

Graphic Standards Manual



**RED DEER
PUBLIC SCHOOLS**

Our Image

The key to maintaining a strong presence is to maintain a strong image. The Red Deer Public Schools logo Visual Identity Manual has been designed to support Red Deer Public Schools by providing distinctiveness and consistency to all of our visual communications.

In the pages that follow, you will find information on using Red Deer Public Schools' logo and applying the Red Deer Public Schools' look. By applying these standards consistently, you will contribute to the overall awareness and recognition of Red Deer Public Schools' name.

Our Logo

Red Deer Public Schools – We create an academic environment and partnerships that produce student “stars.”

This image focuses on the “process” which draws you visually on the left side from the “open books of learning” to the right edge of the logo where the complete process yields a student star. In between you have the books opening up, the staff leading the student through education (hands downward, helping student) and the students hands held up, grasping the staff's hand being lead through the process. Significant, as well, is the graphic shape of the child – that of a “star,” suggesting that the emphasis by Red Deer Public Schools is to create academic excellence, as the child is released to the next level of education.

Our Wordmark

Your Children, Our Students, Everyone's Future

“Your Children” – Stresses the important relationship we have with parents and families.

“Our Students” – Students are the priority of Red Deer Public Schools.

“Everyone's Future” – Demonstrates a commitment that children are our future and that education benefits the entire community.



Red Deer Public Schools

Logo Usage Guidelines

Two Colour Applications

Whenever possible, the Red Deer Public Schools logo must be reproduced using the Pantone® 186 (red) and Pantone® 287 (Blue) listed below. Where this is not possible, four colour process (CMYK) or spot colour can be substituted.



One Colour Applications

When the Red Deer Public Schools logo can only be used in one colour, it is preferred that it be reproduced in Pantone® 287 (Blue) or Black.



Reverse Applications

The Red Deer Public Schools logo may be used in reverse. The preferred version of the reverse logo is seen at the right. Note that the child “star” must always be in Pantone® 186 (red). Whenever possible, it is preferred that a dark colour be used for the background colour.

If a light colour or a screened colour is used as the background, there should sufficient contrast between the Red Deer Public Schools logo and the background.



Process Colour

When printing in four colour process, the following values must be provided to the printer to recreate the correct corporate colours.

The CMYK breakdowns are:

Vertical Orientation of the Logo

The Red Deer Public Schools logo can be used in a vertical orientation as shown at the right.



Pantone 287
C = 100 R = 4.7
M = 68 G = 18
Y = 0 B = 51.1
K = 12

Pantone 186
C = 0 R = 94.9
M = 100 G = 0.2
Y = 81 B = 13.7
K = 4

Black
C = 0 R = 0
M = 0 G = 0
Y = 0 B = 0
K = 100

Web Applications

When the Red Deer Public Schools logo is to be used in a multi-media application, the following hexadecimal colours are to be used:

Blue 003399

Red CC0000

Pantone is a registered trademark of Pantone, Inc. The colours shown throughout this manual are not intended to match the Pantone Colour Standards.

Logo Usage Guidelines

School/District Names

In certain applications, the logo includes the School/District names. In full colour, the school name appears in Pantone® 186 (Red). When printing in a single colour, the school name appears in a lighter screen value.



District Presence

With the introduction of the new District identity, we will work towards the introduction of a district presence in materials at the school level. Consulting with Central Services, Communications will be useful in determining appropriate exposure.



Sponsorship

When the logo appears on printed materials generated by Red Deer Public Schools at the District level, the logo must appear larger than any other logos.

When the logo appears on printed materials not generated by Red Deer Public Schools at the District level, the logo must appear at least as large as any other logo placed near it.

