

DISTRICT LOGO GUIDELINES

Background

The logo and corresponding artwork for the District have been carefully designed and produced. Therefore, it is important only the official District identity mark be used in media and print applications.

Logo Conventions and Prohibited Uses

The District logo has four approved variants that may not be modified or adapted in any shape or form.

1. A colour version consisting of the District's logo and name.
2. A white version consisting of the District's logo and name.
3. A colour version consisting only of the icon.
4. A white version consisting only of the icon.

“Modified” and “adapted” are defined here as changes to the logo's colour palette – which includes the logo proper and accompanying text – beyond the prescribe variant(s) and any revisions that warp, deform, or otherwise alter the logo's approved visual identity elements.

Placement:

- The District logo must always be visible when used in promotional materials, digital media, etc. and not be obscured or rendered difficult to see.
 - I.E. Place the white version of the full District logo on darker backgrounds or darker imagery.
 - I.E. Place the colour version of the full District logo on lighter backgrounds or lighter imagery.

Visibility:

- The District logo must be surrounded by a clear area equivalent to at least 1/8 the length of the logo to maintain visibility when used with text, photographs or other elements;

Sizing:

- The District logo must be a minimum of 1-inch tall for most applications (for use on sizes larger than 8 ½ x 11”, the minimum recommended use is 1.75” tall);
- The logo must be a minimum of 85 pixels tall for most uses on the web;
- The logo must never be warped/deformed.

Colour Palette:

- Always use the authorized colour palette, except for circumstances where the white variant of the full District logo is appropriate.

Reference: Section 17, 20, 22, 65, 85 School Act

SD No. 40 (New Westminister)

Adopted: May 30, 2017

Revised: August 15, 2024