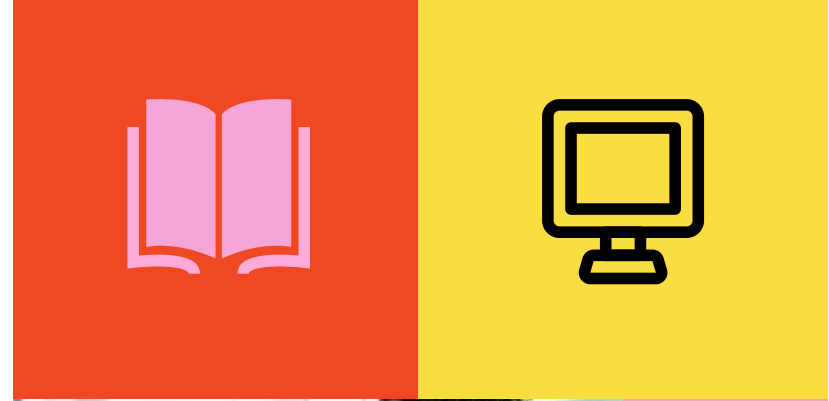
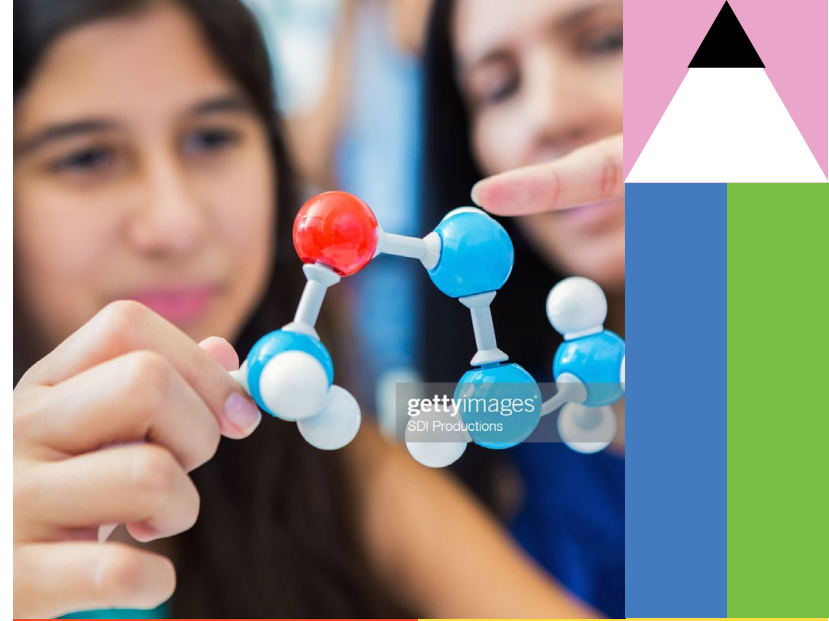


# UPPER GRAND

DISTRICT SCHOOL BOARD

## Brand Identity Guidelines

Version 1.0 | August 2023



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**OUR BRAND**

## OUR LOGOS

## IDENTITY ELEMENTS

**1 INTRODUCTION**2 STUDENT VALUE  
PROPOSITION

## 3 BRAND STORY

**Welcome to the Upper Grand  
District School Board brand  
identity guidelines.**

Our brand is not just a logo. Our brand touches and intersects with all aspects of our learning organization and is how the world and, most importantly, our students see us. It is everything we say and everything we do.

Effective integration and consistent portrayal of our brand image will strengthen our identity as we endeavour to inspire a lifelong love of learning and develop globally literate citizens. Ultimately, this will contribute to supporting our message of putting students at the centre of everything we do.

These brand guidelines provide a visual language to express the school board's image in ways that reflect and support our brand. Please familiarize yourself with these guidelines and use them whenever commissioning, designing or delivering any kind of communications. By following the basic guidelines outlined here, we reinforce the brand and contribute to building its value and impact.

Thank you for your cooperation in ensuring that these guidelines and standards are implemented.

