Toronto Catholic District School Board

T C D S B

CORPORORATE
LOGO USE
GUIDELINES

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LOGO

The official symbol of the Toronto Catholic district School Board combines the cross, the anchor, and the heart representing the three theological virtues of faith, hope and charity. It is based on the cross and anchor symbol used by the early Christians in the catacombs, the added heart representing humanity.

Toronto Catholic District School Board

The circular version of the logo, with the full TCDSB name present, is the current standard for official board use. All official materials resonating from the board must include this logo.

Toronto Catholic District School Board

In a few rare instances, this stacked version of the logo is also acceptable, though the circular variation is the preferred choice.

LOGO
DO NOTS

Do not squash or stretch

Do not alter the colour

Do not place the dark logo on a dark background

Do not change or try to recreate in any way

Do not resize any individual components

Do not add gradient

Do not place on any image that is too "busy"

Do not crop in any way

Do not rotate

Do not use a poor reproduction

LOGO

CLEAR SPACE & SIZING

When using the TCDSB logo, there should be a distinct space surrounding the logo where no text or images should overlap on top.

The size of the space should be directly related to the size of the "T" in Toronto, creating a border around the overall logo.

80 Sheppard Ave. E
Toronto ON
M2N 6E8

80 Sheppard Ave. E
Toronto ON
M2N 6E8

The logo itself should never be any smaller than 0.5 inches on either side. There is no restriction on the maximum size, but use your judgement.

0.5"

0.51"
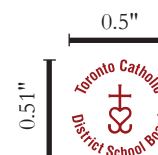
LOGO
DEPARTMENT ADAPTATIONS

A number of departments within the TCDSB utilize separate logos from the main "cross, heart, anchor" symbol used for the main board. In order to emphasize a better brand identity, department logos should start to be presented with the following layout:
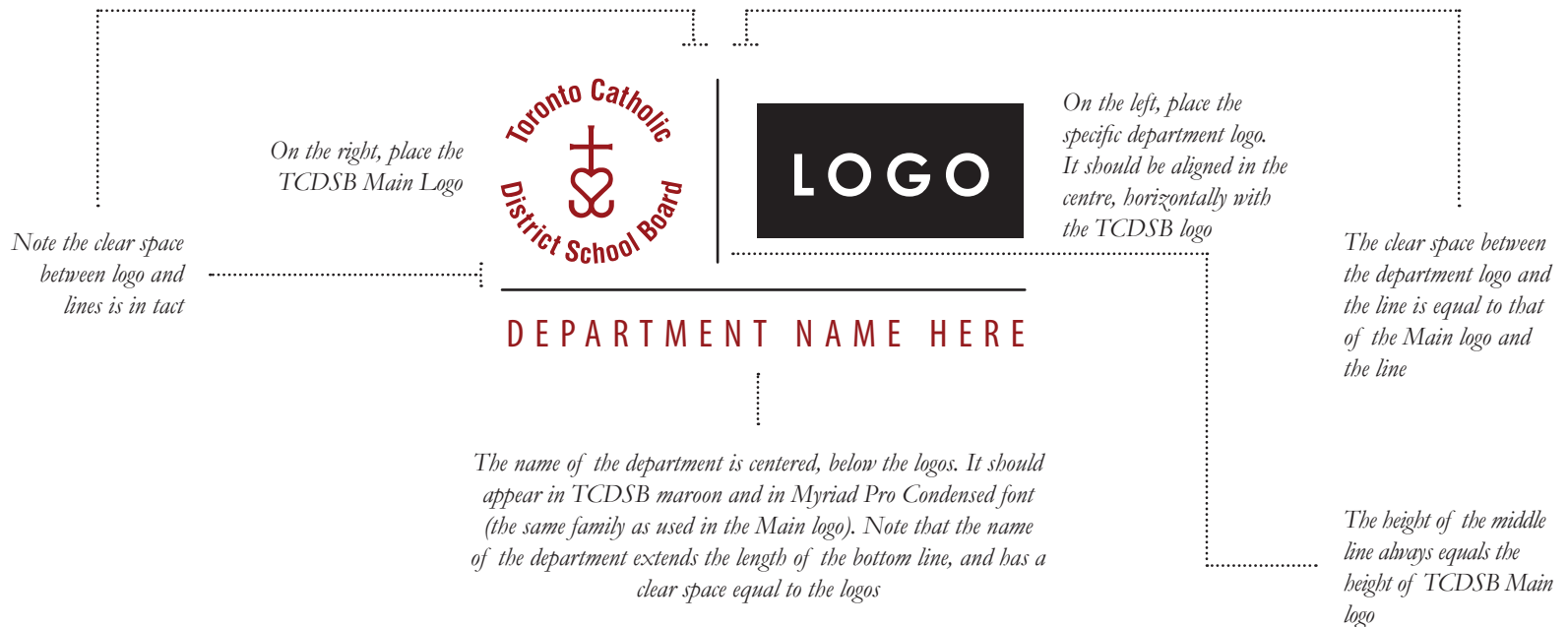
On the right, place the TCDSB Main Logo

