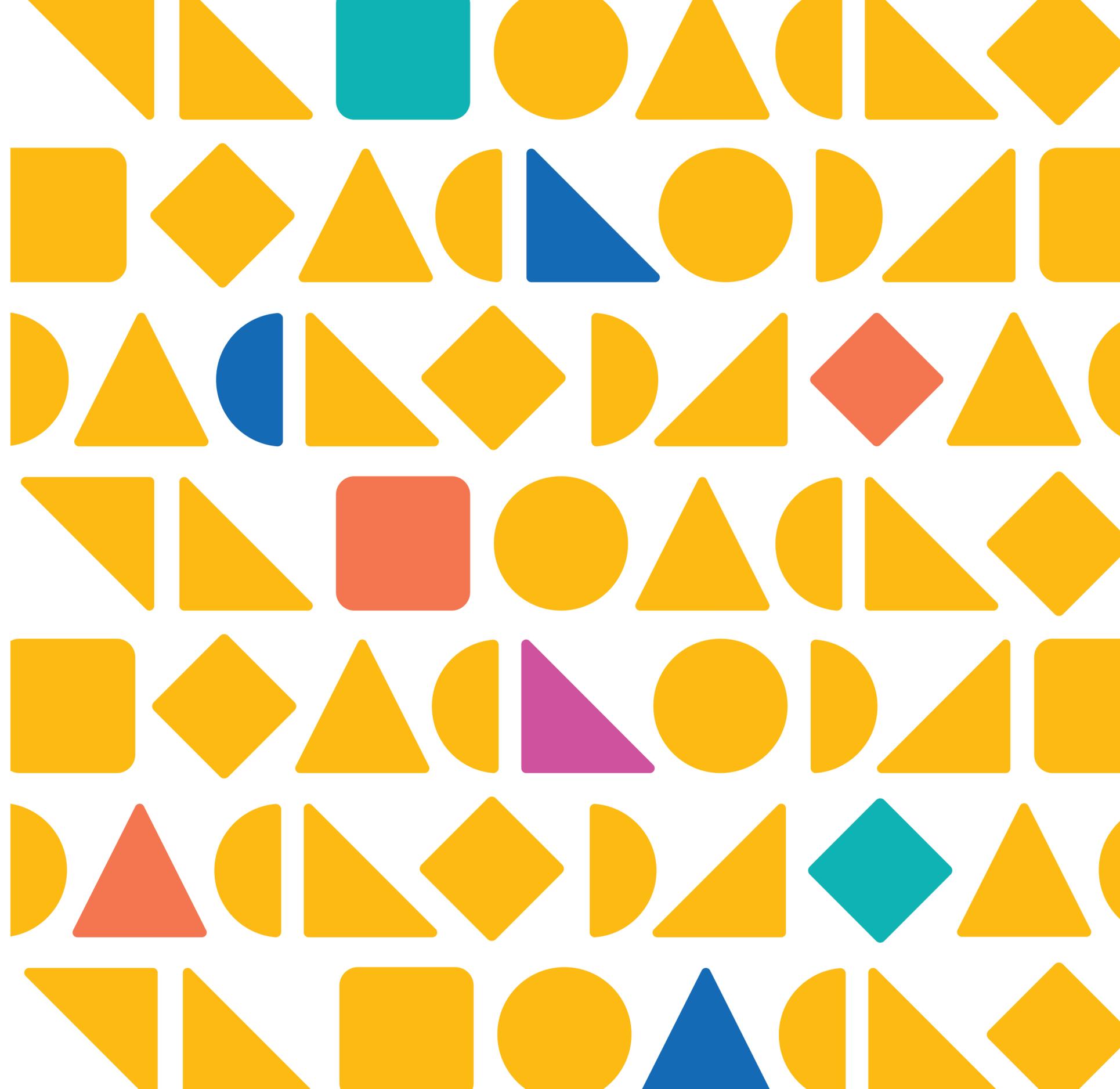


Visual Identity Guide

JANUARY 2024



Ontario Public School
Boards' Association



These guidelines define the OPSBA brand. They are here to help us maintain consistency across all of our communication materials.



Our Logo

Primary Logo

The full colour primary logo is the preferred format and should be used wherever possible. The black and knockout versions can be used when placed on top of imagery or colours that may cause the coloured logo to no longer be legible. Although if that is the case, the logos must be used strategically to ensure maximum legibility and colour contrast.

