

Elk Island Public Schools

Brand Identity Guide



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General Guidelines

What is the purpose of this guide?

The following guide outlines general rules around using Elk Island Public Schools' (EIPS) brand identity. Consistent use of the brand helps people easily recognize the Division. As such, it's important any materials that use the EIPS brand incorporate the approved standards correctly. The following guide will help users meet those standards.

Who should use this guide?

The following guide should be used by all schools and departments within the Division, by all media and all external partners.

Official Logo

Presented here is the vertical and horizontal versions of the logo. The logo should be used in all EIPS communication and branding. To maintain brand consistency, both the graphic component and the Division name, “Elk Island Public Schools,” are accompanied together at all times in the demonstrated configuration and font—in either the vertical or horizontal arrangement as shown.

The vertical and horizontal formats of the logo may be used interchangeably depending on the purpose and best fit.

If you have specific questions or concerns regarding the use of the EIPS logo contact EIPS Communication Services at 780-417-8204 or communications@eips.ca

Vertical Logo



Horizontal Logo



Logo Standards

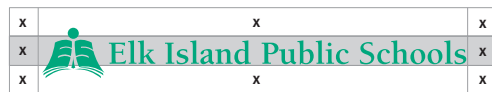
Size

To maintain legibility the standard logo should appear no smaller than 0.5 inches in height and the wordmark no smaller than 0.125 inches in height.



Placement

A minimum amount of clear space is needed around the EIPS logo(s) when using the logo in relation to other elements on the page, such as text, images, other graphic and logos, or the outside edges of a document. Appropriate space is based on context, but these minimums should be upheld. The minimum distance around the EIPS vertical logo should be no less than 25 per cent—or one quarter of the full logo height. The minimum space around the horizontal logo should equal the full height of the wordmark.



x = height of the wordmark

x = 1/4 the height of the logo

Manipulation

While the logo may be resized it should always maintain the original elements and proportions. The logo should never be edited, stretched or distorted in any way. To resize, hold the “Shift” key on the keyboard, place the mouse at the corner of the image and scale the image up or down. The process should work in all programs and will maintain the proportions of the logo.



Contrast, Textures and Effects

Consider the background when placing the logo. Maintain legible contrast and avoid putting the logo on busy textures or overlapping other graphic elements. Drop shadows or glow effects may be applied sparingly if it assists in setting the logo apart from the background.



Logo Don'ts

Don't modify the design of any EIPS brand identity items.

Don't represent EIPS brand in a way that implies partnership, sponsorship or endorsement unless approved by Communication Services.

Don't

- add, delete or modify elements
- substitute in other fonts
- distort or stretch
- enclose in a shape
- reverse on a light background or place on a dark background
- place on a texture, overlap or intersect an item
- combine colours or print with a tint or texture



Brand Colour

Colour

The logo should always appear in the designated EIPS green as indicated in the colour profiles provided. Black, grey and white may also be used when colour is not available. The logo may also be changed to one of the school colours or a colour best complementing the material being produced if it creates a more cohesive design. The secondary colour palette is available for complementary graphic elements and materials.



Primary Colour

EIPS GREEN

PANTONE COLOUR

Pantone Matching System (PMS) 334

4-COLOUR PROCESS

C=99%, M=0%, Y=60%, K=0%

Pantone 334 CP

WEB

RGB Hexidecimal #00957E

R=0, G=149, B=126



Secondary Colours

LIME

PANTONE COLOUR

PMS 367

4-COLOUR PROCESS

C=40%, M=0%, Y=81%, K=0%

WEB

RGB Hexidecimal #A4D55F

R=164, G=214, B=94



PURPLE

PANTONE COLOUR

PMS 2597

4-COLOUR PROCESS

C=79%, M=100%, Y=7%, K=3%

WEB

RGB Hexidecimal #5C0B8A

R=92, G=11, B=138



ORANGE

PANTONE COLOUR

PMS 1505

4-COLOUR PROCESS

C=0%, M=71%, Y=100%, K=0%

WEB

RGB Hexidecimal #FF6B00

R=255, G=107, B=0



Brand Fonts

Fonts

The font used in the EIPS logo is ITC Berekeley Oldstyle. Along with Berekeley, the font Century Gothic is used in the “Your Future in MIND” tagline. When creating materials we recommend using the fonts Berekeley or Times for titles and the fonts Calibri for body text and subheads. Calibri may also be used for the main titles if a more modern aesthetic is desired—as demonstrated in the layout of this guide.

ITC Berekeley Oldstyle

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&**

Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&***

Times

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&***

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&***

Tagline Standards

EIPS Tagline Logo

Presented here are acceptable versions of the EIPS tagline “Your Future in MIND.” The tagline logo can appear in the configuration shown as a separate graphic on another area of the layout as long as the EIPS standard logo is also included. The tagline logo should not be used in place of the EIPS logo as a representation of the Division. It is not mandatory the tagline is always used on EIPS brand materials.

The colours used in the tagline logo are EIPS green and lime—as shown on Page 6. It may also appear in black, greyscale, white or the complementary school colour. If you have specific questions or concerns regarding the use of the EIPS “Your Future in MIND” tagline contact EIPS Communication Services at 780-417-8204 or communications@eips.ca

Tagline Logo



Approved EIPS logo and tagline combination



Tagline Standards

Tagline Don'ts

Don't change the proportions, layout or colour combination and adhere by the rules outlined in the logo standards on Page 4 for minimum size, clear space and applications.

