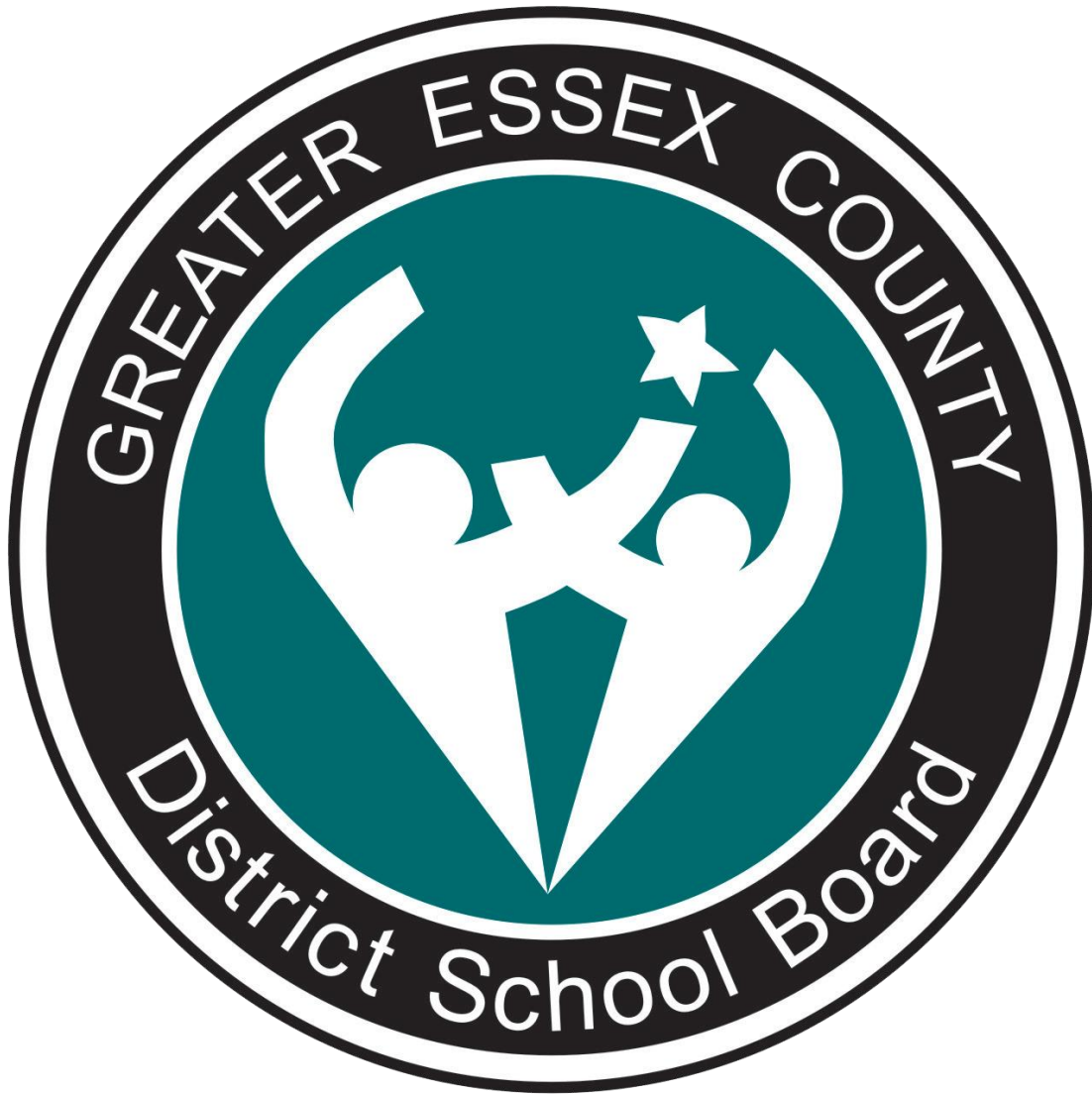


Greater Essex County District School Board Logo Style Guide



Building Tomorrow Together

Board Logo Style Guide

1. The approved form of our logo is commonly referred to as “the wheel”.



It may be presented in full colour (teal - pantone 323, black and white) or in black and white only.

2. When necessary for use on promotional products*, a variation is permitted, upon approval from the Public Relations Office. This is referred to as “the swish” and presents the central figures reaching for a star with a curved line going left to right across the top along with the Board acronym - GECDSB.



**Whenever possible the approved logo will be used on all products adorned with a Board emblem. There may, however, be circumstances when the “wheel” logo does not suitably reproduce on certain items.*

3. No accompanying logo on any Board document or publication may be larger in size than the official Board logo.
4. Individual school emblems may precede the Board logo on school letterhead and school-generated communication material. They may not, as described in # 3, be larger than the Board logo. Example:



W.F. Herman Academy



5. The use of the Board slogan “Building Tomorrow Together” is encouraged to be used in conjunction with the official Board logo. It can appear in either black or teal (pantone 323). The recommended font is Arial.

Building Tomorrow Together
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