On the left, place the specific department logo. It should be aligned in the centre, horizontally with the TCDSB logo

Note the clear space between logo and lines is in tact

Toronto Catholic District School Board

LOGO

The clear space between the department logo and the line is equal to that of the Main logo and the line

DEPARTMENT NAME HERE

The name of the department is centered, below the logos. It should appear in TCDSB maroon and in Myriad Pro Condensed font (the same family as used in the Main logo). Note that the name of the department extends the length of the bottom line, and has a clear space equal to the logos

The height of the middle line always equals the height of TCDSB Main logo
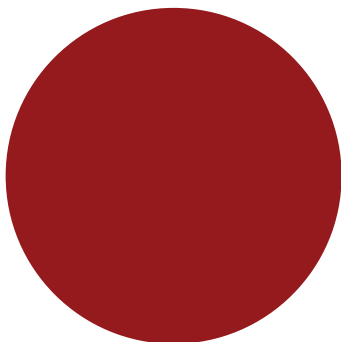
LOGO
DEPARTMENT EXAMPLES

CONTINUING EDUCATION

The tracking of the department title should not exceed +300. In this instance, the name extends only as far as that will allow, and remains centred

SAFE SCHOOLS

INTERNATIONAL EDUCATION PROGRAM

If the department name is too long to fit on a single line, it can be broken up into two stacked lines