Acronym

The acronym should be used in instances where the primary logo may include too many elements, or when legibility becomes an issue (e.g. social graphics on a small screen size or the footer of subsequent pages in a document). The acronym should be used when it is clear that it is an OPSBA piece of collateral, and does not require the primary logo for recognition. It is also available in colour, black, and knockout format, and the same rules of application apply as the primary logo.

Primary Logo

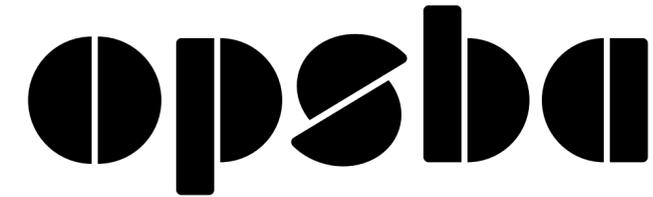
Full Colour



Acronym



Black



Knockout



Our Logo

Clear Space

The clear space is the area around the logo that should be protected from objects such as text, icons, or other logos. This is to ensure that the logo has enough space to “breathe” adding to its visual impact.

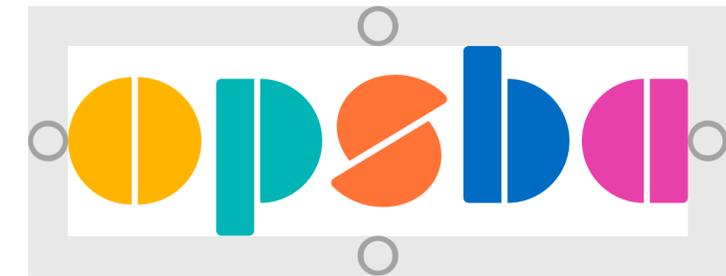
The clear space will always be the vertical height of the “O” in Ontario.

Minimum Size

To ensure legibility, the logo should not be scaled down further than the suggested minimum sizes.

Although only the primary colour logo is being shown here, these rules should apply to all versions of the OPSBA logo and acronym.

Clear Space



Minimum Size



Our Logo

Incorrect Usage

It is important to maintain the integrity of the OPSBA logo at all times. The logo must never be altered or manually reproduced in any way. All acceptable versions of the logo are digitally available.

Here are some examples of what not to do:

1. Do not change the colours of the logo.
2. Do not stretch or squeeze the logo.
3. Do not rotate the logo.
4. Do not place the logo on top of an image with poor contrast and readability.
5. Do not add any additional design elements to the logo.
6. Do not place elements in the logo clear space.
7. Do not adjust the size of any logo elements.
8. Do not separate the place Ontario Public School Boards' Association lockup alone.
9. Do not remove any elements of the logo.
10. Do not place the logo on top of any colours with poor contrast and readability.
11. Do not use a low quality version of the logo.
12. Do not add a gradient to the logo.

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Ontario Public School
Boards' Association

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Our Colours

Primary Colours

The brand colour palette was carefully selected to carry through the brand equity of the original yellow. The shade was adjusted to allow for more contrast against white backgrounds. A new set of vibrant colours was chosen to go along with the yellow. We suggest keeping to one or two primary colours per page in order to limit the chance of the collateral becoming visually chaotic.

Secondary Colours

The secondary colours compliment and support the primary colour palette. These are to be used in combination with the primary colours as accents or contrasts.

The secondary colour is displayed below the recommended primary colour for it to be partnered with.

Accessibility

Tints and shades can be used where necessary if legibility is a concern. For instance, in some web applications where accessibility compliancy is a requirement, alternative tints or shades may ensure requirements are met.