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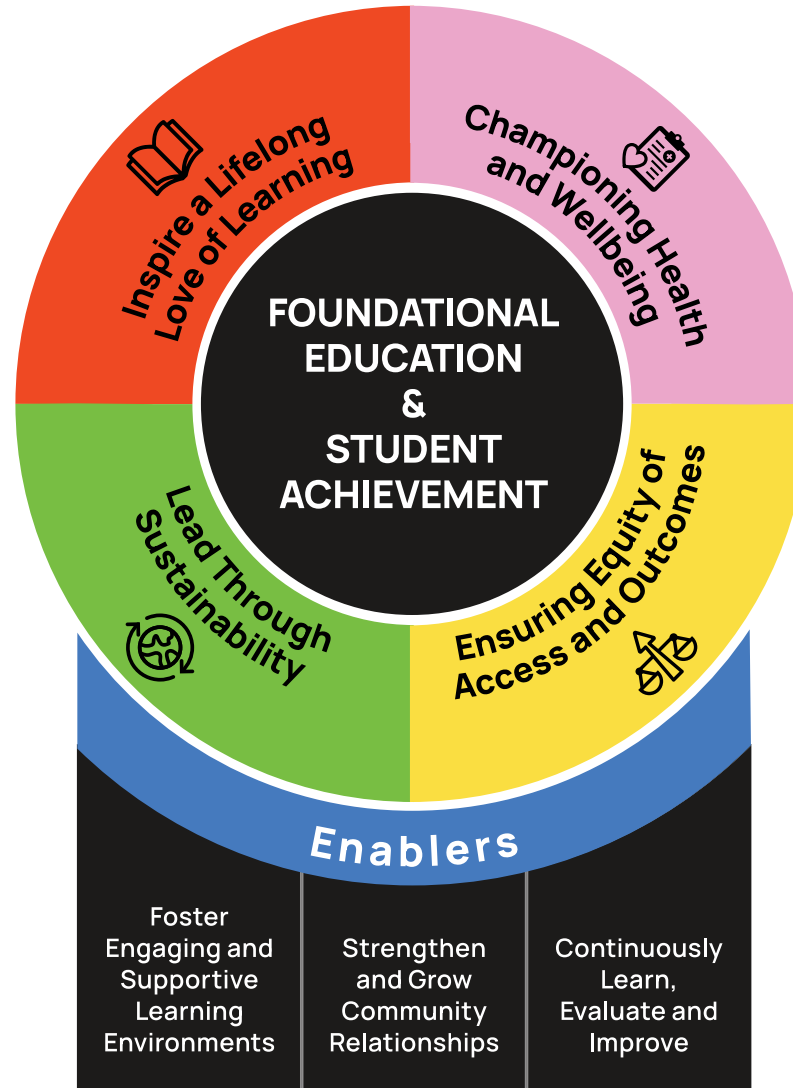
- 1 INTRODUCTION
- 2 **STUDENT VALUE PROPOSITION**
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**Our Purpose**

To inspire a love of learning and develop engaged, globally literate citizens.

**Our Vision**

To be recognized as leaders in creating unparalleled, agile, and inclusive learning experiences for all.



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The UGDSB is a student-centric learning organization, and we exist to inspire a lifelong love of learning while developing globally literate citizens. From kindergarten through Grade 12, to Adult Learning Programs, our schools provide robust foundational education by fostering engaging and supportive learning environments. We commit to ensuring each student is encouraged to chart their own educational path and prepared to overcome any obstacle they may encounter along the way. At UGDSB, we promise to put students at the centre of everything we do.

UGDSB schools are more than just places to learn. Over 4,000 educators, staff, and supporters collaborate and contribute to foster inclusive, developmental environments where students can form lifelong friendships, discover their passions, and grow into responsible members of their community. UGDSB is on a journey to ensure that all learners feel that they belong and matter and can be their true selves at school. We want students to feel capable and empowered to make positive change in their lives and the lives of others.