COLOUR
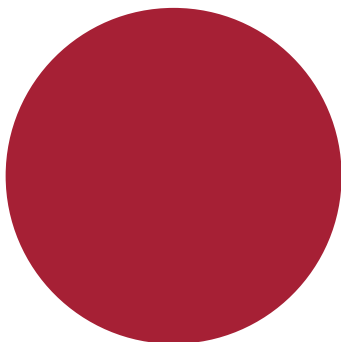## *VALUES*

C   26
Y   100
M   100
K   26

R   151
G   25
B   21

HEX
#971915

**PANTONE
201 C**

The PANTONE® swatch should only be used for spot colour situations

Toronto Catholic District School Board

C 0
Y 0
M 0
K 0

Toronto Catholic District School Board

C 26
Y 100
M 100
K 26

Toronto Catholic District School Board

C 50
Y 100
M 100
K 50

Toronto Catholic District School Board

C 26
Y 100
M 100
K 26

Toronto Catholic
District School Board

C 0
Y 0
M 0
K 0

Toronto Catholic
District School Board

C 0
Y 0
M 0
K 100

COLOUR
PALETTES

C   50
Y   100
M   100
K   50
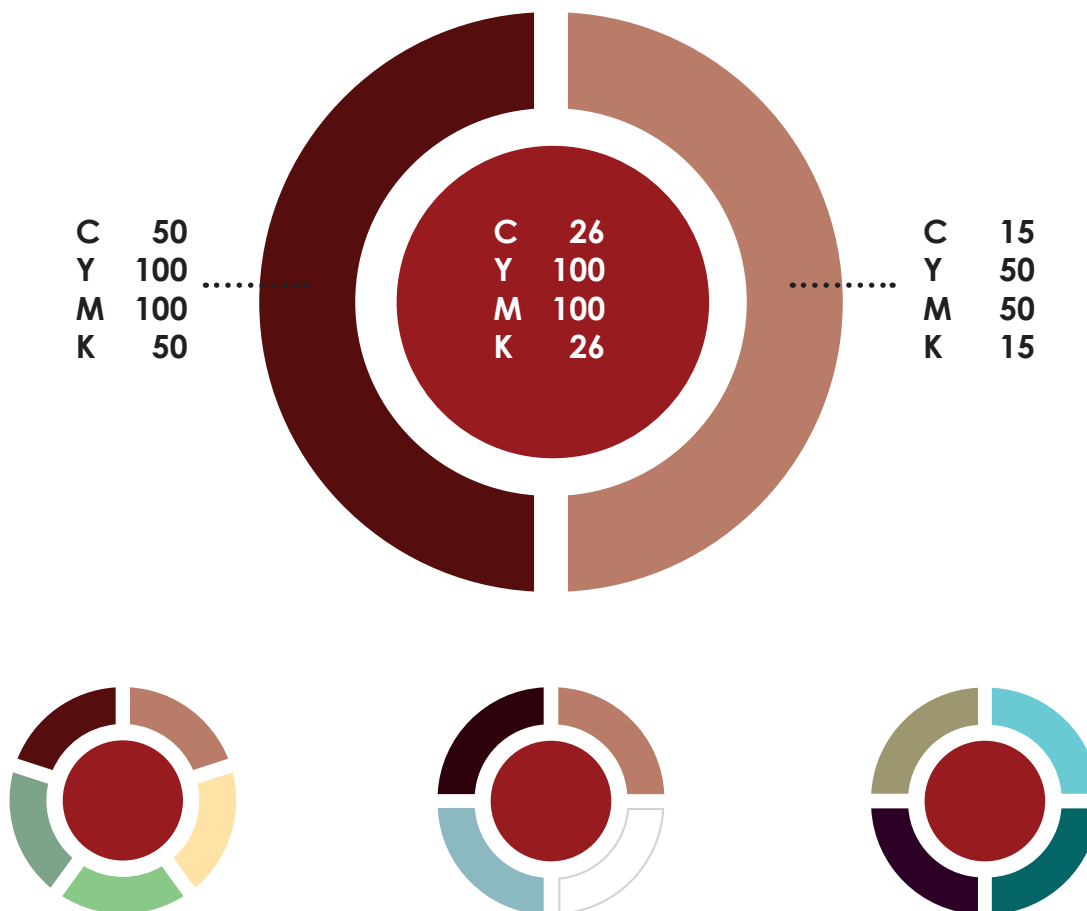
C   26
Y   100
M   100
K   26

C   15
Y   50
M   50
K   15

These palettes are merely suggestions on how to compliment the TCDSB maroon brand colour. None should be taken as canon when producing designs, and should only be used to better reflect the official TCDSB colour.

TYPOGRAPHY
TYPEFACES

CENTURY GOTHIC
The five boxing wizards jump quickly.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AaBbCc
ITALIC

AaBbCc
BOLD

AaBbCc
BOLD ITALIC

Intended as competition for the typeface Futura, Century Gothic was created by Monotype Imaging in 1991. It was based on their own previous creation of the font Twentieth Century which was drawn by Sol Hess between 1937 and 1947.

