

# GRAPHIC STANDARDS GUIDE



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD

July 2006



# GRAPHIC STANDARDS GUIDE



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD

---

Realization: Sophie Benmouyal  
© interpôles

July 2006



# TABLE OF CONTENTS

## Chapter 1 **LOGO**

> Versions . . . . .	2
> Area of isolation and minimum size . . . . .	3
> Official colours. . . . .	4
> Secondary element . . . . .	5
> Positive or reverse print application . . . . .	6
> Incorrect usage . . . . .	7

## Chapitre 2 **TYPEFACE**

> Official typeface . . . . .	8
-------------------------------	---

## Chapitre 3 **GENERAL STATIONERY**

> General stationery . . . . .	9
> Press release . . . . .	12
> Executive stationery . . . . .	13

## Chapitre 4 **BUSINESS STATIONERY**

> Letterhead with watermark . . . . .	17
> Large envelope . . . . .	18
> Cheque . . . . .	19
> Pay stub . . . . .	20
> Property tax statement. . . . .	22
> School tax statement . . . . .	23

## Chapitre 5 **CORPORATE PIECES**

> The Laurier News . . . . .	25
> Certificate of recognition . . . . .	26
> Pin and wall logo. . . . .	27
> Outdoor structure identification . . . . .	28
> Vehicle . . . . .	29
> Notice of appointment . . . . .	30



## LOGO versions

### Corporate identification

The logo is a symbol and a word mark used as the corporate identification for the Sir Wilfrid Laurier School Board. The logo is the most descriptive version of the institution because it is complete. Consult a graphic artist for any alternate application of this logo on media not outlined in this standards guidebook.

### Symbol

The symbol cannot be used alone except under unusual circumstances.

### > Symbol



### > Logo with word mark



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD



# LOGO area of isolation and minimum size

## Height of x

The height of the x is equivalent to the size of the symbol. The area of isolation around the logo must represent the height of the symbol, i.e., x.

## Proportion of symbol

The symbol is 1.625 times wider than it is high. For example, if it is 1 inch high, its width will be 1.625 inches.

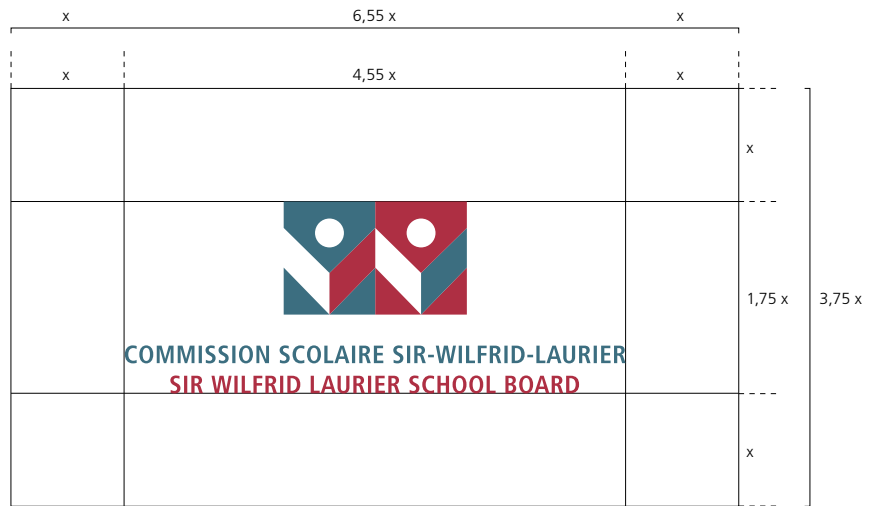
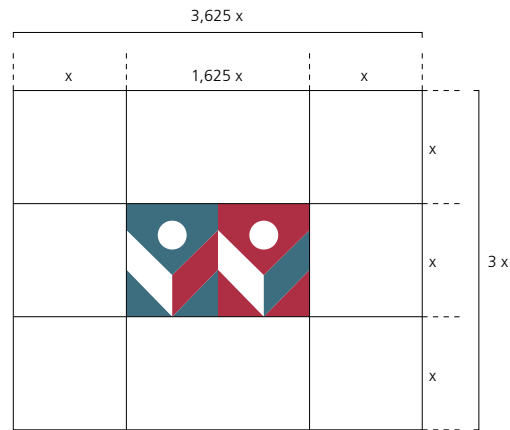
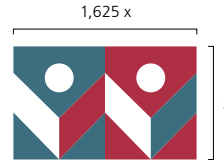
## Area of isolation

The area of isolation is the area around the logo and in which no text or graphical elements can be placed. The objective is to preserve the integrity and visual impact of the logo.

## Minimum size of the logo

The logo must never be used in a format whose width is less than 1.25 inches. In a smaller format, the readability of the word mark would be strongly compromised. The minimum size of the symbol used alone is 0.5 inches wide.

## > Area of isolation



## > Minimum size of the logo





## LOGO official colours

### Logo colours

The colours of the logo are the same as those of the word mark. They cannot be substituted or inverted.



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD



#### Blue

Pantone coated	315 C
Pantone uncoated	315 U
CMYK	92 32 37 18
RGB	22 90 103
Web	16 15A 67

#### Red

Pantone coated	193 C
Pantone uncoated	193 U
CMYK	12 93 71 3
RGB	216 21 38
Web	D8 15 26

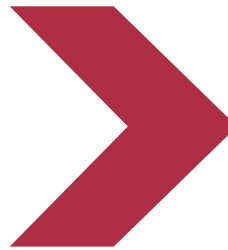
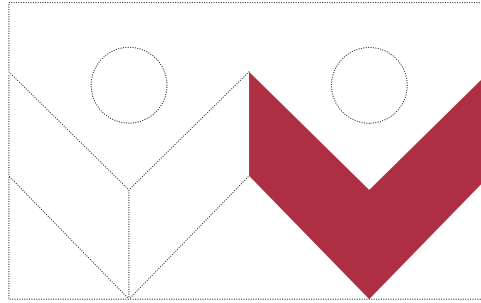


## LOGO secondary element

### Secondary element

To reinforce the identity of the Sir Wilfrid Laurier School Board, the chevron taken from the symbol is used as a secondary element of the brand image.

### > The chevron taken from the symbol





## LOGO positive or reverse print application

### Logo in colour

The logo in two colours (plus white) and the word mark in colour must be used against a white background or on light-coloured materials only: aluminium, wood, light-coloured paper, etc.

### Logo in black and white

The logo in black and white must contain some grey (50% black) to replace the red. Against a white background, the word mark must be in black.

In reverse print against a black background, the word mark is in white, the red area of the symbol is white, and the blue area is 50% black against a 50% black background, the red area is white and the blue area is grey.

In black and white, the logo cannot be used without grey tones.

A white background is always preferred but a light-coloured background is acceptable.

### > Two colours against a white background



### > Black, 50% black and white on white background



### > Black, 50% black and white in reverse



### > Black, 50% black and white on 50% black background







## Incorrect LOGO usage

### Logo on colour background

The logo must never be used against a colour background or image that makes the logo difficult to read. Ideally, it should be used against a white background, but a light-coloured background is acceptable. If a black or colour background is chosen, the appropriate application must be used.

### Modification of components

It is forbidden to modify the logo colours by modifying the shape, repositioning the elements of the component or using another font character for the word mark. The word mark must not be changed. The English must not be placed in front of the French in the word mark.