Aided by the contributions of caring volunteers and partners, we strive to create real-world opportunities for students to make a positive impact in their communities. Working closely with parents, guardians, and students themselves is a crucial piece of holding the school board accountable to keeping our student promise.

**We invite you to join us on this journey and experience for yourself what makes the UGDSB's student-centric approach unique and impactful.**

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## Logo Formats

### Our Logo

Featuring a large U in the symbol, our logo is a visual demonstration of our student promise: we put you, the student, at the centre of everything we do. The unique mosaic approach and diversity of colours reflects all learners at the UGDSB – a representation of how they can be their true selves at school.

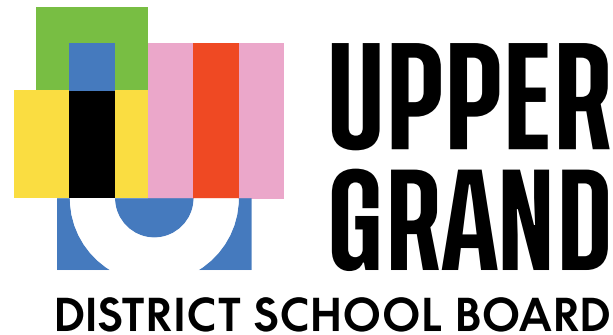
### Versions

Please use the official logo wherever possible. The secondary logos exist for swag and promotional items, where “District School Board” is not needed or would reduce to an illegible size. It can also be used in extreme space-limited applications where there isn’t enough space for our official logo to meet its minimum size requirement (please refer to page 6).

Our social icon is only intended for use as our avatar on social media platforms.

**Never redraw the logo – always use approved digital artwork.**

### Official Logo (Primary)



### Secondary Logo - Horizontal



### Secondary Logo - Vertical



### Social Icon



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## Colour Versions

## Positive Colour

This version of our logo is the preferred approach. It should be used on most applications.

## Reverse Colour

For use on a dark background.

## Positive Greyscale

For limited use on one-colour documents and newsprint.

## Positive Black

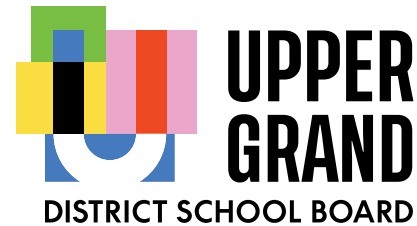
For limited use in applications where individual colours cannot be discerned, such as emboss treatments on leather or imprinting in concrete.

## Reverse White

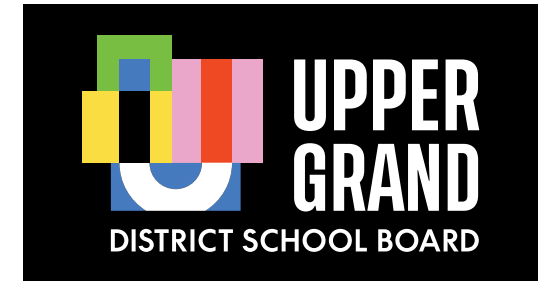
For limited use in applications where individual colours cannot be discerned, such as emboss treatments on leather or imprinting in concrete.