Garamond
The five boxing wizards jump quickly.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AaBbCc
Italic

AaBbCc
Bold

There have been many modern revivals of the Garamond typeface over the years, but generally speaking most are based on the original works of designers Claude Garamond, Jean Jannon and the italicized variant on Robert Granjon. Garamond is a classic font that pairs well with the modern look and geometric shape of Century

TYPOGRAPHY
HIERARCHY

Century Gothic Bold should be used for headlines. The colour may vary with the design, but should typically be represented in All Caps format.

Subheadings are the one area that typefaces may vary depending on design. Here, Myriad Pro Condensed Bold is used as the complimentary font and should be put into the back pocket for possible additional typefaces to use. Century Gothic Bold (in All Caps) is also suitable for subheadings.

Garamond should be used for body copy.

HEADLINE GOES HERE

The deck goes right here and gives a further explanation to what this document might go on to say

SUBHEAD ONE

Fernatur amus rempore, aut hil ma volorum eum qui corent qui autemporatem faciis et hillore pudigni endandit, sit perae lab ium fugia qui cum doluptatem saecaes tiore, cum aliciuntis il min rerum venimi, tem dolupturem reption nihit experit fuga. Catemol uptium andeles remquis cimenis anduciis dolutem porempo rentissus.

Elicipsum everum eatios rehendem vit is et res eiur? Qui doluptus.
Rum veligni milicim harum et ullent, sum faccumq uiatus qui dolorem rem. Et aut volorest ex eostis el exped quunt et arcipid istibusdamus aligendis eum aut

SUBHEAD TWO

Earuptatio di aliqui aut et litisci issinctur? Qui re et millent et ommodis autem qui volecae tent, videlibus

Decks and explanation text should be Century Gothic Regular or, sometimes, Italic. For outright body text however, the Century Gothic typeface should not be used:

" Century Gothic is fine for large sizes. It is poor for body text. Assertions that its high x-height 'means it has good legibility' are incorrect. An ample x-height within reason contributes to legibility. But Century Gothic also has very closed apertures on key characters that make them hard to distinguish from others. Its extreme geometric design does not help. "

– **Thomas Phinney**
Vice President,
FontLab

STYLE
RESEARCH

Upper Canada College has a clean and solid look across their school's advertising campaigns. This a good example of an educational brand that knows its audience and what it wants to convey.

TFC uses similar colours to the Toronto District School Board. Their use of the red and tone on tone is something to be admired. A good example of how to effectively, and subtley, express your branding.

THE LAST YEAR WAS
A YEAR OF
AMAZING GROWTH
AND INCREDIBLE
STORIES

Thankyou's annual report uses photos/videos very well. Overlaying brand colours and allowing copy to stand out. It also has a very non-imposing essence with it's use of white text vs. something darker.

UPPER CANADA COLLEGE
https://www.behance.net/gallery/6170047/Upper-Canada-College

TORONTO FC
https://www.behance.net/gallery/37077345/Toronto-FC-2016-Season-Tickets

THANKYOU
https://thankyou.co/built-on-stories/

STYLE
RESEARCH

Catholic Art is so ingrained in the core of history that it should not be ignored as a contributing design inspiration for the branding of TCDSB. It doesn't have to be prominent, but the influence should also not be forgotten.