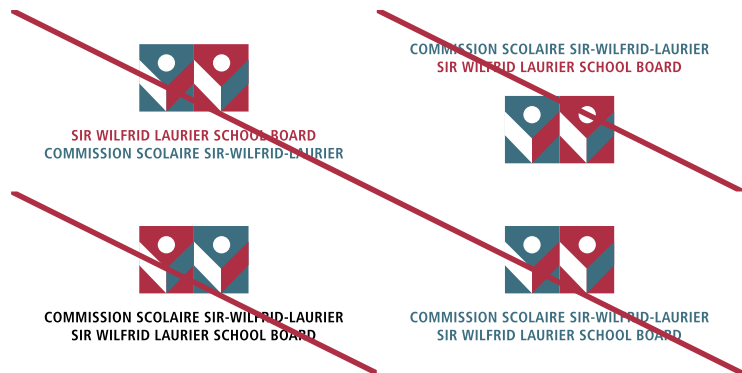
### Application of computer graphic effects

All computer graphic effects are forbidden. The logo must not be altered or modified by any texture effect or other.

### > Examples of incorrect background colours



### > Examples of incorrect modifications



### > Examples of incorrect effects





## Official TYPEFACE

### Official typeface

Frutiger is the official typeface of the Sir Wilfrid Laurier School Board. It must be used in all printed publications (pamphlets, ads, posters, stationery, etc.) The condensed version is exclusive to the word mark. Frutiger shall be used in the following versions: light, light italic, roman, italic, bold or bold italic.

#### > Frutiger light

ABCDEFGH  
abcdefghi  
1234567

#### > Frutiger light italique

*ABCDEFGH*  
*abcdefghi*  
*1234567*

#### > Frutiger roman

**ABCDEFGH**  
**abcdefghi**  
**1234567**

#### > Frutiger italique

***ABCDEFGH***  
***abcdefghi***  
***1234567***

#### > Frutiger bold

**ABCDEFGH**  
**abcdefghi**  
**1234567**

#### > Frutiger bold italique

***ABCDEFGH***  
***abcdefghi***  
***1234567***



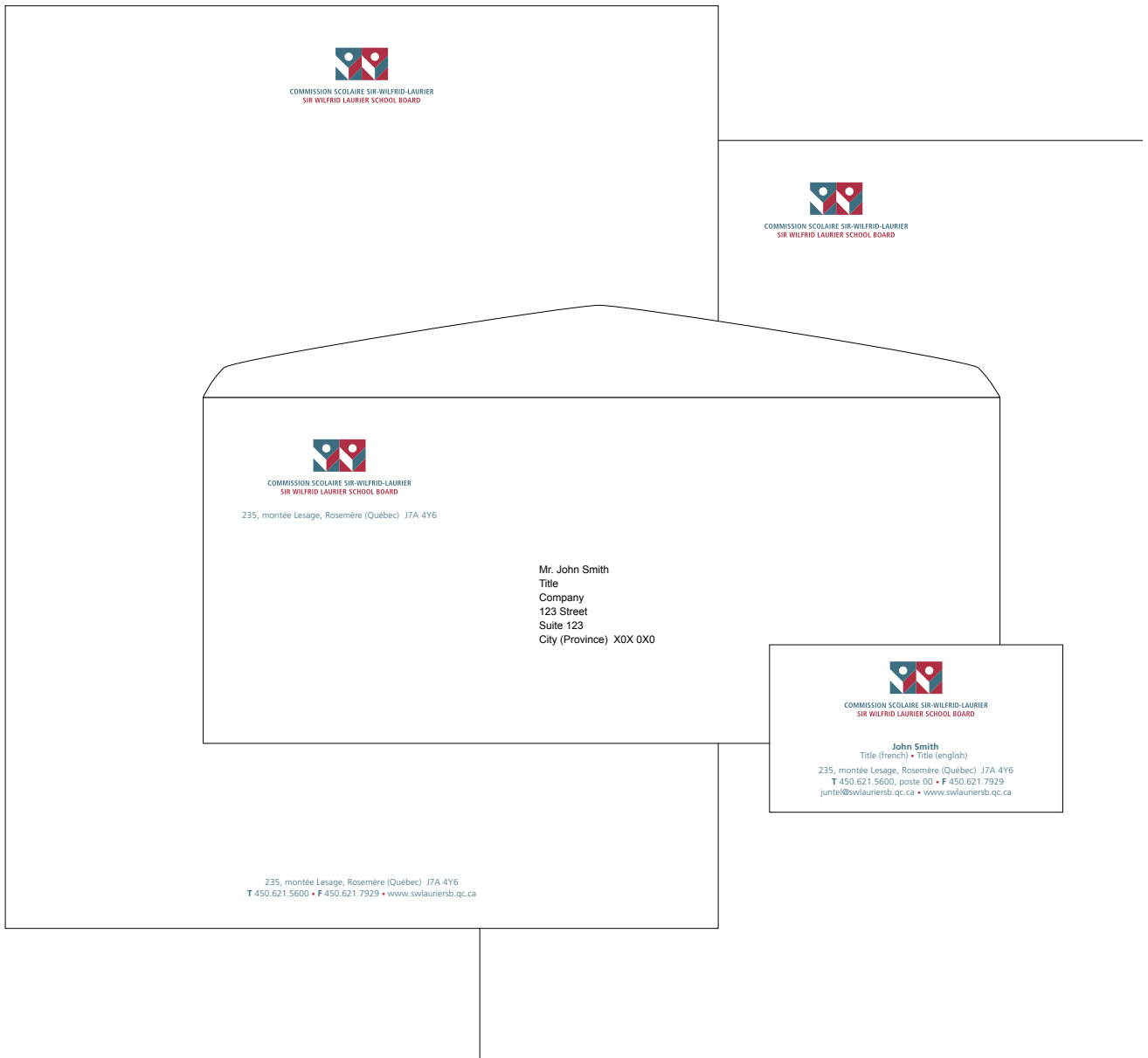
## General STATIONERY

### Letterhead, second pages of letters, business cards and No. 10 envelopes

Letterhead with the contact information (8.5 x 11 inch format) shown here must always be used as the cover page for any correspondence. For subsequent pages, the second page format must be used (without address).

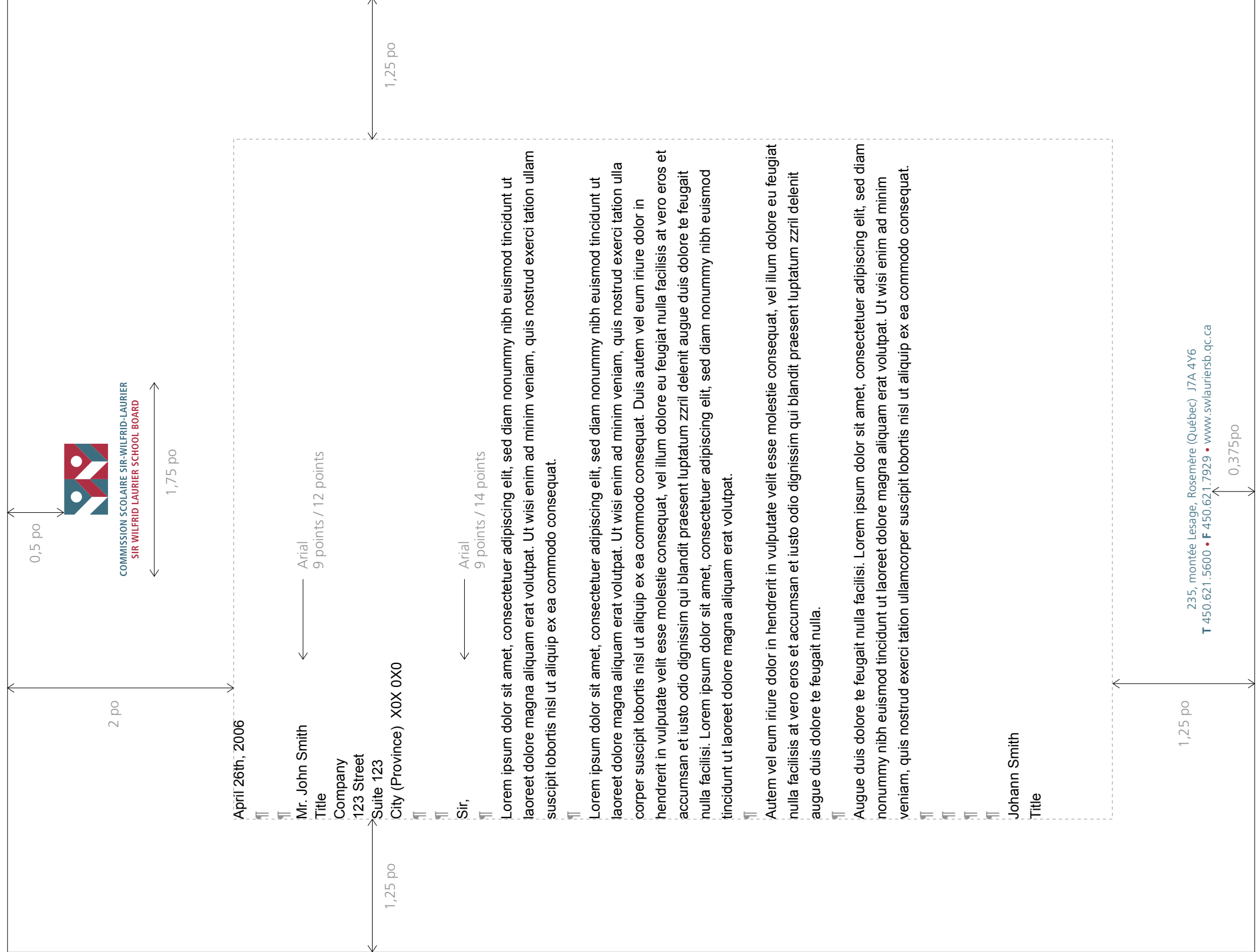
The technical specifications for general stationery are outlined further along in this guide.