**Never redraw the logo – always use approved digital artwork.**

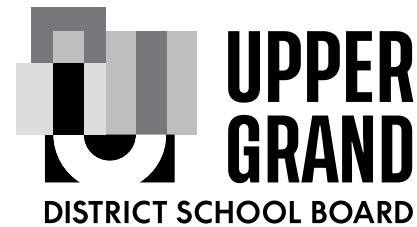
## Positive Colour



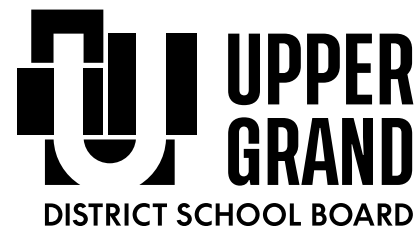
## Reverse Colour



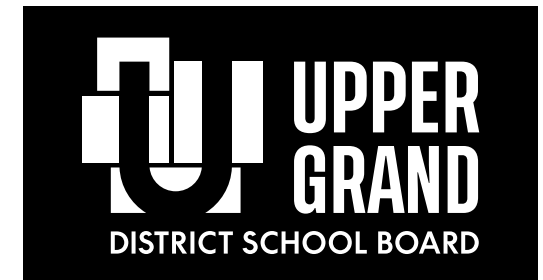
## Positive Greyscale



## Positive Black



## Reverse White



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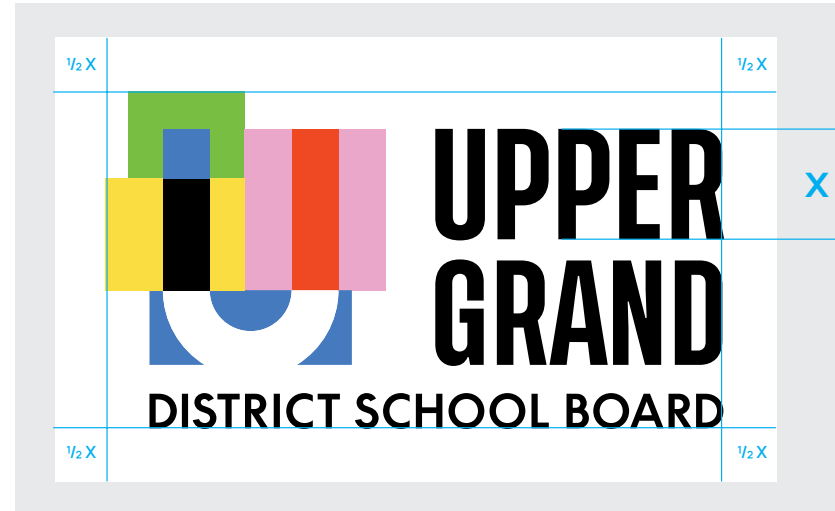
7 LOGO: INCORRECT USE

## Clear Space & Minimum Size

### Clear Space

The clear space surrounding the logo must be respected to help preserve the integrity of our brand.

Keep a minimum clear space around the logo that is equal to one half of the height of the letters in our name.

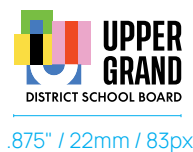


### Minimum Size

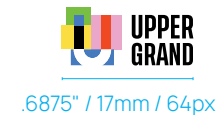
This refers to the smallest size at which the logo can be reproduced to ensure its legibility (but is not necessarily the recommended size).

Note that our official logo's minimum size is larger than our secondary logos'. This is to ensure the words "District School Board" remain legible. In the rare case where the application requires a smaller logo than .875"/22mm/83px, you should use the secondary logo.

Official Logo



Secondary Logo Horizontal



Secondary Logo Vertical



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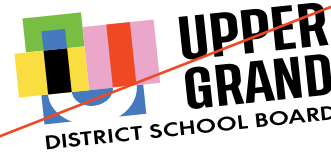
5 COLOUR VERSIONS

6 CLEAR SPACE & MINIMUM SIZE

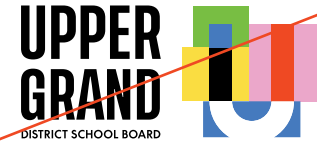
7 LOGO: INCORRECT USE

### Logo: Incorrect Use

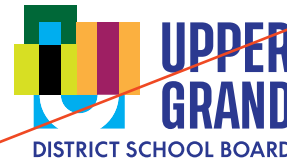
Only official logo artwork should be used and never modified or recreated. Here are some examples of how you should not treat our logo.



Do not distort, rotate or skew the logo.



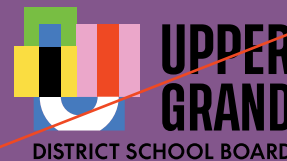
Do not alter or rearrange the logo elements.



