

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 has one unique logo, which may not be modified or adapted. Variations for an internal organization, promotion, concept, event, or project are not permitted.

The District logo must:

Placement:

- Always be placed on a solid background (white or black ideally) that does not compete with the identity;

Visibility:

- 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:

- 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);
- Be a minimum of 85 pixels tall for most uses on the web;

Colour Palette:

- Only be used in authorized colours as included in the logo or white with black type, black with white type.

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

SD No. 40 (New Westminster)

Adopted: May 30, 2017

Modification to this document is not permitted without prior written consent from SD No. 40 (New Westminster)