> Samples shown at 50% of actual size



# General STATIONERY

> Letterhead shown at 50% of actual size





# General STATIONERY

## > Business cards and No. 10 envelopes shown full size

0,5 x  
x (0,375 po)

**COMMISSION SCOLAIRE SIR-WILFRID-LAURIER**  
**SIR WILFRID LAURIER SCHOOL BOARD**

**John Smith**  
Title (french) • Title (english)

235, montée Lesage, Rosemère (Québec) J7A 4Y6  
T 450.621.5600, poste 00 • F 450.621.7929  
juntel@swlauriersb.qc.ca • www.swlauriersb.qc.ca

0,5 x

← Frutiger bold  
7,5 / 9,5 points

0,5 po  
x (0,375 po)

0,75 po

**COMMISSION SCOLAIRE SIR-WILFRID-LAURIER**  
**SIR WILFRID LAURIER SCHOOL BOARD**

235, montée Lesage, Rosemère (Québec) J7A 4Y6

2 po

← Frutiger light  
7,5 / 9,5 points

4 po

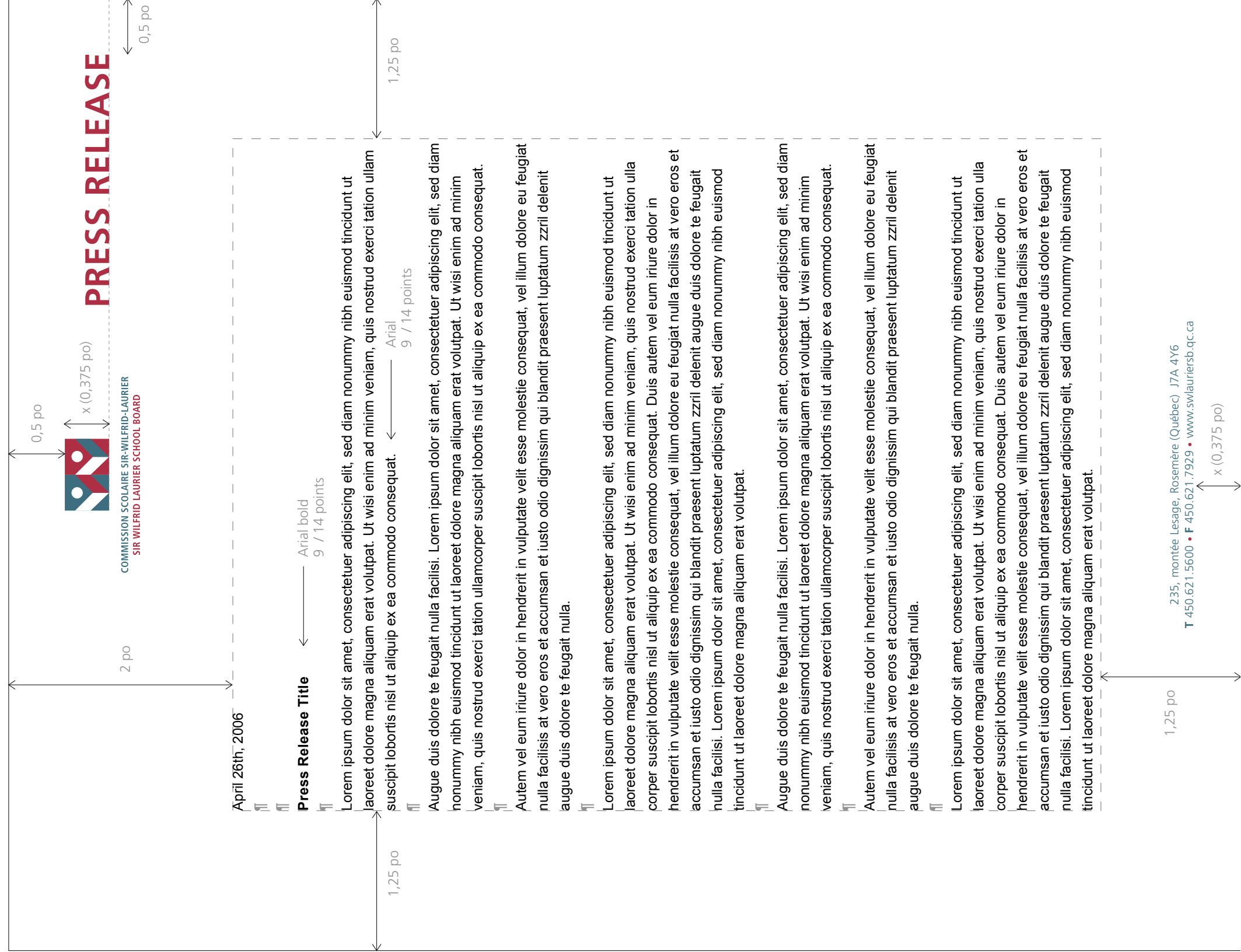
← Arial  
9 / 12 points

**Mr. John Smith**  
Title  
Company  
123 Street  
Suite 123  
City (Province) X0X 0X0

**Press release**

The format is 8.5 x 11 inches.

If more than one page is needed, subsequent pages are white with no logo or address.