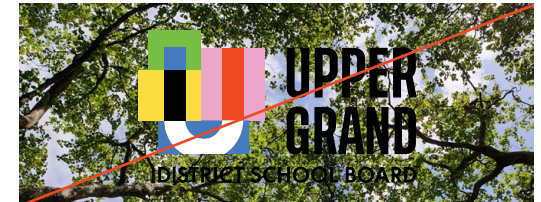
Do not change the logo colours.



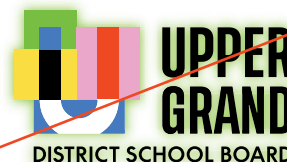
Do not remove the symbol from the logo.



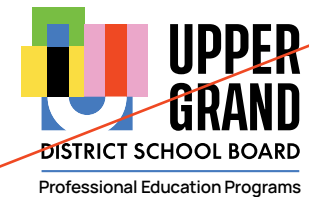
Do not use on a background colour similar to the logo, which reduces legibility.



Do not place the logo on a background that is visually complicated.



Do not outline or add special effects to the logo artwork.



Do not alter or create your own versions of the logo.



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**Tagline**

Like our promise, our tagline puts students at the centre. It is, essentially, shorthand: how we encapsulate our commitment to ensuring each student is encouraged to chart their own educational path.

The tagline should be used in positive communications. Take care not to overuse it: once per application should suffice in most cases. Avoid using it in templates and areas where we cannot control the message or guarantee the message will be positive.

In design applications, always use the tagline's official digital artwork. Do not attempt to manually reproduce or alter the arrangement of our tagline.

In written communications, the tagline should appear on its own, in sentence case. Alterations to "Find your path" are not accepted (e.g., "Finding your path" or "Found your path"). The tagline should not appear in combination with any other phrasing (e.g., "You'll find your path here").

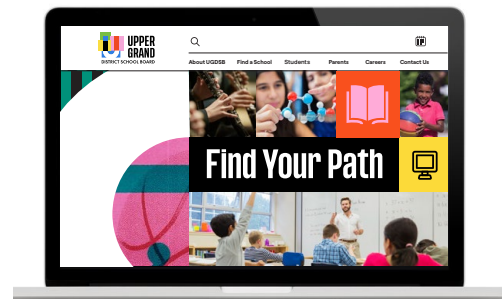
## Horizontal Tagline

# Find Your Path

## Vertical Tagline

# Find Your Path

## Application Examples



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## Typography

For our branded web or printed communications, **Manrope** should be used for the title or headline. It is a **Google font** and is available as a free download [here](#). Because it comes in a wide variety of weights, it is extremely flexible and suitable for both print and digital applications.

For daily communications such as email correspondence, or when using Microsoft Office software (e.g., Memo, letters and other internal communications), use **Arial**.

Manrope ExtraLight  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()

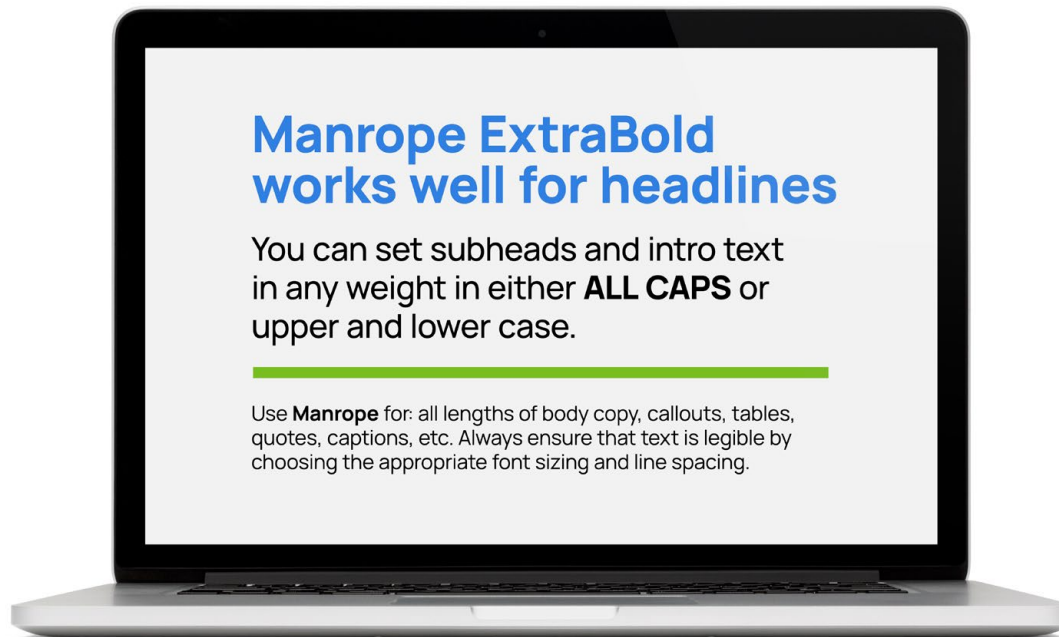
Manrope Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()

