



Brand Standards

May, 2022



ACKNOWLEDGEMENT

The Cowichan Valley School District recognizes, and gives thanks, that we work, live, and play on the traditional lands of the Coast Salish peoples, specifically the lands of the Quw'utsun, Ts'uubaa-asatx, Penelakut, Halalt, Lyackson, Stz'uminus, and Malahat, peoples. We dedicate our work to our First Nations, Inuit, Métis, and all children in the Cowichan Valley School District.



A MESSAGE FROM THE BOARD

The new visual identity of the Cowichan Valley School District is a celebration of our communities and our shared journey. We are tremendously proud of the work that has been done to create this wonderful new logo and we are honoured by the care, attention, and thought that our artist, Stuart Pagaduan, put into this artwork.

The journey depicted on our new logo is a true representation of what our schools and community have undertaken. We are on a learning journey that will take us far past the four walls of our schools and Beyond Education.

The new logo features the warm colours of the rising sun which represent the new day, and a time to give thanks to all we have. Inside the sun are the spaal' (raven) and wuxus (frog) both whom represent transformation. Our collective journey is represented in the canoe and four paddlers. The canoe is a central part of Coast Salish culture and visually represents the coming together of our community on our shared journey.

Huy tseep q'u (thank you all) for joining us on this journey.

Board of Education for the Cowichan Valley School District

Candace Spilsbury - Chair

Barb de Groot - Vice Chair

Elizabeth Croft - Trustee

Randy Doman - Trustee

Johanne Kemmler - Trustee

Rob Hutchins - Trustee

Joe Thorne - Trustee

A MESSAGE FROM THE SUPERINTENDENT

The process for the new logo started after the completion of our strategic plan – ‘Beyond Education’. We asked all staff, students, families, and the community at large for their feedback and direction as we charted a new path through our strategic plan. Once that plan was finalized, the Board realized that the old logo was not reflective of this new path.

Stuart Pagaduan, a colleague, a well-respected local artist, elected council member of Cowichan Tribes, and a Hul'q'umi'num' Culture and Language Advisor with the District was chosen as the resident artist. Stuart's art already adorns hallways, classrooms, and schools throughout the district. We are honoured that Stuart was able to interpret the values in our strategic plan through his art. We can be proud of the work we have done to get to this point as the new logo reflects our journey ahead.

Thank you for sharing your perspective as we created our strategic plan, allowing us to shape the development of our new logo. It is our hope that you can see your work, our community, and our journey in this new logo.

Kind regards,

Robyn Gray, Superintendent



OUR JOURNEY IS **BEYOND EDUCATION**



TABLE OF CONTENTS

The Cowichan Valley School District Brand.....	1
About the Artist.....	2
The Journey to the new Logo.....	3
Approved Logo.....	4
Logo Variants.....	5
Where to find Logos.....	8
Logo proportions and file size.....	9
Logo do's and don'ts.....	10
District Colours.....	11
District Name.....	12
Tag Line.....	13
Board of Education.....	14
Program Identifiers.....	15
Typography and Font.....	16
Email Signatures.....	17
Photography / Videography.....	22
Templates.....	23
Conclusion.....	24



THE COWICHAN VALLEY SCHOOL DISTRICT BRAND

The Cowichan Valley School District brand is not just a logo and word-mark. Along with 'Beyond Education', our Strategic Plan for 2020-2024, our brand carefully and thoughtfully communicates to our communities who we are and what we stand for. The artwork in our new logo allows us see ourselves as part of something larger than our district.

The image of the canoe and the four paddlers depicts the variety of journeys we are on as district, as individuals, and as a community. We need to all be on the same canoe, paddling in the same way, to be successful in these journeys.

The inspiration from the logo came directly from each of you. Our new Strategic Plan 2020-2024, 'Beyond Education' was created after the largest engagement of staff and community that the Board of Education has ever undertaken. That engagement gathered the voices of all of our communities, and those voices shaped the creation of the plan.

The new logo provides consistency across the district and in the way that we communicate and represent ourselves. This Brand Standards guide will help you determine the appropriate uses for our new logo and answer questions you may have on a variety of topics.

Consistency in branding creates a sense of professionalism in our organization and that in turn allows our communities to view us as a trustworthy organization.

