

REGULATIONS

SUBJECT: Use of the Lambton Kent District School Board Logo

Logo Explanation

With the creation of the Lambton Kent District School Board, through the amalgamation of the Lambton County School Board and the Kent County Board of Education, a new logo and motto were created. The logo design was developed by a local design firm, Hughes Creative, with input from school principals, a parent advisory committee and the school trustees. The motto was created by the school trustees and incorporated into the logo.

The circle represents the never-ending cycle of education. Within the circle are the 'L' and 'K' for Lambton Kent. One is connected to the other, picking up where the other ends and completing the whole. The two letters are also made up of check marks which refer to the importance of students proving themselves and learning how to utilize information in a positive manner throughout their lives. Within the circle are the lines representing communication from side to side and computer waves for the technology in the classroom and technology of the area. The colours are split for blue on the outside (signifying the two lakes) and green on the inside (symbolizing land and agriculture).

Official Logo Formats

Horizontal Version:



Simplified Version:



Black and White Reverse Version:



Stacked Version:



Circle Logo:



Circle Logo with LKDSB Name:



Official Colours:



Green: PMS 626
CMYK = C:76, M:0, Y:60, K:69
RGB = R:0, G:82, B:61
Hex Code = 10533D



Blue: PMS 549
CMYK = C:60, M:0, Y:0, K:30.5
RGB = R:107, G:174, B:184
Hex Code = 6ba4b8

Secondary Colours:



Dark Blue:
CMYK = C:91, M:71,
Y:40, K:27
RGB = R:39, G:68,
B:97
Hex Code = 274461



Light Orange:
CMYK = C:0, M:53,
Y:80, K:0
RGB = R:249, G:143,
B:69
Hex Code = f98f45



Dark Orange:
CMYK = C:16, M:87,
Y:100, K:6
RGB = R:196, G:66,
B:26
Hex =c4421a



Grey:

CMYK = C:52, M:43, Y:43, K:8

RGB = R:127, G:127, B:127

Hex Code = 7F7F7F

Official Typography:

1. The type used in the Lambton Kent District School Board logo is *New Century Schoolbook*. The words "Student Achievement" and "Community Success" in the motto are in the blue (PMS 549) and the check mark separating the words is in green (PMS 626); the type is New Century Schoolbook Italic.

Regulations

1. The visual identity and branding guidelines standardize the use of the Lambton Kent District School Board logo and brand. All official materials from the Lambton Kent District School Board must include this logo and follow the visual identity guidelines.
2. The basic elements of the Board's image are the Lambton Kent District School Board logo with its circular icon. The artwork, the type of the Lambton Kent District School Board name, and the colours used in the original design must be maintained in all applications (except in black/white printing or otherwise outlined in these regulations).
3. The preferred version of the logo is the official logo format. In order to provide flexibility in design and communications, particularly when reproduction of the full, official logo would result in the image being distorted or difficult to read or show details, the simplified version of the logo may be used.
4. The motto ***Student Achievement*** √ ***Community Success*** is included as part of the full, official logo for use on Lambton Kent District School Board communications and branded materials.
5. The stacked version of the Lambton Kent District School Board logo may be used in cases where the horizontal version of the logo is illegible due to size restrictions or a square image size is required. All other uses of the logo should include the horizontal version with the full text, as the horizontal version of the logo is the preferred choice.
6. In a few rare instances, and in consultation with the Public Relations Officer, the circle variation may be used when the stacked or horizontal versions are not able to be used due to clarity and size restrictions (e.g. social media profile images).
7. The circle logo with the LKDSB name may be used for specific promotional or celebratory items, such as a lapel or anniversary pin or custom awards.
8. The primary colours are the official colour palette representing the LKDSB brand. These are the preferred colour options for communications and print materials. The secondary colour palette is to be used when flexibility beyond the two-colour palette is required for communications and designs. The secondary colours should not be used in place of the primary colour palette.

9. The regulations are to be followed by everyone who is preparing Board materials and using the official Lambton Kent District School Board logo.
10. Consistency of use of the artwork as shown is essential and no variation on style or colour are acceptable.
11. Individual candidates and incumbent Trustees cannot use the Board Logo to campaign for the position of Trustee.
12. The Public Relations Officer must be consulted if the Lambton Kent District School Board logo is to be used by an external organization for promotional materials or if the logo will appear with another organization's logo, in the case of partnerships and sponsorships.
13. Reproduction of the Lambton Kent District School Board logo must always be clear, crisp and without distortion to assure legibility and consistency. Reproduction of the logo must use the highest resolution possible for the specific uses (i.e. print, online or digital materials).
14. The matching type to what is used in the logo is *New Century Schoolbook*.
15. Refer to the *Use of the Lambton Kent District School Board Logo, Visual Identity and Branding Guidelines Administrative Procedure* for direction on appropriate use of the logo and branding guidelines.
16. Official departments within the Lambton Kent District School Board, such as International Education and Adult & Continuing Education, may use the official department logo for promotional and advertising materials. The full Lambton Kent District School Board logo is the preferred version. Other departments interested in developing a department logo should contact the Public Relations Officer for approval.

Implementation Date: September 25, 2012
Revised: May 26, 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](#)