# Executive STATIONERY

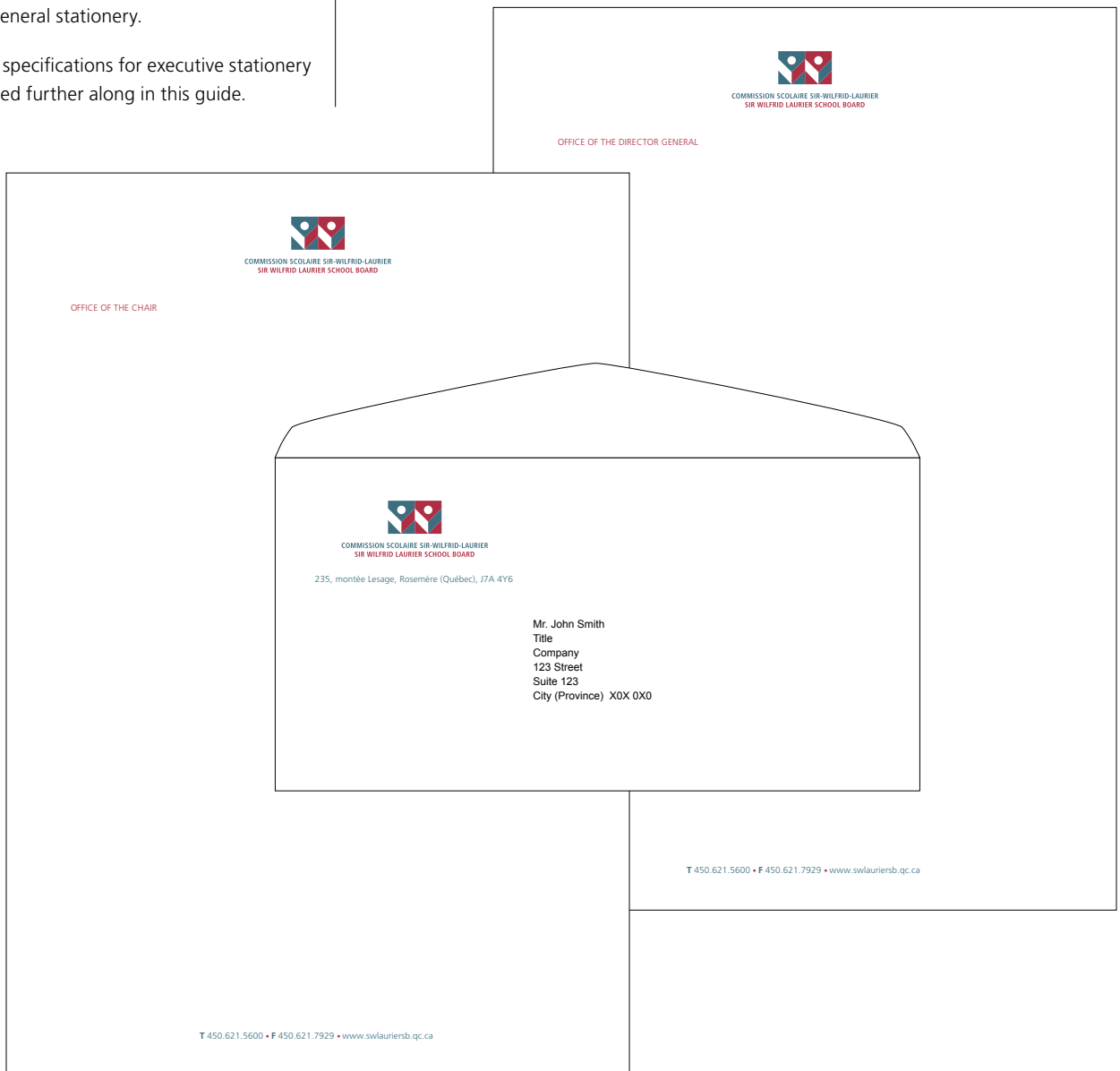
## Letterhead and executive envelopes

The format for executive letterhead differs from the general letterhead, i.e., 7.25 x 10.5 inches. The format for the executive envelope is 7.5 x 4.974 inches. When the correspondence is more than one page, the second and subsequent pages are entirely white, with no logo or coordinates.

The format for business cards is the same as that for general stationery.

Technical specifications for executive stationery are outlined further along in this guide.

> Samples shown at 50% of actual size



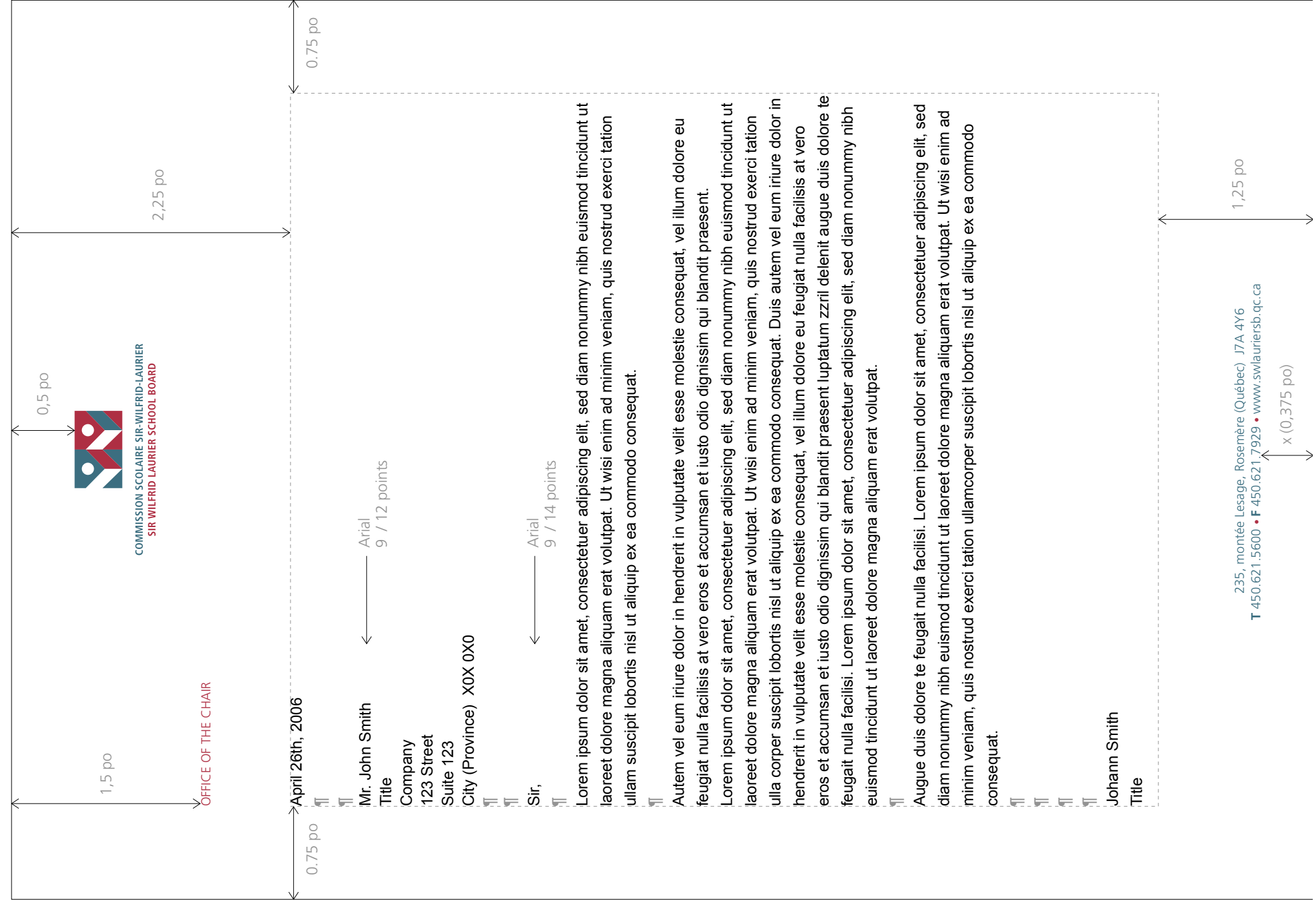
# Executive STATIONERY

## Letterhead

The format for the executive letterhead is 7.25 x 10.5 inches.

The space reserved for text measures 5.5 x 7 inches for the cover page and subsequent pages.

