



ADMINISTRATIVE PROCEDURE	
<i>Approval Date</i> 2014	<i>Replacing</i> All previous procedures
<i>Review Date</i> 2019	<i>Page</i> 1 of 6
<i>Contact Person/Department</i> Communications Department	<i>Identification</i> BD - 2500

PUBLISHING STANDARDS

1.0 PURPOSE

Trillium Lakelands District School Board is committed to responsible public relations through proactive, effective, and open communication among stakeholders in support of student achievement and well-being.

Incorporating the Use of the TLDSB visual identity in all communications materials and tools will ensure a common look, signifying unity, confidence, and will reinforce the Board's image.

2.0 REFERENCES AND RELATED DOCUMENTS

- 2.1 Communications Policy BD-2020
- 2.2 Communications Procedure BD-2021

3.0 DEFINITIONS

- 3.1 **VISUAL IDENTITY** – Visual Identity consists of standardized logos, typefaces, templates for brochures, flyers, banners, signs, stationery, advertisements, employment postings, tenders, plus guidelines affecting all other means by which an organization expresses itself visually – also termed “corporate identity”
- 3.2 **LOGO** – A logo is a graphical element (that, together with its logotype - a uniquely set and arranged typeface) form a trademark or commercial brand. Typically, a logo design is for immediate recognition.

4.0 ADMINISTRATIVE PROCEDURE

This Administrative Procedure may not cover all needs. As needs arise, the Communications Department will determine location, size and font to be used for the logo and text.

4.1 PUBLISHING GUIDELINES FOR CENTRAL OFFICES

4.1.1 TLDSB Logo Guidelines



- a) The TLDSB logo need only appear on the first page of a multi-page document.
- b) The name “Trillium Lakelands District School Board” is to appear on each page as a header or footer of a multi-page document unless the TLDSB logo appears on that page.
- c) The TLDSB logo will be included on all communication tools (faxes, forms, newsletters, memos), publications, promotional items, and printed supplies. The logo will be available electronically.
- d) The TLDSB logo may not be reproduced smaller than 1” (2.5cm) from the widest points, except in specific circumstances in which users have obtained permission from the Communications Department.
- e) Elements of the TLDSB logo may not be disconnected and used separately in any way.
- f) The TLDSB logo may not be reproduced in any colours except the official Pantone Matching System colours: PMS 287 blue and PMS 340 green. Fonts used for the logo are: Garamond Light Italic for “Trillium” and “Lakelands” and Futura Light Condensed for “District School Board”.
- g) The TLDSB logo may also be printed entirely in white, entirely in black, or entirely in the blue PMS 287 colour.
- h) The preferred placement of the TLDSB logo is on the upper left corner of a document header. Placement in the bottom left corner of a document footer is also acceptable.
- i) All print and electronic communications using the school TLDSB logo (including letterhead) requires approval by the Communications Department.

4.1.2 Guidelines for use of Mission Statement graphic



- a) If possible, any time the TLDSB logo appears on a document, the mission statement graphic “Better Together in a Safe and Caring Learning Community” should also appear.
- b) The mission statement logo will be made available in electronic format through the Communications Department.
- c) The maximum size of the mission statement graphic is to be the height of the TLDSB logo. The recommended minimum horizontal distance between the TLDSB logo and the mission statement is $\frac{1}{4}$ of a logo width.
- d) The preferred placement for the mission statement graphic is in the bottom right corner of a document footer.
- e) The mission statement graphic need only appear on the first page of a multi-page document.

4.1.3 Font Guidelines

- a) All correspondence will use a full block format. (Each paragraph is in a separate block with a space between each paragraph.)
- b) Arial or Calibri will be used as the font on all forms, policies, etc. A choice between Arial, Calibri, and Times New Roman will be used for all correspondence and published materials.
- c) Fonts used on websites will be Verdana or Arial, dark text on a white background, with consistent use of one text colour.
- d) Font size should be between 10 and 12 points for most communications materials.

