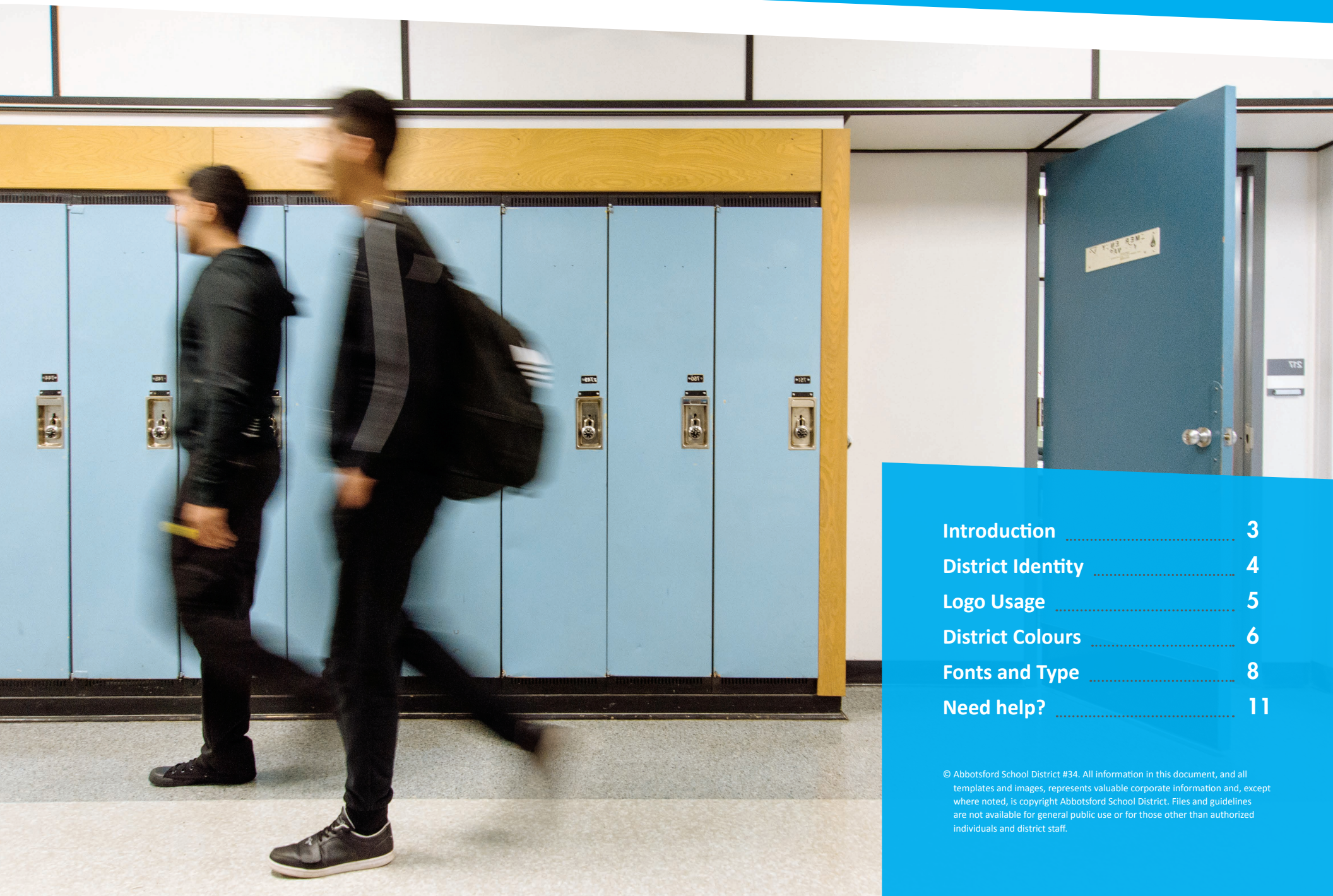




Communications Toolkit District Guidelines



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HOW TO USE THIS GUIDE:

The following toolkit is meant to help us communicate clearly, consistently and with less effort. It shows how to use the logo, fonts, design elements and layouts for common items we use every week.

Copies of this guide and digital files are available online for all District staff.

WHAT IS A COMMUNICATIONS TOOLKIT?

It is a set of guidelines and helpful tips to write and design documents with consistently high quality across the Abbotsford School District and provides important communication practices and procedures within the district.



For more information

Abbotsford School District
Manager, Communications
tel 604. 859.4891 ext.1206

WHAT IS IN A NAME?

Our corporate name **Abbotsford School District** is both descriptive of our organization and encompasses the essence of our schools, programs and people. Use this name at all times, and **avoid using SD34**.

Abbyschools.ca is our website, mobile app, and email address. The term **Abby Schools** can be used with reference to our online presences. But our corporate identity remains **Abbotsford School District**.

'A' IS FOR ABBOTSFORD:

The **'A'** also implies achievement, acceptance or award. And at **Abbotsford School District** we embody all of the above! Our logo design is modern, uplifting and active. It has a strong presence and readability at many sizes.



Always include the logo:

The complete Abbotsford School District logo must be present on every item representing the District and its programs or schools.

 Abbotsford School District	 Abby Schools	 SD34
..... Yep. Yep. (across all digital media) Nope.