### > Letterhead shown in actual size





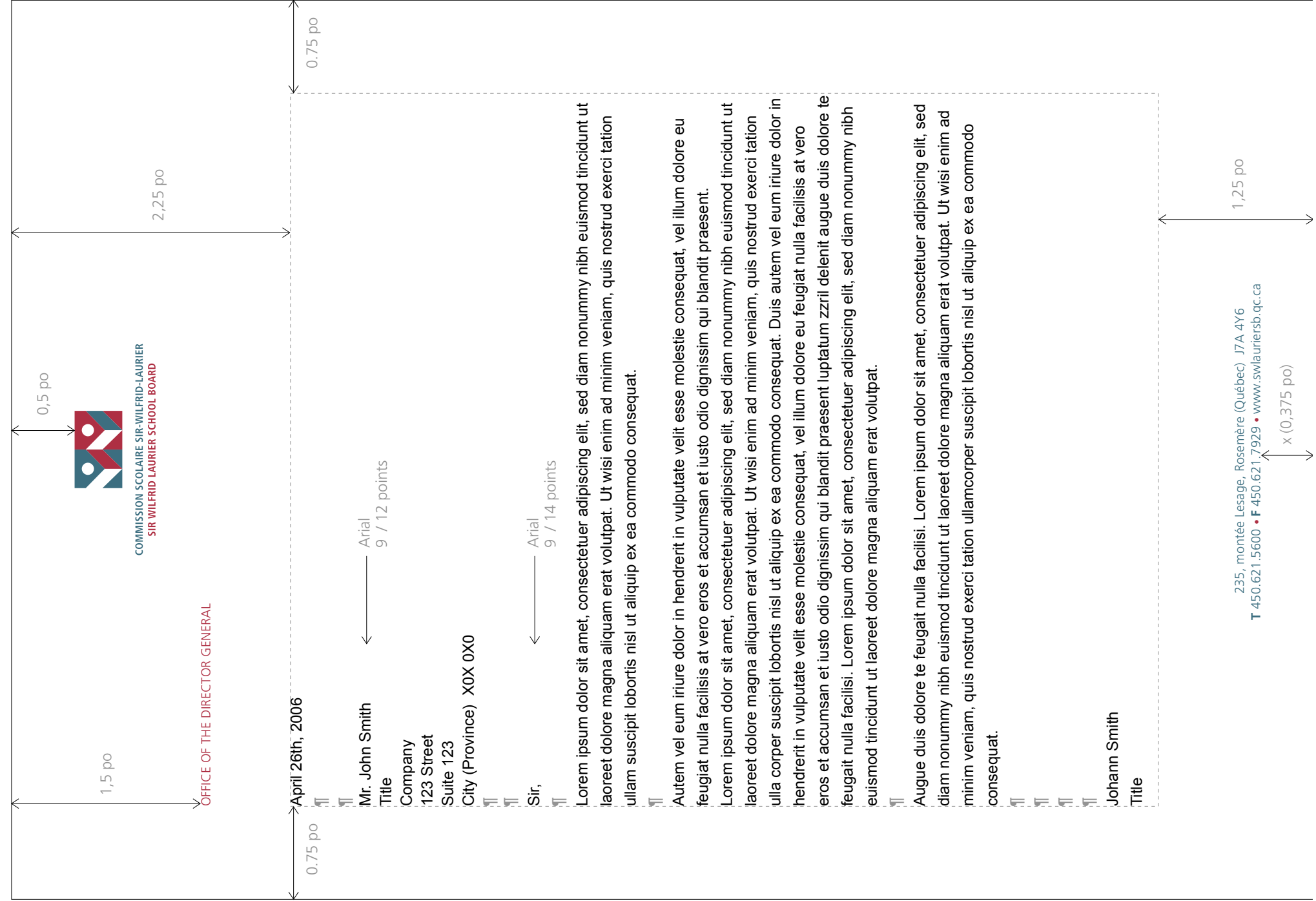
# Executive STATIONERY

## Letterhead

The format for the executive letterhead is 7.25 x 10.5 inches.

The space reserved for text measures 5.5 x 7 inches for the cover page and subsequent pages.

### > Letterhead shown in actual size





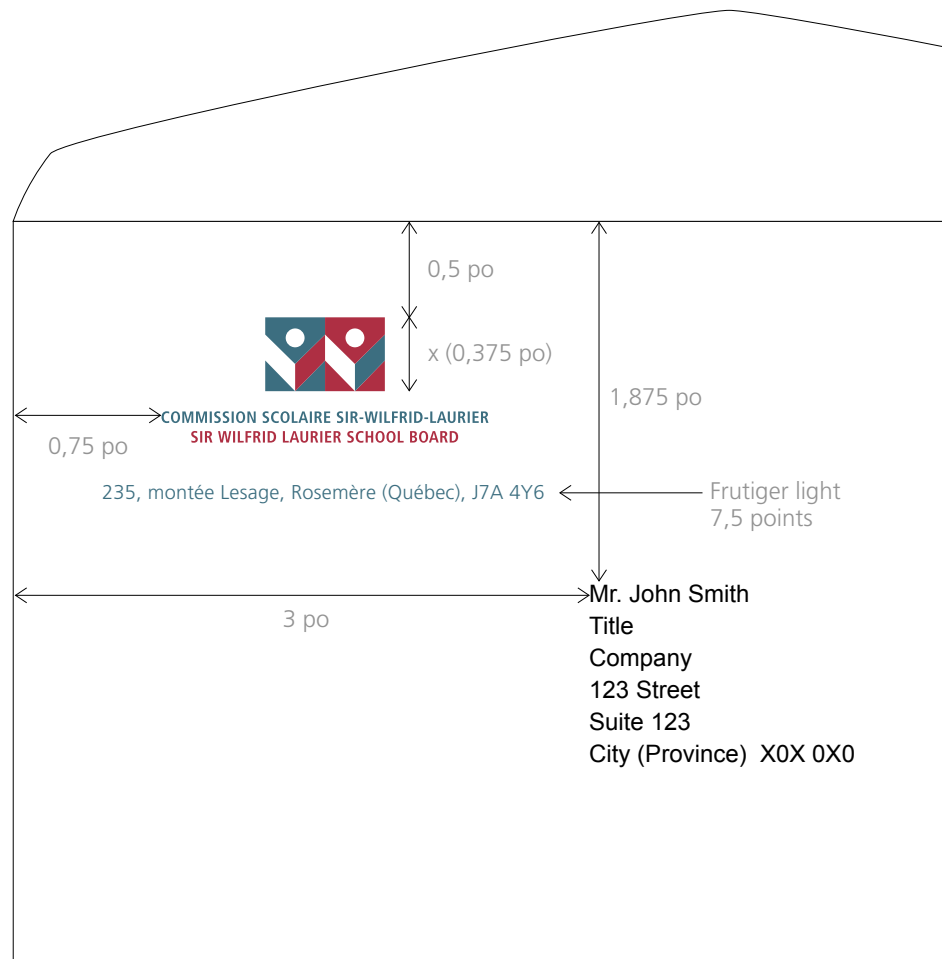
## Executive STATIONERY

### Executive envelope

The format for this envelope is 7.5 x 3.875 inches.

The address block is found 4 inches from the left-hand side and 2 inches from the top.

