Greater Essex County District School Board

Policy: Board Logo Use

Reference No: P-AD-32

The official logo of the Greater Essex County District School was designed to reflect the Board's motto "Building Tomorrow Together". The two figures are representative of the many partnerships in education: Students, teachers, support staff, parents/guardians and community. The image projects the partners reaching for excellence and success within a system that is visionary, exciting, strong and supportive.

Below are the guiding principles regarding the use of the Board logo.

1. The official Board logo shall be used with precedence on all Board or individual department communication material.

2. All school letterhead, individual business cards, and all Board correspondence, advertising and other communications must include the official Board logo. School letterhead should also include the school's symbol or individual logo.

3. All material produced and distributed by schools, departments, programs, etc. shall include the official Board logo and may also include the name or symbol identifying the school, department or program.

4. The official Board logo is to be used in its entirety without variation or change. However the logo may also be used as a design element in Board publications provided it is also visible within the same view, in its entirety.

5. The logo can be reproduced either in its official colours (Teal – Pantone 323 and black) or in black and white.

6. The logo and the elements of its structure may not be distorted or altered, except for sizing purposes only.

7. The Board Logo style Guide (Appendix A) should be used to ensure compliance with the use of the Board logo. Approval for logo usage should be directed to the Public Relations Office.

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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