Primary Colours

RGB: 255 187 0
CMYK: 0 29 100 0
HEX: #FFBB00
PMS: 7549 C

RGB: 0 178 180
CMYK: 76 4 34 0
HEX: #00B2B4
PMS: 2397 C

RGB: 238 123 71
CMYK: 3 64 79 0
HEX: #EE7B47
PMS: 4012 C

RGB: 0 106 188
CMYK: 89 58 0 0
HEX: #006ABC
PMS: 2195 C

RGB: 214 79 167
CMYK: 15 82 0 0
HEX: #D64FA7
PMS: 2353 C

Secondary Colours

RGB: 249 248 248
CMYK: 2 11 0
HEX: #F9F8F8
PMS: Cool Gray 1 C

RGB: 238 238 255
CMYK: 5 5 0 0
HEX: #EEEEFF
PMS: 656 C

RGB: 249 225 249
CMYK: 2 13 0 0
HEX: #F9E1F9
PMS: 7436 C

RGB: 230 252 236
CMYK: 8 0 9 0
HEX: #E6FCEC
PMS: 621 C

RGB: 255 255 202
CMYK: 2 0 25 0
HEX: #FFFCA
PMS: 6190 C

Our Typeface

Primary Typeface

The typeface Gilroy was selected to complement the voice and tone of OPSBA's brand. It should be used for headers and body copy for print and digital collateral. Gilroy includes a variety of weights that can be utilized to ensure hierarchy and visual diversity in all OPSBA design collateral. It is accessible for web, digital, and print.

We recommend using black or a bolder weight for headings and regular for body copy.

System Typeface

When using Microsoft Office or other similar programs, it is advisable to use the font Arial, as the brand fonts will not be reliable in these programs. This also applies to any online programs that require a default font. Arial is available as a system font on all computers. It also has a variety of weights that can be utilized to ensure hierarchy & contribute to more dynamic visuals.

We recommend using the bold weight for headings and regular for body copy.

Primary Typeface

Gilroy

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () < > ? : ; " "

Available Weights

Thin

Thin Italic

Ultralight

Ultralight Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

Heavy

Heavy Italic

System Typeface

Arial

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7

8 9 ! @ # \$ % ^ & * () < > ? : ; " "

Available Weights

Regular

Italic

Bold

Bold Italic

Our Brand Elements

It's important to use brand elements thoughtfully and carefully. Using too many in one piece of creative will be too busy and chaotic. Try to limit brand elements to one per page.

Collapsed OPSBA Acronym

This can be used as a graphical element at the corner of a page. It should never be used in place of the actual OPSBA logo.

Pattern

The pattern is a great way to be playful with the brand and lean into the basic shapes.

Big Shapes

Big shapes and using both primary and secondary colours as contrast can help visually enhance your design pieces.

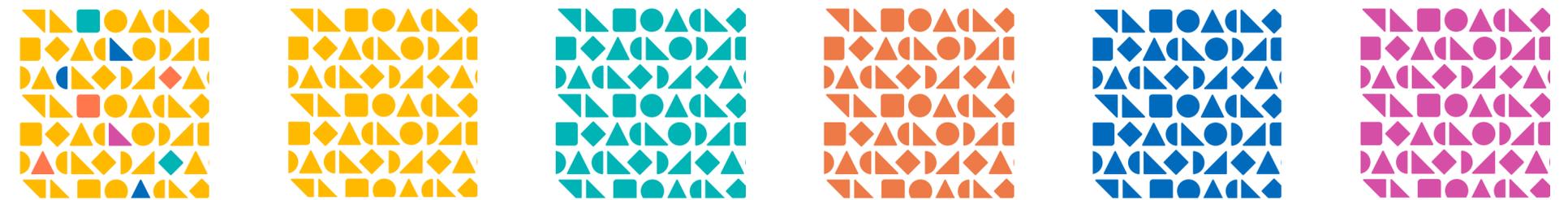
Basic Shapes

The OPSBA logo is built of basic shapes. Including basic shapes in different configurations or as frames for photos is a great way to weave the brand elements through design pieces.

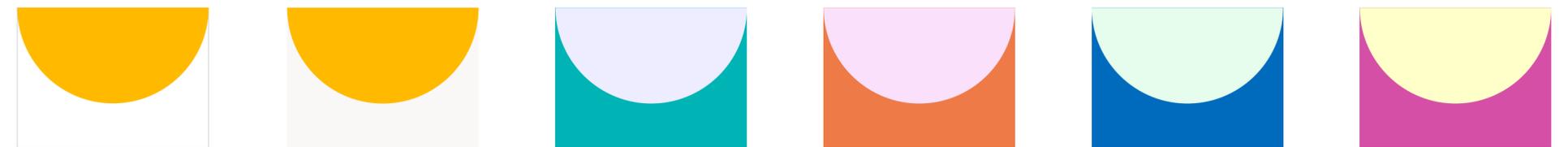
Collapsed OPSBA Acronym



Pattern



Big Shapes



Basic Shapes



Examples

The following are examples of the visual identity elements and how they can be used across an assortment of creative pieces.