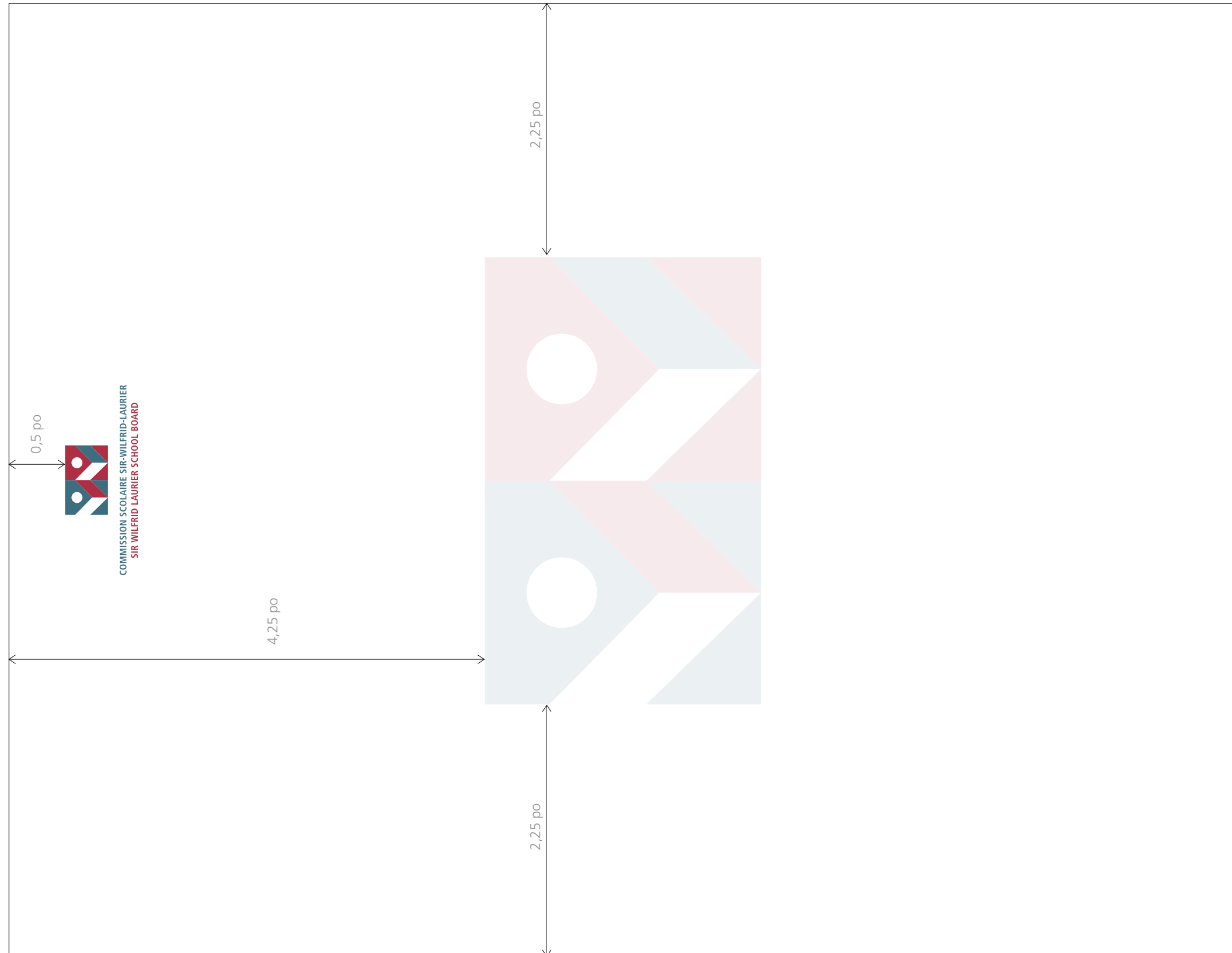
### > Envelope shown in actual size



**Letterhead with watermark**

The letterhead with watermark can be used when you do not wish the document to be reproduced or photocopied (contract, official documents, etc.).

All sizes associated with margins, font and others are the same as those for general stationery.



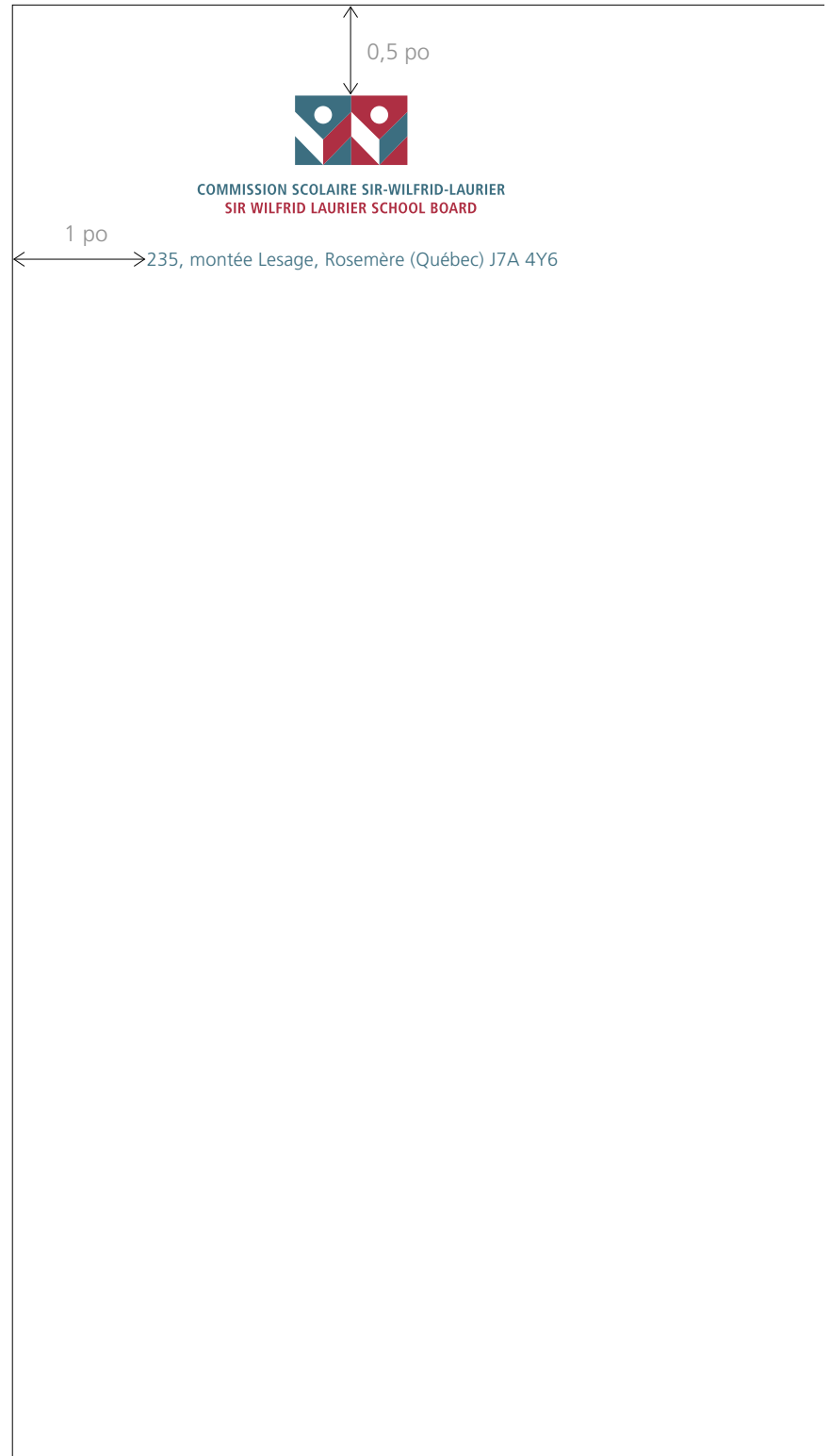


## Business STATIONERY

### Large envelope

The format of this envelope is 12 x 9 inches.

### > Envelope shown in actual size



**Cheque**

The variable data is entered by the computer in the fields reserved for this purpose.