Simplistic, geometic icons are both professional and at the same time, have a childlike quality. This is a line that the school board should attempt to walk with it's branding, presenting the business side of operations but not forgetting that's it's key is reaching students and parents. This type of iconography can be useful.
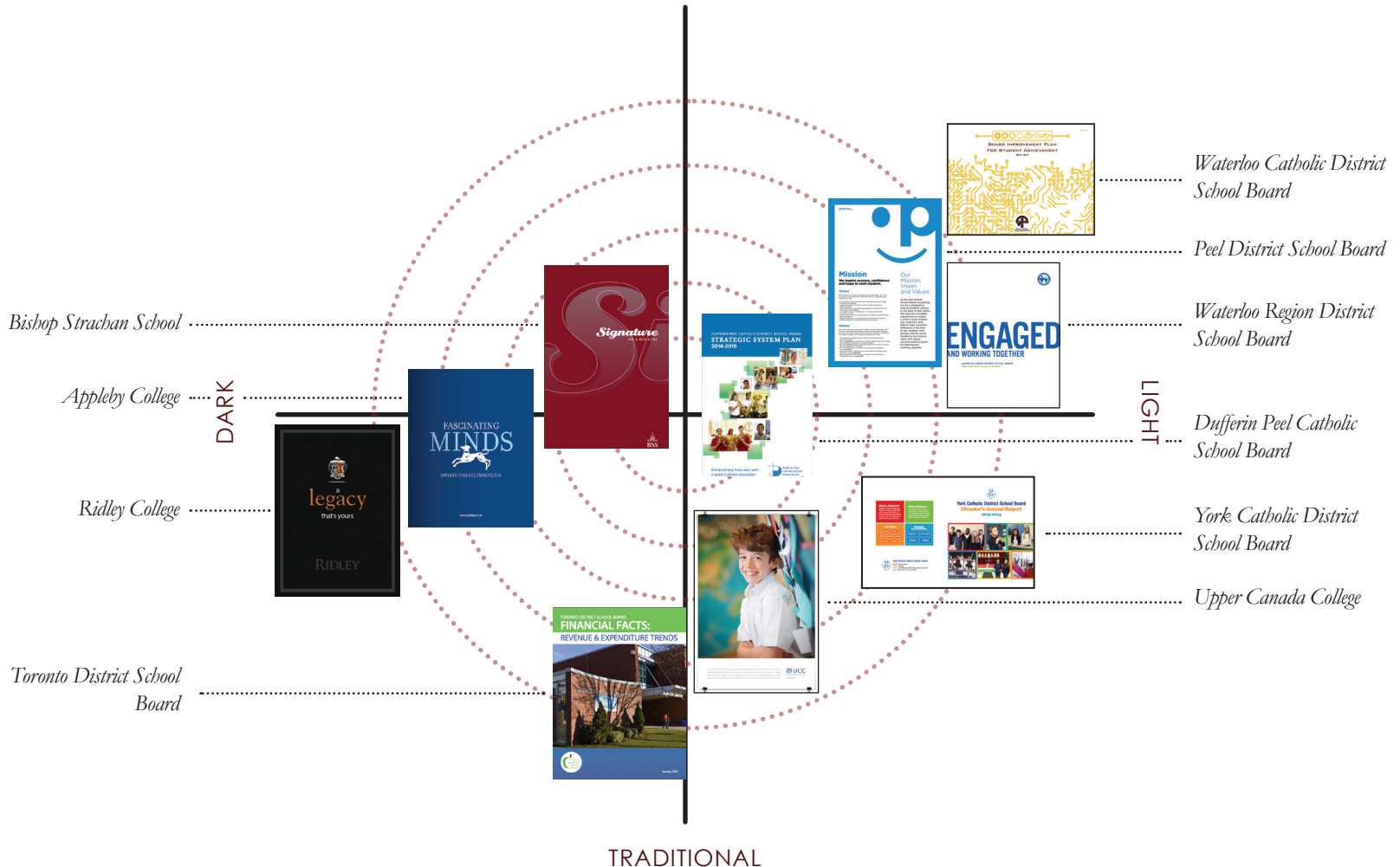
OUR LADY OF SORROWS
by Tahnja Wolter

VARIOUS ICONS
by Filipe Guimarães (see also madebyelvis)

STYLE
VISUAL AUDIT

Looking at schools and boards in the surrounding area, two things can be observed by looking at their identities: private schools tend to use a darker and more traditional style, whereas district boards are more inclined towards a lighter tone (but kind of treads the line of modern/traditional feel)