.....
Symbol

.....
Wordmark

AVOID VISUAL TYPOS

When your logo gets stretched or squeezed improperly, it's like having a typo in your name. It doesn't represent you consistently, clearly or professionally.

Here are examples of what NOT to do with your logo.



Beware of the newspaper or publication designing your ad for you:

Sometimes newspapers and publications that ask for your logo, pay less attention to your logo because they are creating many ads for many different clients. Take care in proofing your materials.

CLEARSPACE

Everything needs room to breathe and everything has a bubble of personal space that it needs in order to stay comfy. Your logo is no different. Please don't cage it in.

YIKES! DO NOT do the following with your school/district logo...

compress the logo



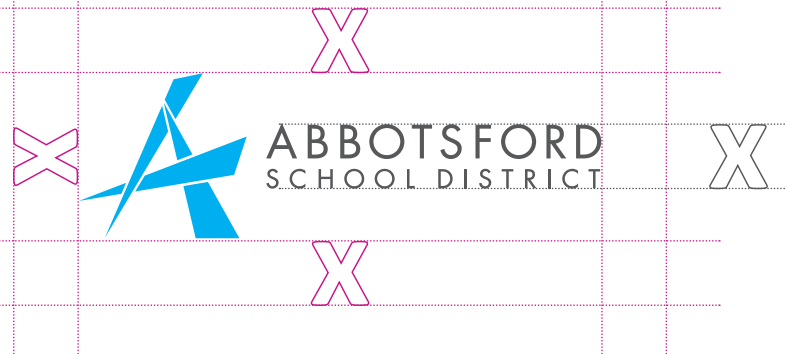
stretch the logo



place logo over a busy image or pattern





- Wait, there are a few more... **DO NOT:** enlarge just the symbol
shrink just the symbol
use colour logo on dark background
re-arrange the elements
change the font
change the colours *Thanks.*










The Power of Colour

Consistent use of our colours is critical to a clear and recognizable identity for our district and schools. Think about sports teams, for example. You know them by their colours even if you don't see their mascot or symbol. The same holds true for our corporate identity. ***Colours matter.***

	C 98 M 0 Y 0 K 0	R 0 G 175 B 239
P Cyan		
	C 0 M 0 Y 0 K 77	R 85 G 87 B 89
P 425		

	C 0 M 83 Y 100 K 0	R 255 G 80 B 0
P 021		
	C 36 M 26 Y 100 K 1.5	R 173 G 164 B 0
P 398		
	C 19 M 100 Y 14 K .1	R 204 G 0 B 123
P 233		
	C 55 M 3 Y 100 K 0	R 130 G 188 B 0
P 376		
	C 87 M 64 Y 18 K 3	R 52 G 96 B 148
P 653		

DISTRICT PRIMARY COLOURS

Our primary colours are used in the logo as well as various design devices and background colours.

Cyan Blue provides an airy, modern tone. It relates to blue skies and open seas, opportunity and progress. It is a classic colour that won't feel trendy.

DISTRICT SECONDARY COLOURS

The secondary palette of colours for the District provides similarly toned colours such as green or mustard but also some bright, contrasting tones in orange and magenta. A darker blue is an accent that is used in font subheads and layout elements. These colours speak to the diversity and vitality that exists in our schools and people.



BY THE NUMBERS

P (or PMS) Pantone Colour Matching System, used by most commercial printers, sign makers etc.

CMYK Cyan, Magenta, Yellow, Black, used for 4-colour "process" printing. Most digital printing is done in CMYK.

RGB Red, Green, Blue, which is used on computers/websites, tvs, phones, tablets and other electronic devices.



A complete listing of our school colours is available in our online toolkit.

Calibri Bold Italic

Fonts and Type

While we consciously notice changes in colour or size more readily, the shapes of things influences us profoundly. Consider how pre-literate children differentiate visual information. Fonts are a distinct shape, and therefore extremely important.

ONE SCHOOL DISTRICT, ONE FONT FAMILY

It's not your typical water cooler talk, but fonts are very significant to strong visual communication. The Internet provides access to thousands of fonts, but for our collective benefit, we'll use just one: Calibri.

It's available on virtually every computer, and it easily translates from print to electronic materials.



For more information

Contact Kayla Stuckart
Manager, Communications
604.859.4891 ext 1206





LET'S KEEP IT CIVILIZED

It's always fun to get a little wacky every now and then. But not in our official communications. When communicating on behalf of your school or the district, let your quality content speak for itself. Using the official fonts consistently will more powerfully remind people of the team you represent.

For more information

Contact Kayla Stuckart
Manager, Communications
604.859.4891 ext 1206



Need help?

Are you a little stumped as to how marketing and brand identity became part of your job description? Or wondering why ordering those new school uniforms is such a hassle and takes you away from your students and staff? I'm here to help.

As the District Communications Manager, it is my job to coordinate, monitor and manage our District's visual identity and corporate communications.

Communicating effectively and professionally with our parents and students is everyone's job, but I am help you with everything from website messaging, to media releases to ordering those uniforms with the right logo!

You don't have to go it alone.

Contact Kayla Stuckart
Manager, Communications
604.859.4891 ext 1206