NO:	N° FOURNISSEUR / SUPPLIER NO.	AN / YEAR	MOIS	JOUR/DAY	N° DE CHÈQUE	<b>COMMISSION SCOLAIRE SIR-WILFRID-LAURIER SIR WILFRID LAURIER SCHOOL BOARD</b>	<b>G-</b>
NOM / NAME	N° DE FACTURE / INVOICE NO.					MONTANT / AMMONT	
N° COMMANDE / ORDER NO.						COMMENTAIRES / COMMENTS	
<b>GRAND TOTAL</b>							
<p style="font-size: 8px; margin: 0;">AVIS : LA FACE DE CE DOCUMENT CONTIENT UNE TRAME DE FOND MICRO « NUL » BORDRES, BORDURES, IMPRESSION MICROSCOPIQUE ET FIBRES FLUORESCENTES INVISIBLES.</p> <div style="display: flex; align-items: center; justify-content: center;"> <p style="font-size: 8px; margin: 0;">COMMISSION SCOLAIRE SIR-WILFRID-LAURIER SIR WILFRID LAURIER SCHOOL BOARD</p> </div> <p style="font-size: 8px; margin: 5px 0 0 0;">235, montée Lesage, Rosemère (Québec), J7A 4Y6</p> <p style="font-size: 12px; margin: 0 0 5px 0;"><b>PAYEZ / PAY</b></p> <p style="font-size: 8px; margin: 0 0 0 0;">A L'ORDRE DE / TO THE ORDER OF</p> <div style="display: flex; align-items: center; justify-content: center; margin-top: 10px;"> <div style="border: 1px solid black; width: 100px; height: 20px; margin-right: 5px;"></div> <div style="font-size: 12px; margin: 0 5px;">\$</div> </div> <p style="font-size: 8px; margin: 5px 0 0 0;">LA SOMME DE / THE SUM OF</p> <p style="font-size: 8px; margin: 0 0 0 0;">.....</p>							
<p style="font-size: 8px; margin: 0;">LA BANQUE ROYALE DU CANADA CENTRE D'AFFAIRES LAVAL 3100, BOUL. LE CARRFOUR LAVAL (QUEBEC) H7T 2K7</p> <p style="font-size: 8px; margin: 0;">N° FOURNISSEUR / SUPPLIER NO.   AN / YEAR   MO.   JOUR / DAY   N° DE CHEQUE NO.</p>							
<p style="font-size: 8px; margin: 0;">WARNING: THE FACE OF THIS DOCUMENT CONTAINS A VOIS PANTOGRAPH, MICROPRINTED SIGNATURE LINES AND BORDERS AND INVISIBLES FLUORESCENT FIBRES.</p> <p style="font-size: 8px; margin: 0;">.....</p>							
NO:	N° FOURNISSEUR / SUPPLIER NO.	AN / YEAR	MOIS	JOUR/DAY	N° DE CHÈQUE	<b>COMMISSION SCOLAIRE SIR-WILFRID-LAURIER SIR WILFRID LAURIER SCHOOL BOARD</b>	<b>G-</b>
NOM / NAME	N° DE FACTURE / INVOICE NO.					MONTANT / AMMONT	
N° COMMANDE / ORDER NO.						COMMENTAIRES / COMMENTS	
<b>GRAND TOTAL</b>							



## PAY STUB

### Pay stub (front)

The variable data is entered by the computer in the fields reserved for this purpose.

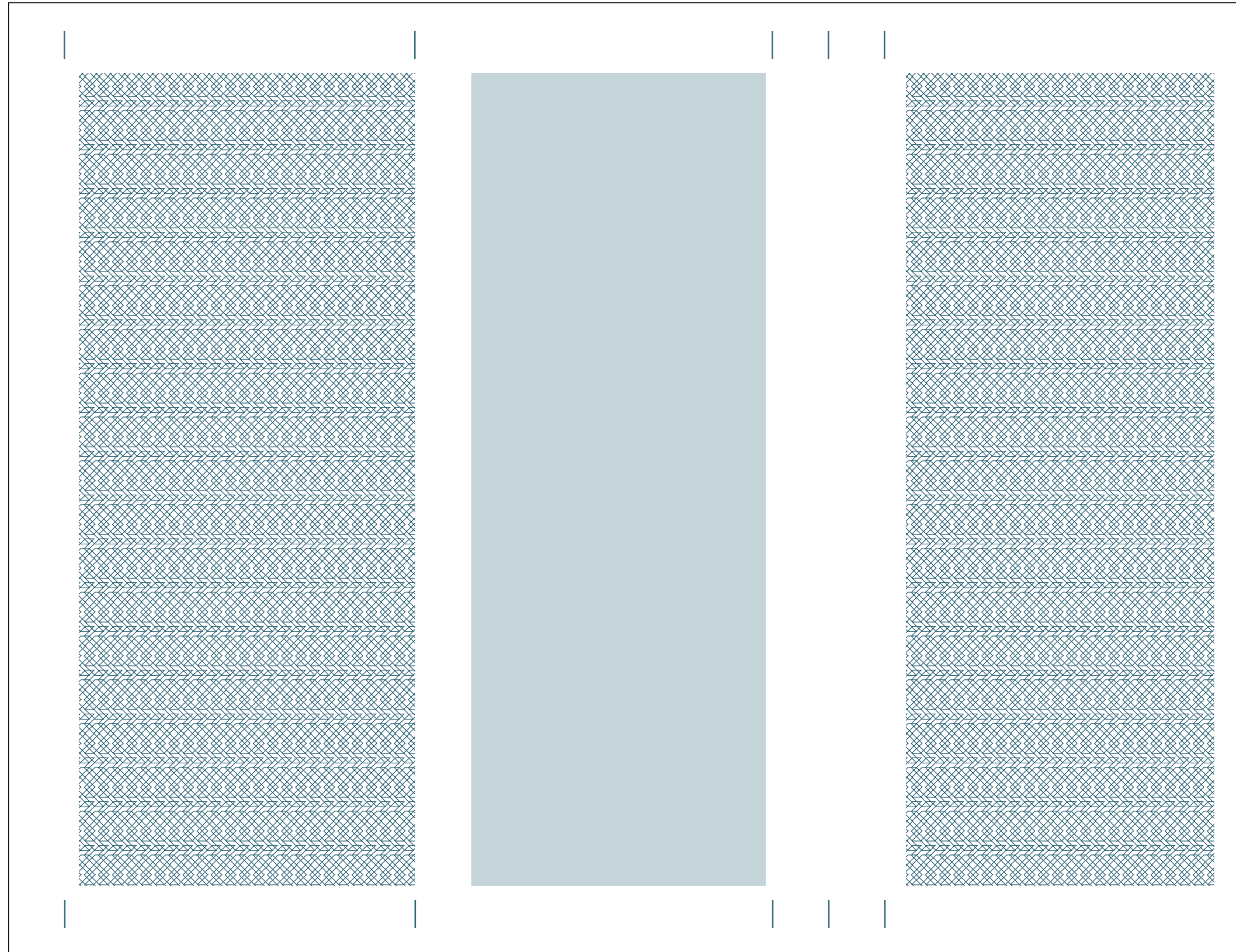
This pay stub is printed on both sides and is folded along a preset fold.



**Pay stub (back)**

The variable data is entered by the computer in the fields reserved for this purpose.

This pay stub is printed on both sides and is folded along a preset fold.





# PROPERTY TAX STATEMENT

## Property tax statement

The variable data is entered by the computer.






# SCHOOL TAX STATEMENT

**School tax statement (front)**

The variable data is entered by the computer in the fields reserved for this purpose.

