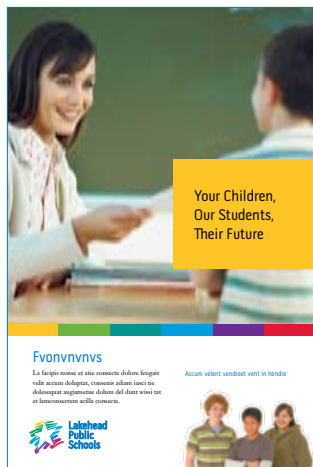
The following section addresses general guidelines with select applications.





Print Ads

Print advertising - including organization, program and event promotion, and, recruitment and announcement ads - prepared by and for Lakehead Public Schools must bear the official signature and colours. Presentation of a consistent Lakehead Public Schools visual identity unifies communications and helps them make a clear and strong impression.





Newsletter

Newsletters - including organization, program and event promotion, and recruitment and announcement ads - prepared by and for Lakehead Public Schools must bear the official signature and colours. Presentation of a consistent Lakehead Public Schools visual identity unifies communications and helps them make a clear and strong impression.

Inform

Information for Families of Westmount, Rosslyn Road and Heath Park Public Schools

Fall 2007
Number 1, Volume 1

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Your Children, Our Students, Their Future



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Fall 2007

Number 1, Volume 1

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Your Children, Our Students, Their Future

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Fall 2007

Number 1, Volume 1

Fall 2007

Number 1, Volume 1



Newsletter

Inform | Information for Families of Westgate Collegiate | Fall 2007 | Number 1, Volume 1

Your Children, Our Students, Their Future

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Lakehead Public Schools

Fall 2007 | Number 1, Volume 1

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Lakehead Public Schools

Fall 2007 | Number 1, Volume 1



Newsletter

Inform | Information for Families of Westgate Collegiate | Fall 2007 | Number 1, Volume 1

Your Children, Our Students, Their Future

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Lakehead Public Schools

Fall 2007 | Number 1, Volume 1



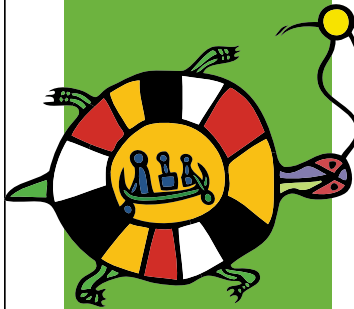
Newsletter

Inform

Information for Families
of Westmount Public School

Fall 2007
Number 1. Volume 1

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Your Children, Our Students, Their Future



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Newsletter

This Week at  Lakehead Public Schools

For students, staff, School Councils and the community | Tuesday, January 20, 2007

Your Children, Our Students, Their Future



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Your Children, Our Students, Their Future

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Tuesday, January 20, 2007

The Board in Brief 

Highlights of the Lakehead District School Board Regular Board Meeting | Tuesday, January 20, 2007

Your Children, Our Students, Their Future

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Your Children, Their Future

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Our Students, Their Future

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Your Children, Their Future

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Tuesday, January 20, 2007



Roll-It-Up Display

Lakehead Public Schools visual identity standards apply to the design and execution of promotional materials.





Name Tag

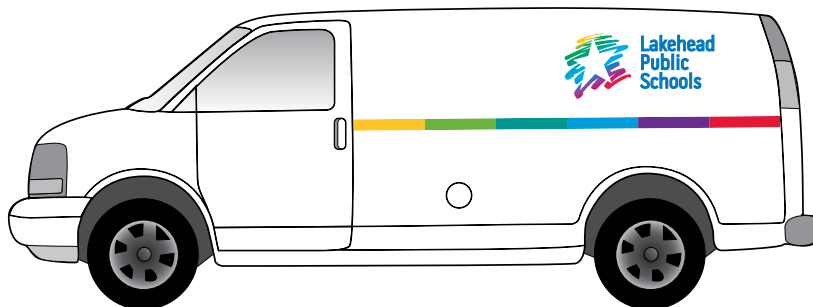
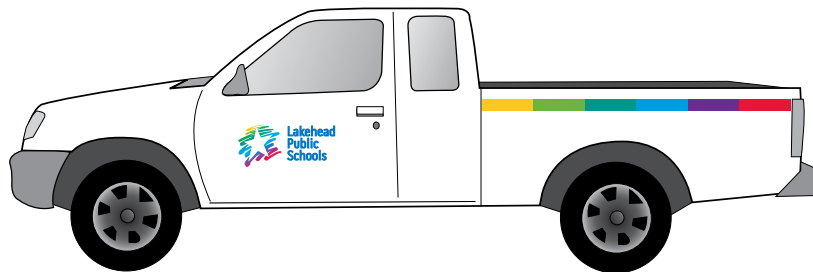
Lakehead Public Schools visual identity standards apply to the design and execution of promotional materials.





Vehicles

Lakehead Public Schools visual identity standards apply to the design and execution of promotional materials.





Signage

Location signage is a vital component of Lakehead Public Schools' visual identity to confirm the presence of the organization and as a wayfinding tool for the public. Signage must be visible from a distance and include the Lakehead Public Schools' signature presented in official colours.





Signage - Sub-Brand

The use of the Sub-Brand provides the means for specific learning divisions and educational programs to be recognized.