4.1.4 Printing Standards

- a) Printed coloured letterhead will be used when communicating externally and will be reserved for legally necessary correspondence only. Coloured letterhead must be printed using the colours identified in item 1c.
- b) Electronic letterhead will be provided to departments to use for correspondence that can be sent electronically (preferred). Copies of electronic letterhead should be archived electronically or, if necessary, printed in black and white.
- c) Memo and fax forms will be used as issued by the Communications Department. These formats will be provided electronically.
- d) All envelopes ordered by the central office shall include the logo and return address in the top left corner. The address can be printed beside or under the logo. The logo can be printed entirely in black or PMS 287 blue. The mission statement graphic need not appear on envelopes.
- e) Internal advertisements, forms, agendas, minutes, and all other documents will be printed using the approved font and will include the TLDSB logo in one of the preferred locations.
- f) Outsourced printing of stationery (letterhead, envelopes, business cards, etc.) should use the logo colours (PMS 287 blue and PMS 340 green) Fonts and artwork direction will be provided by the Communications Department
- g) All new brochures, forms, posters, and other printed materials are to be reviewed by the Communications Department before publishing.

4.1.5 Electronic Graphics

- a) All websites created for TLDSB departments, schools, classrooms, or initiatives must have the TLDSB logo prominently displayed. If the website is for a school, classroom, or initiative, the logo must be displayed in the navigation section at the bottom of each webpage.
- b) All social media platforms used by TLDSB departments, schools, and classrooms must have the TLDSB logo prominently displayed.
- c) The minimum size for the TLDSB logo on a web-based program is 75 pixels wide.

- d) All department and school websites and social media sites are to be reviewed by the Communications Department prior to publishing.

4.1.6 Advertisements

- a) Advertisements placed in the media will include the TLDSB logo either at the top or bottom left hand corner or centred at the top. The mission statement logo may be placed in either the bottom left corner or centred at the bottom.
- b) All advertisements shall have the name and title of the Chair of the Board and the name and title of the Director of Education placed along the bottom of the ad in no less than 6 pt type.
- c) Advertising agencies (newspapers, magazines, yearbook editors) must adhere to TLDSB logo and font guidelines as stated above.
- d) The logo may not be reproduced smaller than 1" (2.5cm) from the widest points, except in specific circumstances in which users have obtained permission from the Communications Department.

4.2 PUBLISHING GUIDELINES FOR SCHOOLS

4.2.1 Logo Guidelines

- a) The TLDSB logo must be included on school newsletters on either the bottom left hand corner or the bottom right hand corner of the front page.
- b) The TLDSB logo may not be reproduced smaller than 1" (2.5cm) from the widest points
- c) The School logo and name must appear on all documents including newsletters, letterhead, envelopes, posters, brochures, advertisements, etc.
- d) School newsletters and letterhead require the TLDSB logo to be included on either the bottom left hand corner or the bottom right hand corner of the front page. Internal communication tools such as memos can be designed without using the logo. Envelopes do not require the TLDSB logo as long as the school logo is in place.
- e) All communication materials using TLDSB logo and / or school logo (including letterhead) requires approval by school administration.

4.2.2 Font Guidelines

- a) Arial or Calibri will be used as the font on all forms, policies, etc. A choice between Arial, Calibri and Times New Roman will be used for all correspondence and published materials.
- b) Font size should be between 10 and 12 points for most communications materials. (This does not include materials specifically for classroom use where a larger font may be necessary).
- c) All correspondence will use a full block format. (Each paragraph is in a separate block with a space between each paragraph.)

4.3 CREATIVE DOCUMENTS

From time to time a school, staff member, or department may wish to develop posters announcing an event. Following the TLDSB Publishing Standards for logo placement, ensuring approval from the Communications Department, creative license may be used in choosing fonts for the flyer.

5.0 APPENDICES

5.1 Graphic Standards Manual