

ADMINISTRATIVE PROCEDURES

SUBJECT: Use of the Lambton Kent District School Board Logo, Visual Identity and Branding Guidelines

These visual identity guidelines have been developed to standardize the branding of the Lambton Kent District School Board. It is important to have a consistent, unified image and identity when representing the organization both internally and externally. This also helps to build brand awareness and credibility, as well as supports public confidence and accountability. Stationery, websites, advertising, print and digital communications, and signage are all elements of the entire Lambton Kent District School Board visual identity. Below are guidelines to assist staff in representing the Lambton Kent District School Board in print and electronic communications, using web or social media, during a presentation, and various other forms of communications.

Use of the Lambton Kent District School Board Logo and Visual Identity

1. Lambton Kent District School Board staff are able to download high resolution copies of the Board logo through the [Staff Intranet](#) (see Brand Information).
2. Lambton Kent District School Board staff are able to download high resolution copies of the Board logo through the Staff Intranet (see Brand Information).
3. Reproduction must be made using the highest resolution possible for the specific uses (e.g. website or print).
4. Use the most appropriate version of the logo for its placement (i.e. use the stacked version of the logo when only square dimensions are available; use the white version of the logo when printing on a black background, etc.). Use the transparent version of the logo when placing the logo onto a non-white background.
5. Minimum dimensions have been established in order to maintain legibility of the Lambton Kent District School Board logo in print or web design. For web design guidelines, visit the [Web Design Section](#) of the Communications website to review recommended pixel dimensions for web images.
6. The official colours should be used for all communications and promotional materials for the Lambton Kent District School Board.

Brand Colours

1. Refer to the Regulations on the *Use of the Lambton Kent District School Board Logo* for official brand colours (including colour values) and secondary colours, including guidelines. Pantone (PMS) values are used when a specific colour (green) is printed separately to ensure the most accurate reproduction. CMYK (Cyan, Magenta, Yellow and Key (Black) refers to the four inks used in most full-colour printing. RGB (Red, Green and Blue) refers to the colour model used for sensing, representing, and displaying images in electronic systems, such as televisions and computers. HEX values are used in HTML code to designate specific colours.



Typography

1. The matching type to what is used in the logo is *New Century Schoolbook*. When this type is unavailable, Arial font is acceptable. The official web headings font is Libre Baskerville and the paragraph font is Arial.

Print

Logo font: New Century Schoolbook

Web

Headings: Libre Baskerville

Paragraph: Arial

New Century Schoolbook Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
New Century Schoolbook Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
New Century Schoolbook Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>
Libre Baskerville Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Libre Baskerville Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Libre Baskerville Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>

Visual Identity Guidelines

1. A protection zone (minimum space requirement) has been created to ensure clear legibility of the logo. The size of the protection zone depends on the size of the “e” in the word “Kent.” No word copy or graphics should impede on this space. The size of the “e” space depends on the size of the “e” in the version of the logo you are using.

Examples of Protection Zones with Logo and Motto



Example of Protection Zones With Simplified Version of Logo



Example of Protection Zones With Stacked Version of Logo:



Unacceptable Use of the Logo

1. Do not distort the logo or resize the logo elements (such as increasing/decreasing the size of the “Lambton Kent District School Board” wording in comparison to the size of the circle logo).



2. Do not place the logo on a busy background.



3. Do not place the logo on a dark background that does not offer enough colour contrast.



4. Do not change the colour of the logo (black and white versions of the logo are acceptable).



Department Logos

1. Official departments within the Lambton Kent District School Board (i.e. Adult & Continuing Education and as International Education) may use the official department logo for promotional and advertising materials. These logo designs should not be modified, and the acceptable use guidelines outlined above would apply.
2. Any departments interested in creating a department logo should consult the Public Relations Officer for approval.

Adult & Continuing Education



International Education



Implementation: September 11, 2012
Revised: May 25, 2020

Reference: LKDSB Policy and Regulations
Use of the Lambton Kent District School Board Logo Policy
Use of the Lambton Kent District School Board Logo Regulation
[LKDSB Communications Website](#)