Your Children, Our Students, Everyone's Future

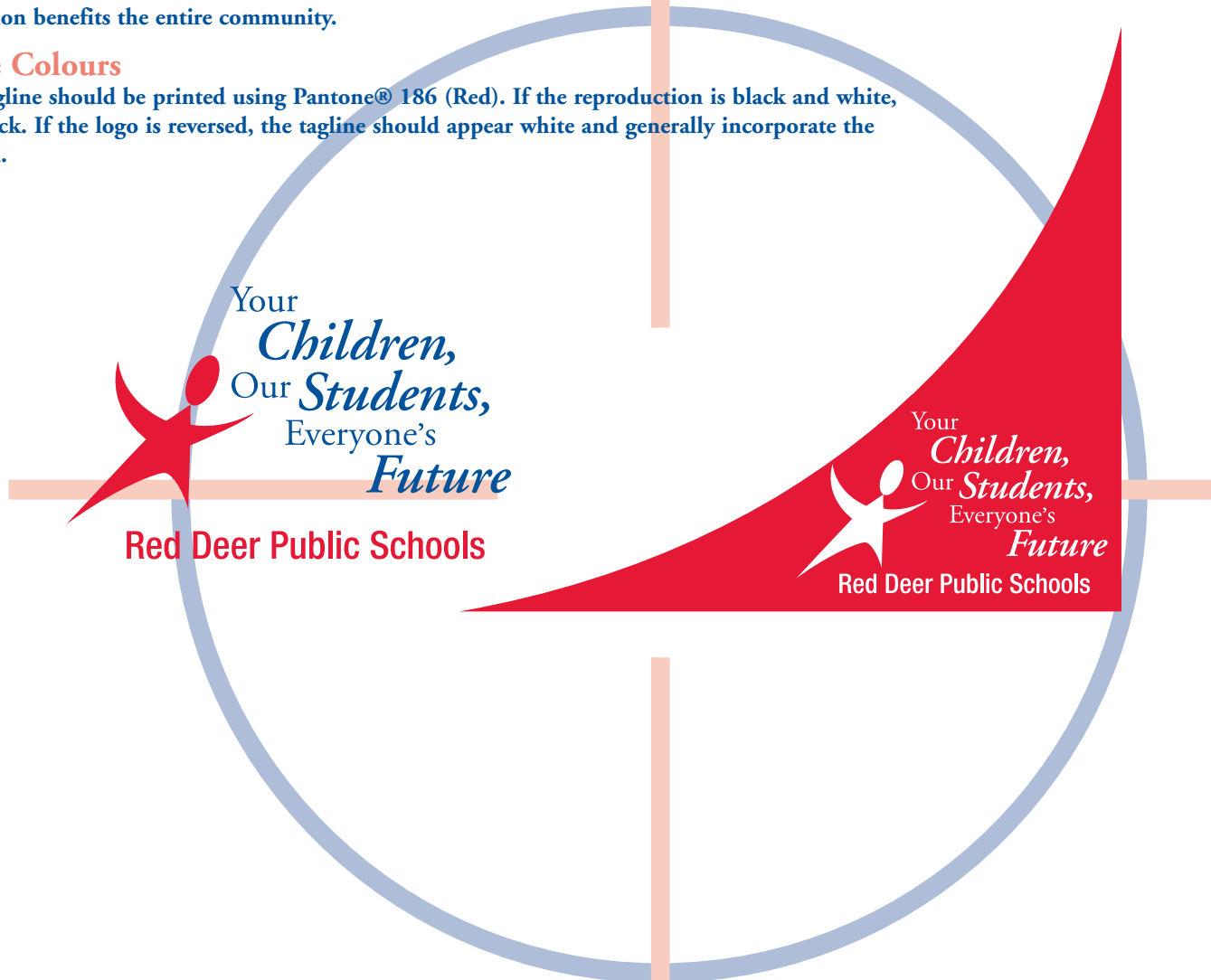
"Your Children" – Stresses the important relationship we have with parents and families.

"Our Students" – Students are the priority of Red Deer Public Schools.

"Everyone's Future" – Demonstrates a commitment that children are our future and that education benefits the entire community.

Tagline Colours

The tagline should be printed using Pantone® 186 (Red). If the reproduction is black and white, use black. If the logo is reversed, the tagline should appear white and generally incorporate the swoosh.



Typography

Logo

The logo uses one typestyle – Garamond. To preserve a consistent image in typographic communications, the use of the Garamond type family is required. Garamond is available for both the Mac and the PC. The logotype may not be re-typeset in any way. However, in accompanying information, Palatino may be substituted in instances where Garamond is impossible to obtain.

Helvetica Neue Medium Condensed is the accompanying typeface to Garamond. It is used on the letterhead and business cards and should be specified and used in conjunction with Garamond in examples such as posters, advertisements, displays and billboards.

The alphabets on this page show examples of the fonts which make up the Garamond and Helvetica Neue Medium Condensed typefaces.

Internal/External Communications

To maintain a consistent image, please use Garamond or Palatino type for all internal and external documents (e.g. letters, memos, etc.). These fonts are available for all computer systems.