RECENT SCHOOL IDENTITY TRENDS

MODERN

DARK

LIGHT

TRADITIONAL

Waterloo Catholic District School Board

Peel District School Board

Waterloo Region District School Board

Dufferin Peel Catholic School Board

York Catholic District School Board

Upper Canada College

Bishop Strachan School

Appleby College

Ridley College

Toronto District School Board

inspired by Jihye Lee
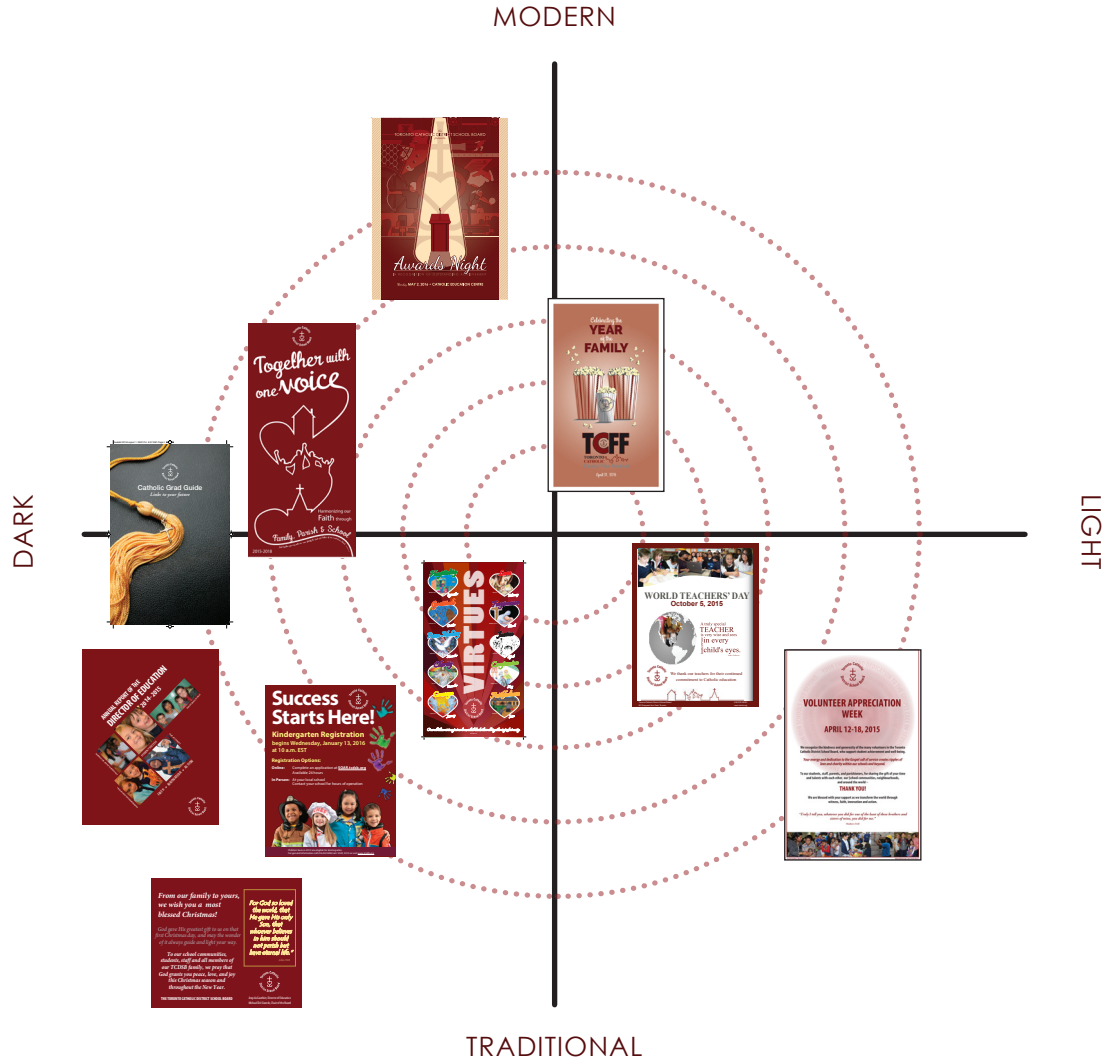https://www.behance.net/thisisjihyelee

The TCDSB has a number of different projects that require design preparation. Here are a few of them from a wide array of assignments to better reflect the presence of the Board's visual identity.