Manrope Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()

Manrope SemiBold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()

Manrope Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()

Manrope Extrabold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 xyz1234567890!@#\$%^&\*()



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## Colour Palette

Our colour palette is composed of six colours. These colours were specially selected to communicate our personality, reflecting our commitment to fostering engaging and supportive learning environments. Wherever possible, apply our corporate colours prominently.

Use the colour model that best aligns with your final reproduction medium:

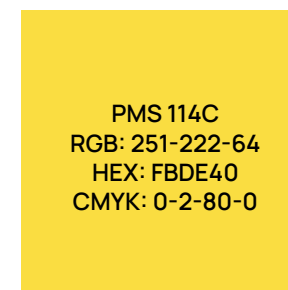
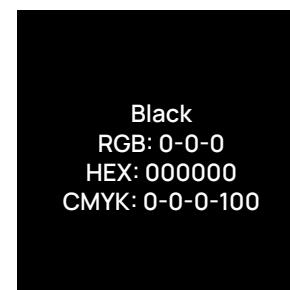
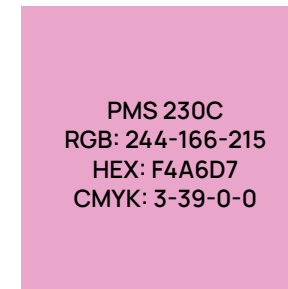
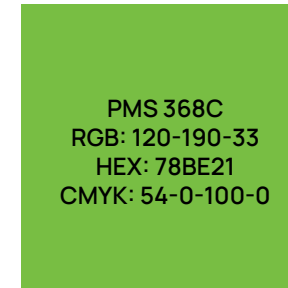
**PMS:** For matching a specific colour in a variety of mediums (e.g., embroidery, silkscreening, etc.)

**CMYK:** For use in most print applications

**RGB:** For use on screens (e.g., TV, computer displays)

**HEX:** For use on the web (e.g., HTML, CSS, SVG applications)

## Brand Colours



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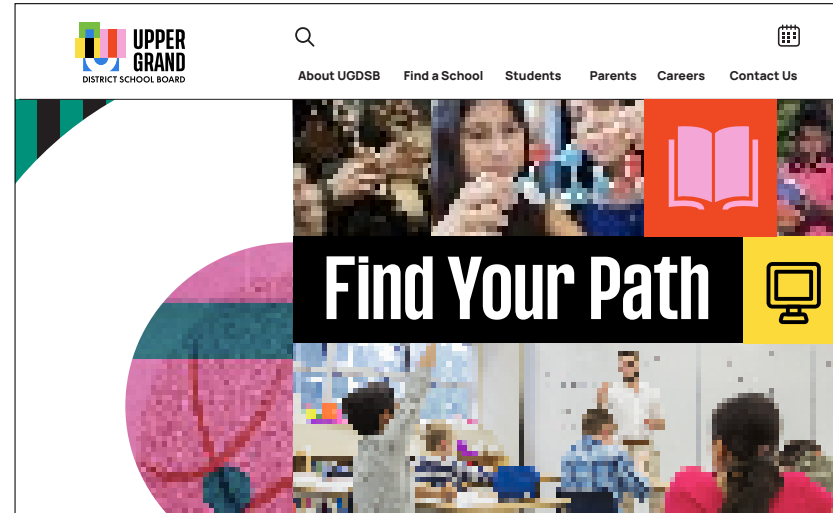
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## Mosaic Layout Introduction

An extension of the mosaic approach featured in our logo's symbol, our mosaic layout framework is a flexible and engaging way to visually communicate our messaging while ensuring we represent the diversity of our students and their individual interests and needs.