Garamond

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Helvetica Neue Condensed

Helvetica Neue Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Light Condensed Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Helvetica Neue Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Medium Condensed Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Helvetica Neue Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Heavy Condensed Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Stationery Packages

Business Cards

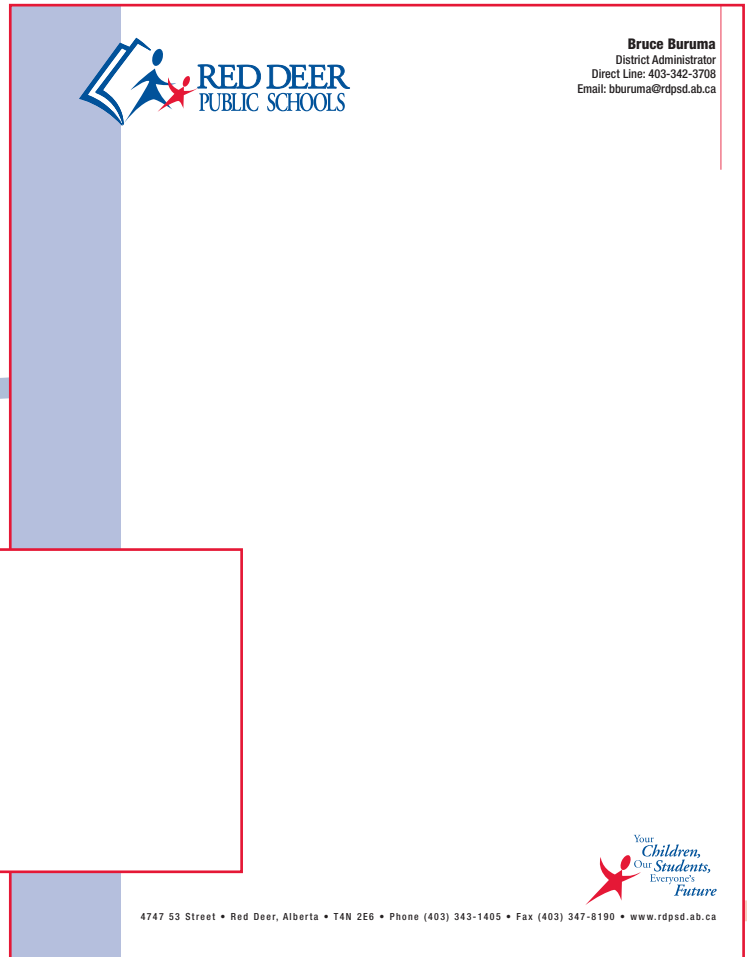
Standard size business cards are pre-printed in the Pantone® colours (186 and 287). The logo appears in the upper left-hand corner and the tagline reversed in the lower right-hand corner.

The business cards must maintain a consistent style, in colour, type face, and paper stock, with the example on the right. To maintain District consistency, business cards will be requested through the Communications Assistant, Central Services.



Letterhead

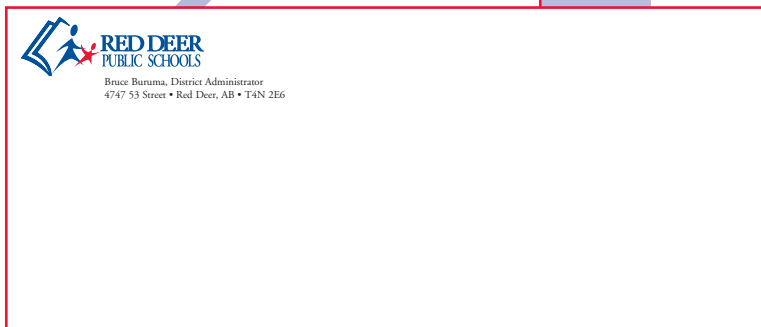
The logo overlays the Pantone 287 color bar in the upper left-hand corner. Customized information can be placed in the upper right-hand corner, flush right against the red rule. The name in 12 point type and the balance of the information in 10 point. The tagline is positioned in the lower right-hand corner and the District address and phone numbers are centered along the bottom. All type should be in Helvetica Neue Medium Condensed.



Envelopes

The logo appears in the upper left-hand corner of the #10 envelope. Customized information can be placed below the logo in 8 point, Garamond type, as per the template.

Generally, envelope stationery will be generated from word processing templates and laser printed directly.



Printing requests at the District level shall be coordinated through the Central Services, Communications.

Logo Usage Guidelines

The Red Deer Public Schools logo must always appear in marketing materials and public information documents.

We must adhere to the following logo usage guidelines.

Logotype

The Red Deer Public Schools logo has specific proportions and may not be re-typeset in any way. Direct reduction or enlargement of the logo is permitted. The image of the “book, teacher, and student” may not be altered. It must stay in the same size relation to the type and must only appear on the left-hand side of our name.

However, the image of the “book, teacher, and student” may be used as separate graphic elements.

Size

Logo readability is important. The Red Deer Public Schools logo must not be smaller than 1.25 inches.

Colour

The logo must be reproduced on printed materials using the corporate colors. If a publication is offering spot colour (other than our logo colours) the logo must appear in black & white only.

Continuity

To maintain continuity in logo and wordmark usage, follow the guidelines set out in this Graphic Standards Manual. If questions should arise, please contact:

Director of Community Relations
Central Services
342-3708

or

Communications Assistant
Central Services
342-3705