**TAXES SCOLAIRES / SCHOOL TAXES** 0,5 po

1,25 po



x (0,375) po

**COMMISSION SCOLAIRE SIR-WILFRID-LAURIER**  
**SIR WILFRID LAURIER SCHOOL BOARD**

0,875 po → 235, montée Lesage, Rosemère (Québec) J7A 4Y6  
**T** 450.621.5600 • **F** 450.621.7974 • **E** taxes@swlauriersb.qc.ca

ANNÉE D'IMPOSITION / TAXATION YEAR  
DU FROM AU TO

DATE DE FACTURE / DATE OF BILL NUMÉRO DE DOSSIER / FILE NUMBER

NUMÉRO DE RÉFÉRENCE / REFERENCE NUMBER

NUMÉRO DE MATRICULE / ROLL NUMBER

EMPLACEMENT DE LA PROPRIÉTÉ / LOCATION OF PROPERTY

CADASTRE(S) — SUBDIVISION(S) / LAND REGISTRY(ES) — SUBDIVISION(S)

MOTIF DU CERTIFICAT / REASON NUMÉRO DE CERTIFICAT / CERTIFICATE NUMBER

ÉVALUATION MUNICIPALE / MUNICIPAL EVALUATION	FACTEUR D'UNIFORMISATION / STANDARDIZATION FACTOR	ÉCART D'ÉVALUATION / ASSESSMENT DIFF.	TAUX / 100 \$ / RATE	JOURS / 365 / DAYS	MONTANT IMPOSÉ / TAX DUE

MESSAGES

Soldes dus / Balance due	Frais / Fees	Capital	Intérêts / Interest

Le taux d'intérêt applicable à toute taxe impayée est de :  
 The interest rate applicable to any unpaid tax is:  
 Ce taux d'intérêt peut être modifié sans préavis.  
 This interest rate can be modified without prior notice.

DATE D'ÉCHÉANCE / DUE DATE **TOTAL À PAYER / TOTAL PAYABLE**

---

**TAXES SCOLAIRES / SCHOOL TAXES**

NUMÉRO DE DOSSIER / FILE NUMBER

DATE D'ÉCHÉANCE / DUE DATE	MONTANT À PAYER / AMOUNT PAYABLE

Commission scolaire Sir-Wilfrid-Laurier  
 Sir Wilfrid Laurier School Board  
 235, montée Lesage  
 Rosemère (Québec) J7A 4Y6

MONTANT PAYÉ / AMOUNT PAID

Veuillez joindre cette partie à votre paiement.  
 Please return this portion with your payment.

**School tax statement (back)**

The variable data is entered by the computer in the fields reserved for this purpose.

  
**COMMISSION SCOLAIRE SIR-WILFRID-LAURIER**  
**SIR WILFRID LAURIER SCHOOL BOARD**

235, montée Lesage, Rosemère (Québec) J7A 4Y6  
**T 450.621.5600 • F 450.621.7974 • taxes@swlauriersb.qc.ca**

**Heures d'ouverture**  
 Lundi au vendredi  
 9h à 12h  
 13h à 16 h

**Office hours**  
 Monday to Friday  
 9:00 to 12:00  
 13:00 to 16:00

**PAIEMENT**  
 Ce compte peut être acquitté par la poste ou à notre comptoir, par chèque émis à l'ordre de: **Commission scolaire Sir-Wilfrid-Laurier.**

Pour un paiement par chèque, veuillez inscrire au verso le numéro de dossier qui apparaît sur votre compte et joindre le coupon de caisse ( la partie détachable de votre compte. )

**PAIEMENT**  
 This bill may be paid by mail or in person at our counter. For payment by mail, please make your cheque payable to the: **Sir Wilfrid Laurier School Board.**

Please write the file number shown on your tax bill on the back of your cheque and enclose the cashier's stub ( the lower detachable portion of you tax bill ).



# CORPORATE PIECES

## Laurier News

This newsletter was designed to be read on screen. It may be printed. The graphical layout may be modified from time to time.

> Newsletter shown at 50% of actual size





## CORPORATE PIECES

### Certificate

The format is 10 x 8 inches. It is awarded to persons of merit. Its graphic design can vary.

> Certificate shown at 50% of actual size





## CORPORATE PIECES

### Pin

The School Board symbol is used in gold-colored metal.

### Wall logo

The logo is used in color. Several layers make it possible to distinguish between each part of the logo.

### > Pin



### > Wall logo

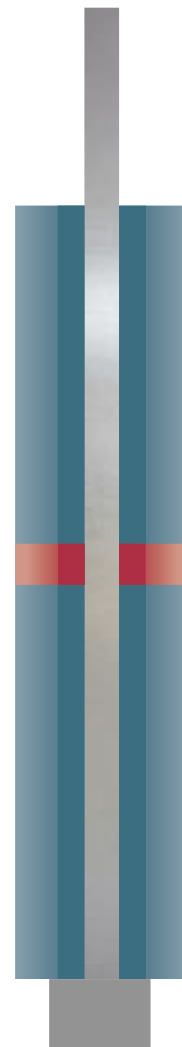




## CORPORATE PIECES

### Outdoor structure identification

This type of identification is mounted near the main entrance of schools and administrative offices, perpendicular to the sidewalk. The same colours as the logo are used, but a metallic section is also featured at the top. These structures are bilingual; the French must always appear first. The English inscriptions must comply with the provisions of the Charter of the French Language as to outdoor signage.

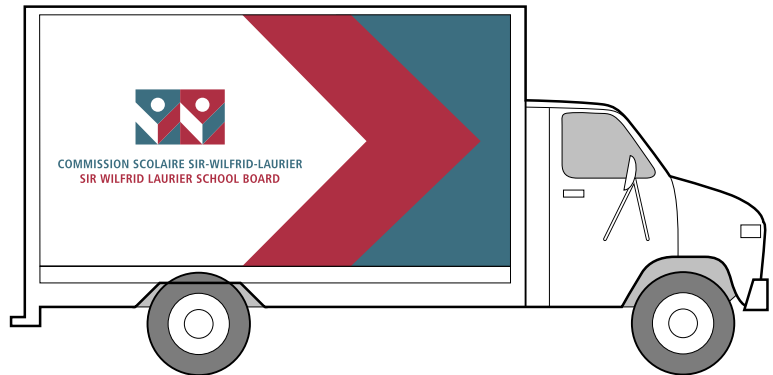




## CORPORATE PIECES

### Vehicle

The model shown here is for information purposes only.





# CORPORATE PIECES

## Notice of appointment with photo

This example is used for a notice in a newspaper column measuring 2.25 inches. Depending on the newspaper's specifications, the width of the column may vary. The height depends on the length of the text.

## Notice of appointment without photo

The specifications are the same as those for a notice with photo, except that the text immediately follows the "Notice of appointment" title.


3,5 po



**NOTICE OF APPOINTMENT**

**John Smith**  
Chairman

Lorem ipsum dolor sit amet, con-  
secte tuer adipiscing elit, sed diam  
nonum my nibh euismod tincidunt  
ut laoreet dolore magna aliquam  
erat volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci-  
tation ulla corper suscipit lobortis  
nisl ut aliquip ex ea commodo  
consequat. Duis autem vel eum  
iriure dolor in hendrerit in vulputate  
velit esse molestie consequat, vel  
illum dolore eu feugiat nulla  
facilisis at vero eros et accumsan  
et iusto odio dignissim qui blandit  
praesent luptatum zzril delenit  
augue dui dolore.



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD

0,5 po


0,75 po

1 po

**NOTICE OF APPOINTMENT**

**John Smith**  
Chairman

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim  
ad minim veniam, quis nostrud  
exerci tation ulla corper sus-  
cipit lobortis nisl ut aliquip ex ea  
commodo consequat. Duis autem  
vel eum iriure dolor in hendrerit in  
vulputate velit esse molestie  
consequat, vel illum dolore eu  
feugiat nulla facilisis at vero eros et  
accumsan et iusto odio dignissim  
qui blandit prae.



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD

← Frutiger Bold  
10,5 points

← Frutiger  
12 / 12 points  
10 / 12 points

← Frutiger  
9 / 12 points