TCDSB RECENT DESIGN PROJECTS

MODERN

DARK

LIGHT

TRADITIONAL

STYLE
ANALYSIS

i. School Boards are trending towards lighter branding with a skew towards modernity which compliment their traditionalism.

ii. TCDSB relies on darker layouts and tends to lean on traditional design strategies

i. The private school brands seem to push their history within their designs as they have an avid base to go off of. The district boards have adapted softer and typically lighter colours/layouts to push the unifying school theme across.

More often than not, these examples employ a minimal photo/text combination, with a sans serif typeface and very little in the way of illustration. Illustration that does show up is simplistic and often vector based.

ii. The Catholic School Board identifies closer with the private schools rather than the other district boards. While different in essence, the same kind of styles and use of colours are prevalent in the private and TCDSB designs. In comparison to other district boards, Toronto Catholic is distinctly darker in its execution of it's materials. In this way, it could be interpreted as less welcoming and slightly more intimidating than its counterparts.

STYLE
POSITION

SCHOOL IDENTITIES
TCDSB DESIGNS
OPPORTUNITY

MODERN

DARK

LIGHT

TRADITIONAL
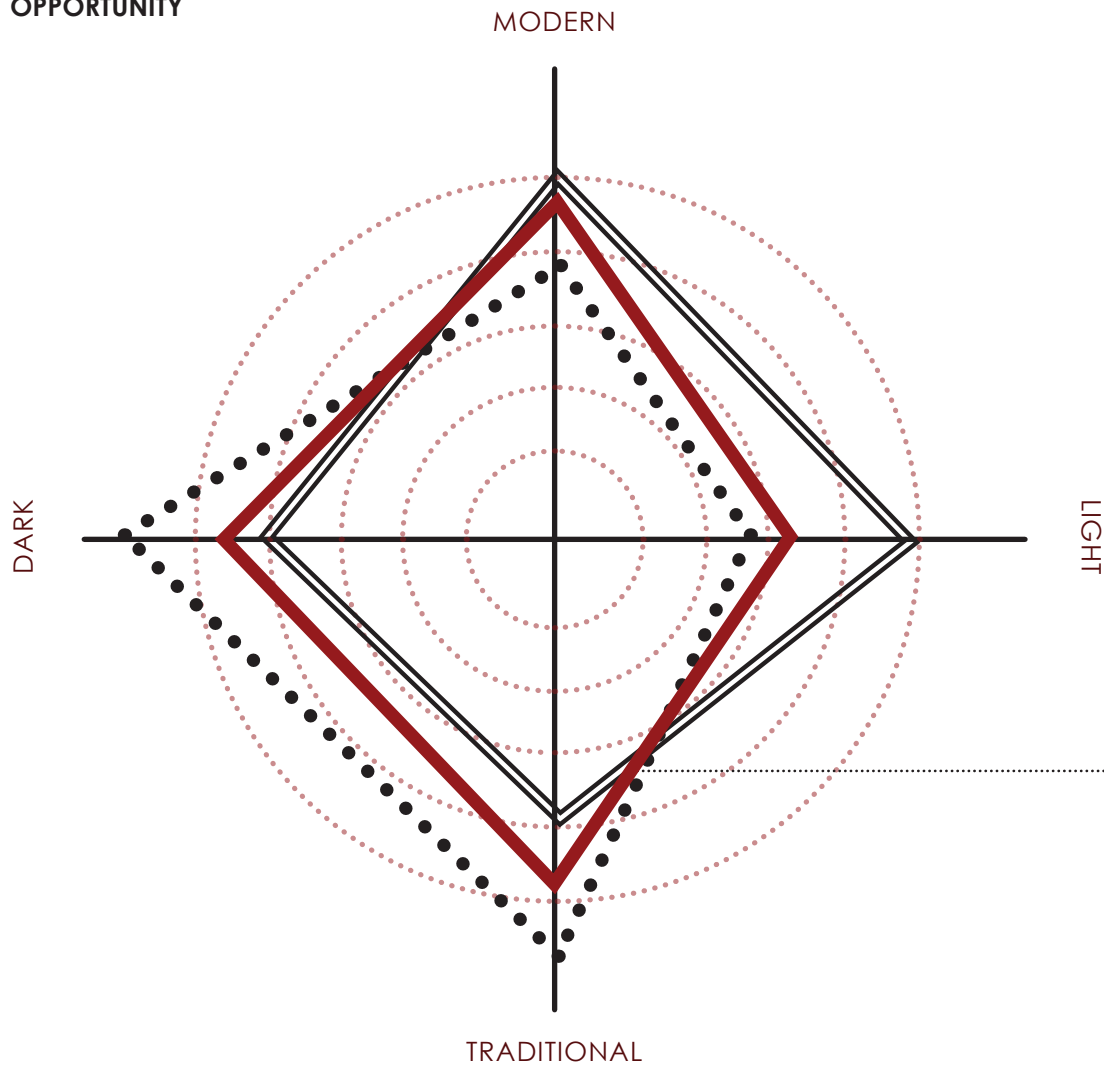
The middle, red area represents the "best of both worlds". The audit allows the argument to be made that successful designs moving forward would be best suited to fit within this boundary.
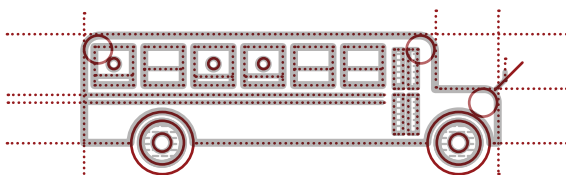
ICONOGRAPHY
ICON DESIGN