Based on a consistent grid constructed of multiple squares, each unique mosaic layout should prominently feature our colour palette, and can make use of both copy and imagery, including photography and iconography.



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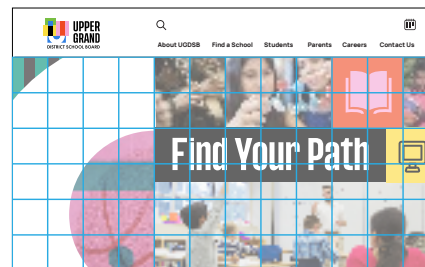
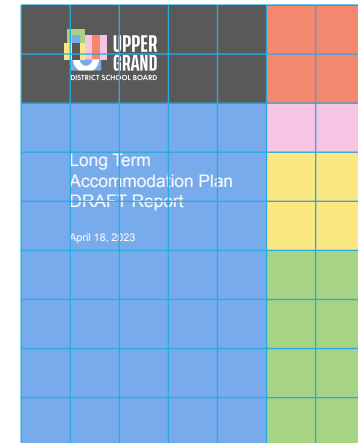
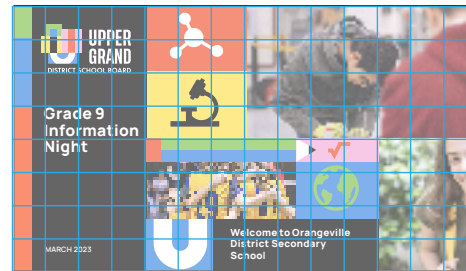
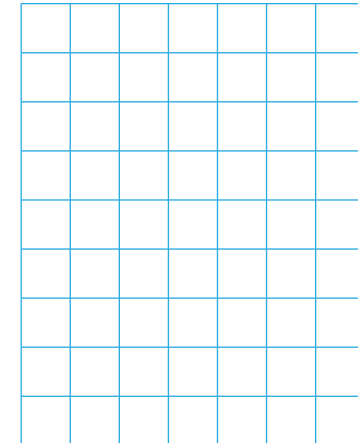
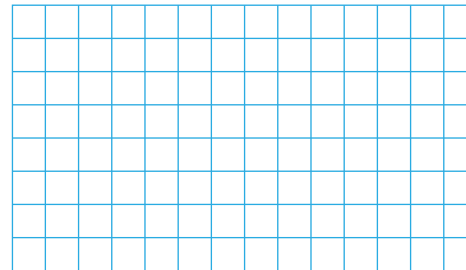
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## Building Mosaic Layouts

Our flexible grid system works in both horizontal and vertical applications, in both print and digital settings. Consider the grid system a foundation for visual consistency, but in select cases, it can be broken to help the content fit better.

Scale the grid up or down to create different layouts and looks – but avoid making the size so dramatic (i.e., too small or too large) that the overall impact of the mosaic is lost.





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## Photography

Imagery has the power to evoke strong feelings in the viewer, and as such, the UGDSB's imagery should always convey the spirit and tone of our brand consistently.

Our imagery is made up of students who, as our promise to them says, should be at the centre of the image. The viewer should feel as if they are there and could engage with the student themselves. Teachers can be present with a student or students, but should not appear on their own. Look for the following characteristics when selecting imagery:

- Real people, engaged in what they are doing
- Portrays the diversity of our students
- Subjects are focused and alert
- Subjects are not artificially posed
- The subjects' emotions are not overly extreme or dramatic

Do not use cliché stock imagery to convey abstract ideas. We focus on using natural photography only.