This guide was developed to help ensure you are supported in your efforts to consistently apply the new branding to documents, communications, collateral, clothing, giveaways, etc.

If you have any questions about the logo, brand, or anything in this document, please contact:

Communications at mrussell@sd79.bc.ca

ABOUT OUR ARTIST

Stuart Pagaduan is a Coast Salish artist and culture and language teacher. He feels that it is a privilege and honour to be able to combine his passion for art, education and culture for a very rewarding and successful career.

Stuart credits his grandparents for instilling in him the value and importance of his ancestral language and culture. Stuart has dedicated himself to echo the teachings and values of his elders to ensure a hopeful future for the youth of his community.

In terms of his art, Stuart Pagaduan is thankful to his mentor and uncle, the late Seletze' (Delmar Johnnie) for giving him an opportunity to learn. This experience turned Stuart into a proud advocate and life long learner of Coast Salish Art.

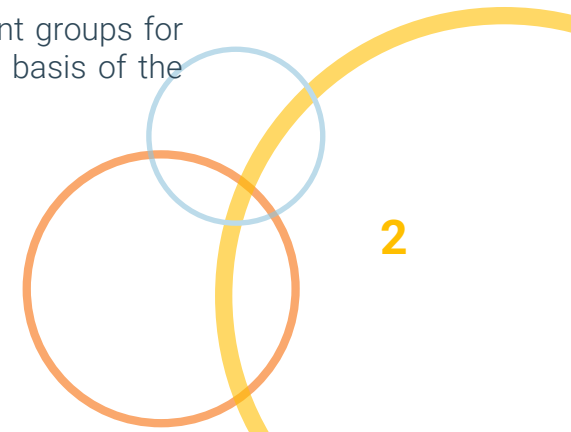
Stuart has experience in many different mediums and continues to expand on modern Coast Salish Art. Stuart has a unique style which is reflected in his choice of creatures, paralleled with ancient Cowichan stories. He will continue to dedicate himself to keeping his language and culture alive and carry on the legacy of his elders.

Stuart's artwork adorns halls and buildings in the Cowichan Valley School District and his approach to his artwork and our community made him the perfect choice.

Stuart started by gathering the feedback from the Strategic Plan, talking to staff and reflecting on what this new logo would mean to the district.

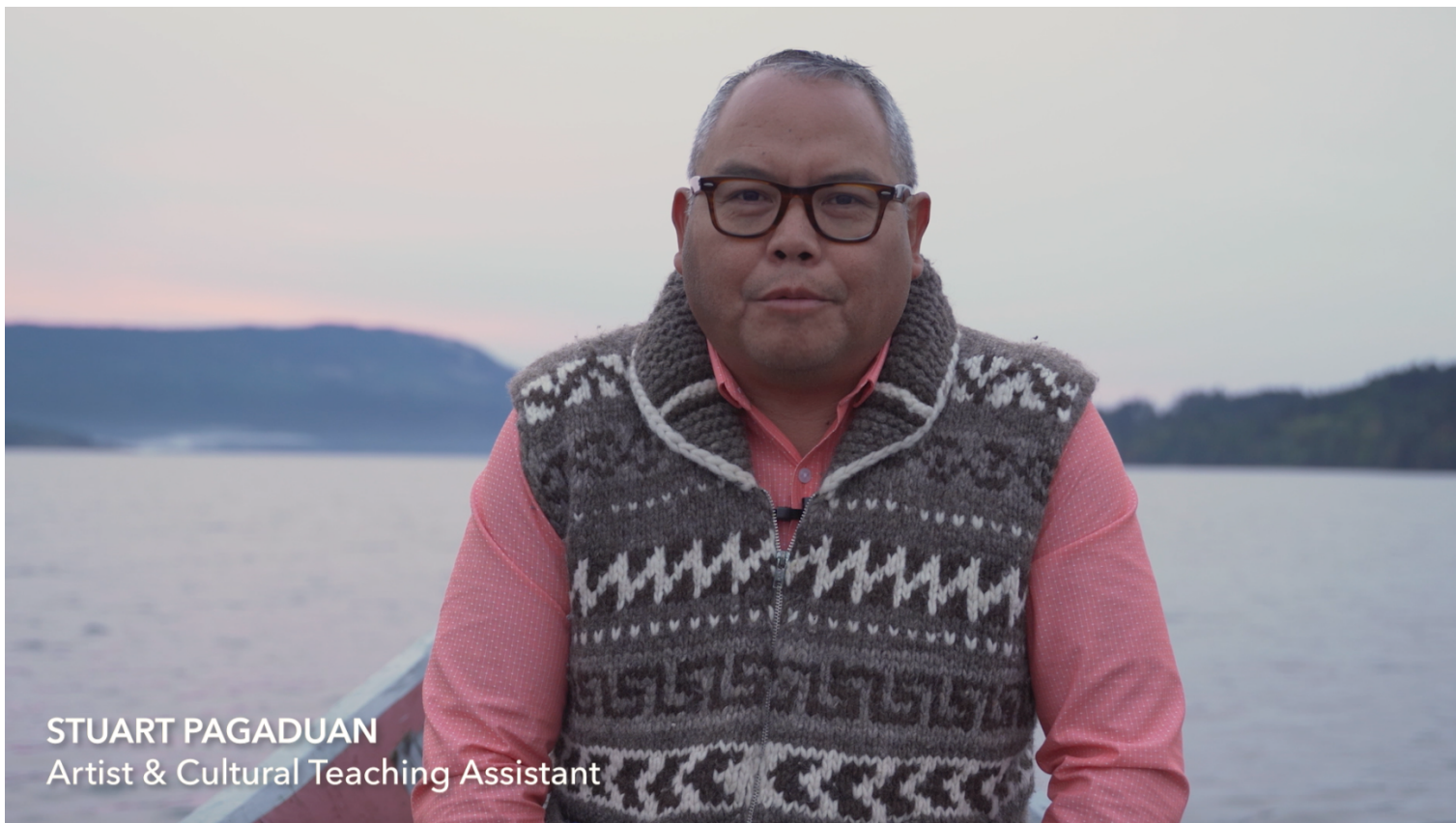
He created a number of variants for consideration that were presented to different groups for feedback before the Board decided on one piece of artwork that would form the basis of the logo.

