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Subject **BOARD LOGO – STANDARDS OF USE**
Contact Manager of Communications

1. Background

The official Simcoe County District School Board logo was approved by the Board on April 27, 1988. The wordmark “Simcoe County Board of Education” was changed to “Simcoe County District School Board” after passage of the provincial Fewer School Boards Act in 1998. The basic standards for use of the logo and wordmark were updated in August 2002, June 2011 and November 2011.

2. About the Logo

The Simcoe County District School Board supports all students in reaching their full potential and in continuing along a path of lifelong learning.

The stylized “S” in the Board’s logo represents this educational path and emphasizes directions to the future. While formal education takes place within the solid foundation of the school – represented by the symbols – learning is also an ongoing process beyond the classroom environment.

Adopted in April 1988, the SCDSB corporate symbol was developed by designer Chuck Temple from a concept submitted by Diana MacNab, a former student from Orillia Park Street Collegiate. The logo is now a familiar graphic component of a dynamic school system where dedicated and skilled staff members and school communities work together to create positive centres of learning for students throughout Simcoe County.

In 2010, the logo inspired the visual representation of *The Simcoe Path*, the board’s multi-year plan of goals, directions and actions. In 2011, the logo was refreshed to incorporate slight changes to the font and layout while maintaining its traditional integrity. Variations of the new logo incorporate the SCDSB’s tagline “Your Future... Our Priority”, which encapsulates the core student centred purposes of *The Simcoe Path*.

3. Standards of Use

The updated standards for use of the logo and wordmark are included on APPENDIX A. For colour printing projects, the corporate colour for the logo is a shade of blue referred to in the printing industry as Pantone Blue (PMS) 548. Requests to revise the logo format in exceptional situations must be submitted to the Manager of Communications for review and approval.

First Issued: September 4, 2002
Revised: August 2002, June 2011 and December 2011

Logo Standards

Approved logos

There are five approved versions of the SCDSB logo. Requests to revise the logo format in exceptional situations must be submitted to the Manager of Communications for review and approval.

Logo Style One



Logo Style One – With Tag Line



Logo Style Two



Logo Style Two – With Tag Line



Logo Style Three



Logo Style Four (Please see special note below.)



*Special Note: Logo style four is to be used in special circumstances only. The words "Simcoe County District School Board" **MUST** appear on the document, web page or item close to the logo. Contact the SCDSB Communications team at webadmin@scdsb.on.ca for review and approval to use this logo style.*

Departmental Logos

Simcoe County District School Board departments or program areas may wish to have a logo designed to represent their area. When doing this, one of the SCDSB logo styles MUST be used within the overall design (see the special note attached to logo style four). These logos shall be reviewed by the SCDSB Communications team.

Reproduction guidelines and specifications

Corporate Colours

The official colours of the Simcoe County District School Board logo are blue and black. The colour blue is specified using the Pantone Matching System (PMS) and is PMS 548.

The following standards must be applied when reproducing the logo in colour:

- the wordmark 'Simcoe County District School Board' must appear in black* and the symbol in PMS 548.
- the blue and black logo should be used whenever possible (exception: when printing on coloured background or in black and white, use black and white logo)

* see below for information on reverse applications

Reverse Applications

In some instances it will be either preferable or necessary to show the logo on a dark or coloured background. In these situations, the entire SCDSB logo can be coloured white for clarity.

The SCDSB Symbol (logo style four)

The SCDSB symbol:

- must at all times appear in a horizontal position with the "S" moving upwards from the bottom left to upper right corner
- may appear independent from the wordmark 'Simcoe County District School Board'; however, the words MUST appear in a title or in some other fashion on the same page as a proper heading
- must appear in solid form, either in black or in the Board's corporate colour, Pantone Blue 548
- should be used in special circumstances only, with approval of the SCDSB Communications team

Improper Use of the Logo

The graphic standards outlined above are intended to maintain the integrity of the Simcoe County District School Board's corporate identity. There are, however, some common errors to avoid:

- do not change the logo's colour to any other than specified in this manual
- do not use the logo on a "busy" (extensively patterned) background
- do not condense or expand the proportions of the logo
- do not combine the logo with any other logo or graphic image (see below for information on the protected zone around the SCDSB logo)
- do not attempt to 'make' the logo (i.e. using logo style four and retyping the words "Simcoe County District School Board")

Protected Zone

When using the SCDSB logo, it is expected that an appropriate white space or “protective zone” will surround the logo. This “zone” requirement is based on the height of the “o” in “School” in the wordmark.

Minimum Sizing

Always ensure legibility of the SCDSB logo by making sure that the size and contrast are sufficient so that it can be read without difficulty.

More Information

If you have any questions regarding the logo, or require review of design proposals, please contact the Communications team at the Education Centre, or email webadmin@scdsb.on.ca.