



BRAND STYLE GUIDE



BRAND STYLE GUIDE

INTRODUCTION

The HSD logo is the most visible representation of our division – and of our brand. The HSD logo serves as a reminder of what the Hanover School Division represents, and the values we share as a community.

The pillars of the letter H are solid and traditional, the waves are dynamic and modern. Together they represent excellence in education in Hanover School Division, with respect for the past and an optimistic forward-looking view. These waves reflect four considerations:

- The streams and brooks along which our communities were built. Learning together sustains strong and healthy communities, like a source of fresh flowing water.
- The prairies, where our communities are rooted. Education of our children begins with nurture and hope and is celebrated in their growth to full maturity, just as furrows of freshly seeded fertile soil turn to waves of golden grain at the harvest.
- The pages of an open book. A rich and varied education includes academics, athletics, and the arts and recognizes the many intelligence's and talents that our children possess.
- The three strands of a strong cord. The partnership of community, parents, and the school provides a powerful and continuous support for the children in our care.



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DESIGN CONSIDERATIONS

Do not rotate, redraw, or change elements of the logo. Proportion sizing between text and image should also remain constant.

LOGO ORIENTATION

Horizontal and vertical versions of the logo are available. While the horizontal signature is preferred, the vertical version may be used when space is limited, or when the printed piece has a vertical orientation.

HORIZONTAL



VERTICAL



ICON



DESIGN CONSIDERATIONS

Avoid using the logo on complex patterns or textures, or on backgrounds that do not provide adequate contrast. Legibility should not be impaired.

USING HSD LOGO OVER PHOTOGRAPHY/COLOUR BACKGROUNDS

The Hanover School Division logo should not be placed over busy images or backgrounds. The logo must always be legible. The examples on this page show unacceptable and acceptable uses of the logo on various backgrounds. Choose the logo that will be the clearest.





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DESIGN CONSIDERATIONS

Colour is an important component of how a brand is perceived. The HSD colour palette offers options that allow for creative expression.

LOGO COLOURS

The HSD logo should only be displayed in one of the three brand colours, or black/white. The preferred versions are blue on white background, or white on blue background. Use alternate colour versions only if preferred version is not suitable.

preferred



preferred



preferred



preferred





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DESIGN CONSIDERATIONS

EPS, PDF, and PNG formats are the only file types that preserve background transparency.

The white logo is available as an EPS, PDF, and PNG, but not as a JPG, because a JPG cannot maintain a transparent background. EPS and PDF are vector images, while JPG and PNG are raster images. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction.

File Type Associations

<i>Design Application</i>	EPS	JPG	PNG	PDF
Banners/Signs	R			O
Embroidery	R			O
Excel Documents		R	O	O
Online (<i>html emails, website, etc</i>)		O	R	
Publisher Documents	O	R	O	O
Promotional Items	R			O
PowerPoint		R	O	O
Silkscreening	R			O
Word Documents		R	O	O
Video/Quicktime Movie	R			O
Vehicle Graphics	R			O

R - Recommended File Type **O** - Optional File Type

DESIGN CONSIDERATIONS

The secondary colours broaden the HSD palette, and are best used as highlights. These colours may be used to provide variety and visual interest without leaving the recognized palette.

BRAND COLOUR PALETTE

Blue is the primary colour and an integral part of our brand. Using the HSD Blue prominently on all communications reinforces the brand, and taps into what audiences already recognize as the Hanover School Division brand colour.



PMS 2935 C - primary



PMS 362 C



PMS 2925 C

COLOUR	PANTONE	CMYK	RGB	HEX
HSD Dark Blue	2935 C	94-65-4-0	0-98-168	0062a8
HSD Green	362 C	66-0-93-0	93-187-81	5dbb51
HSD Light Blue	2925 C	73-20-1-0	31-161-217	1ea0d8

RGB (red, green, blue) colours are used for screen applications: web, email, video; they represent the values of the three types of pixels that make up all colours in a screen or monitor. The value of each of the pixels can range from 0 to 255.

CMYK colours are used for print applications; they represent the four inks used to create all colours for printing: cyan, magenta, yellow and black. K, for black, means “key” colour and is added to the other three to produce rich shadows and contrast. The values of each of the ink densities can range from 0 to 100%.

PMS (Pantone Matching System) colours are used for specialty print applications—T-shirts, banners, etc. - especially when printing large blocks of solid colour.



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DESIGN CONSIDERATIONS

Where access to these font families is not available, Arial Narrow may be substituted for Klavika, and Times New Roman for Adobe Garamond.

TYPOGRAPHY

Klavika and Adobe Garamond are the font families to be used in all professionally-designed materials for the Hanover School Division. Where access to these font families is not available, please substitute Arial Narrow for Klavika, and Times New Roman for Adobe Garamond.

SANS-SERIF FONT

Klavika Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF FONT

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

All questions asked
BY FIVE WATCH EXPERTS
amazed the judges

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We Can Help!

Unsure if artwork or
publication meets
brand standards? Need
help with your design?

Contact us and we'll
guide you to a solution.



CONTACT

If you have questions or need advice on any aspect of our branding,
please contact us at:

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