To suit the style outlined in the previous section, icons for the TCDSB should reflect a professionalism seeped in a lighter, simplistic tone. Since children and students are a huge part of our corporation, having clean icons that vaguely resemble "doodles" done in the corners of kids' notebooks is the aestethic goal.

Some tips:

Icons should use simple geometric shapes. Straight horizontal and vertical lines combines with circular curves. Diagonal lines can be utilized, but sparingly.

*Lines should be weighted at a 2:3 ratio. Key lines should typically be 1/3 of the weight greater than lines used for inner detail on icons. The example below uses* **3pt** *lines...*

Icons should not use traditional "fill" colours. This pattern, using a smaller-weighted dash, employs a better reflective style technique and meshes better with the overall feel of the icons.

...with **2pt** *lines for the "door handles".*

ICONOGRAPHY

ICONOGRAPHY
IN ACTION

Toronto Catholic District School Board
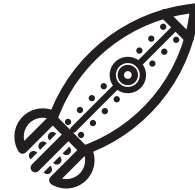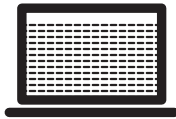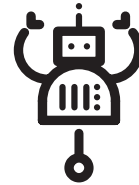
YOUR TRUSTEE'S REPORT

416-512-3403   *Trustee Services 416-222-8282*
Amanda Condello ext. 2660
Colin Johnston ext. 2659   sal.piccininni@tcdsb.org

SAL
PICCININNI

WELCOME TO THE 2016-2017 SCHOOL YEAR

First, I want to thank all the parents who contacted me in June regarding the bus transportation cuts needed to balance our 2016-2017 budget. Trustees heard you loud and clear and reversed the decision to cut bussing to students who live within 1.5 km of their school. There are NO changes to bus service and we apologize for any confusion and uncertainty this may have caused. However, I should point out the TCDSB is seriously underfunded by the Ministry of Education for student bus transportation by almost $10 million dollars this year alone. I will update you on any

compiled/designed by

WADE THOMPSON