Peace River School Division

brand guidelines

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03 logo

logo variations

The logo of the Peace River School Division is a distinctive, energetic graphic that lets us market and promote Peace River School Division as a first choice for students. It communicates on two levels simultaneously. Verbally, it conveys the name many people know, use or recognize when speaking about the Division. Visually, it conveys the message of professionalism and excellence with the three swooping lines all pointing toward the image of a traditionally-shaped star, in much the same way our many diverse schools collectively form the foundation of our district with one goal: Learning Together - Success for All.

There are three official colourways of the logo: black, white, or two-tone blue. The star graphic can be used independent of the typeface, but the typeface should not be used independent of the star graphic. The star graphic can be used when space is tight, with the horizontal logo and two-line typeface logo being used when space allows.

There is no set minimum size for the logo, so long as when it is used the logo remains clear and legible.

logo misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document. There are no exceptions.

To use the Peace River School Division logo, please contact the Communications Coordinator for guidance.

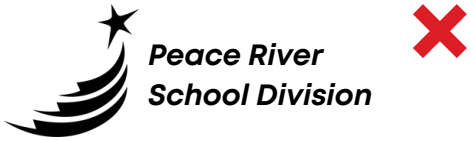
Do not rotate the logo

Do not use non-brand colours.

Do not distort the logo by stretching it horizontally or vertically.

Do not use drop shadows or any other image effects.

Do not place the logo on a background with insufficient contrast.



Do not change the typeface or recreate the logo.

Do not place the logo over an image that comprises the legibility.

06

tagline

tagline

The tagline communicates in a way most students can relate to. Note that when it's used as a complete statement: Learning Together - Success for All, every word except "for" is capitalized. There is a hyphen between the first and second statement for added emphasis and connection between the two statements. Neither statement should ever be used on its own. At the Peace River School Division we learn together in order to create success for all.

Learning Together - Success for All

Learning Together - Success for All

Learning Together - Success for All

08 naming

approved school names

Here are approved names for each school in our division. In some cases, there is a full name and an abbreviated version. The full name should be used in instances such as email signatures or return addresses. Check with the Communications Coordinator if you have questions.

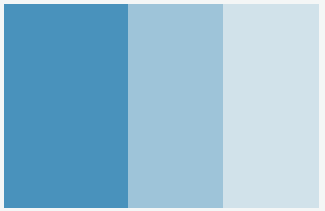
FULL NAME	ABBREVIATED
Peace River School Division	PRSD
Bear Canyon Colony School	
Breaking Point Colony School	
Cleardale Colony School	
École Springfield Elementary School	Springfield
E.E. Oliver Elementary School	EEO
Fairview Jr./Sr. High School	FHS
Grimshaw Public School	GPS
Hines Creek Composite	HCC
Lloyd Garrison School	LGS
Manning Aurora Composite School	MACS
Menno Simons Community School	MSCS
Nampa Public School	NPS
Peace Learning Connection	
* Peace Home Learning Connection	
* Virtual Education Program	VEP
* Fairview & Area Learning Store	FALS
* Peace Regional Outreach Campus	Outreach
Peace River High School	Peace High
Red Earth Creek School	RECS
T.A. Norris Middle School	TA
Worsley Central School	WCS

10 colours

colour palette

Colour is an integral part of brand identity. Consistent use of the colour palette will not only reinforce the cohesiveness of the brand but also communicates feelings and emotions to your audiences.

Peace River School Division's colour palette combines three shades of blue, yellow, black and white. All of these colours can be used at different opacities to create striking, inviting communications.

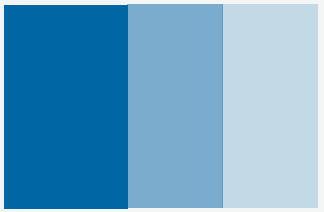


Light Blue

WEB: #4992BC

RGB: 73, 146, 188

CMYK: 61, 22, 0, 26

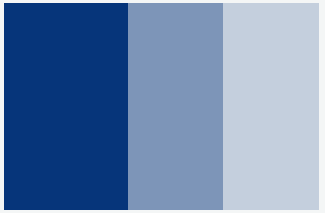


Medium Blue

WEB: #0065A4

RGB: 0, 101, 164

CMYK: 100, 45, 0, 18



Dark Blue

WEB: #06357A

RGB: 6, 53, 122

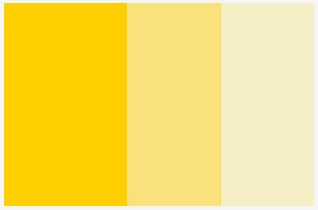
CMYK: 100, 82, 0, 30

Grey

WEB: #CBD2D6

RGB: 203, 210, 214

CMYK: 5, 2, 0, 16



Yellow

WEB: #FFCF00

RGB: 255, 208, 0

CMYK: 0, 18, 100, 0

12 accessibility

keeping text accessible

To create an accessible digital presence, colour combinations should be limited to those suggested here. Printed documents also should follow these standards. The goal is keeping text accessible to individuals with visual impairments by meeting contrast minimums between the size and colour of the text and the background.

These combinations apply to all text, including presentations, infographics, charts, tables, and text.

The **Web Accessibility Initiative** provides additional information on providing sufficient contrast.

The **Silktide Accessibility Checker Chrome Extension** is a useful tool in determining adequate colour contrast.

TEXT COLOUR, ALL POINT SIZES	TEXT COLOUR, IF >15 PT BOLD
Black	White, Dark Blue, Black
White	White, Yellow, Black, Grey
Grey, White, Yellow	White, Yellow, Light Blue, Grey
Black, Dark Blue	Medium Blue, Black, Dark Blue
Black, Dark Blue	Medium Blue, Black, Dark Blue
White, Grey, Yellow, Light Blue	White, Yellow, Light Blue, Grey
Black, Medium Blue, Dark Blue	Black, Medium Blue, Light Blue, Dark Blue

14 photography

photography

The Peace River School Division brand identity system incorporates a combination of posed and candid, full colour photography of students, staff and volunteers engaged in daily activities.

When taking a posed photo, the individual should be the primary focus of the image, occupying at least 50% of the total image area. These photos are best used in marketing materials.

Candid photos aren't posed. Rather, the people in the photos are caught in the moment in a more informal way. Photos with up to five individuals are preferred over large group photos. The overall effect is showcasing the energy and interaction of a school day or extracurricular event. All photos should feature PRSD students or staff. Stock photos should not be used in PRSD promotional materials.

Please note that parents must opt-in if they want their students to be photographed for any school division purpose.

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school logos

elementary schools

Approved logos for Peace River School Division elementary schools are shown here. Refer to page 4 for usage guidelines.

middle school

The approved logo for Peace River School Division's middle school is shown here. Refer to page 4 for usage guidelines.

(Grades 5-8)

high schools

Approved logos for Peace River School Division high schools are shown here. Refer to page 4 for usage guidelines.

Peace River High School

alternative education

Approved logos for Peace River School Division alternative education schools are shown here. Refer to page 4 for usage guidelines.

K-12 schools

Approved logos for Peace River School Division K-12 schools are shown here. Refer to page 4 for usage guidelines.

Worsley Central School

Grimshaw Public School

Manning Aurora Composite School

schools without logos

Breaking Point Colony School, Bear Canyon Colony School, and Cleardale Colony School do not have official logos.

thank you

if you have questions about anything in this guide or you're unsure if your communication best represents Peace River School Division and its schools, please contact the Communications Coordinator. We can also provide links to visual brand assets.

Peace River School Division

Learning Together - Success for All