Once the artwork was chosen, the journey to transform it into our logo began.



WHAT WAS THE JOURNEY TO THE NEW LOGO

Hear directly from Stuart as he discusses the process of developing the new Cowichan Valley School District Logo



APPROVED LOGO AND PURPOSES

The logo consists of two main elements. The first element is the canoe and sunrise graphic. The canoe and paddlers represent the journey we are on as a school district and as a community. The paddlers represent each of us on our own journey and the group represents the work that is needed to ensure we do this work together as a community.

The sun and gradient fill represents sunrise. It is at sunrise that we give thanks for all we have been provided. Inside the sun is the spaal' (raven) and wuxux (frog) who both represent transformation.

These representations are directly connected to our strategic plan values of Equity, Relationships, Environment, Harmony and Inclusiveness.

The second part of the logo is the word-mark. The word-mark consists of two sections. The first section is 'Cowichan Valley' which grounds us in our place and the shared history we have in this area. 'Cowichan Valley' is in capitalized Roboto font and BOLD typeface. That is separate by a line and then 'School District' in Roboto font but regular typeface and not capitalized

These items together create the visual representation of the District.



LOGO VARIANTS

Variants of the logo exist to be used when the primary logo cannot. Variants are approved changes to the logo that allow it to be used in many different designs. The primary variants to the logo will be between the Portrait and Landscape oriented logos. These primary logos can be used in a variety of ways while taking their placement into consideration.

There will be several instances where the full-colour gradient logo will not be your best choice. For example, if you are printing a black and white document, you would choose the black and white logo. Each colour variant has a portrait and landscape-oriented option. The following colour variants can be used for the logo in specific circumstances.

It is important to note that the open spaces in the logo are transparent. Consider this when choosing a colour or background material. Instructions on where to download logos can be found following the logo variants section.



PORTRAIT ORIENTATION



LANDSCAPE ORIENTATION

OTHER VARIANTS

Two Colour Black Canoe

When the gradient cannot be replicated in items like small silk screening or embroidery, the two-colour logo can be used in place of the full-colour gradient logo.



Black and Grey

This will be your best option for any use where the printing or reproduction will be done without colour. If you are printing in black and white, use this logo.



White and Grey

The white and grey logo will be best used on items that have a dark background and where colour is not an option. Best used for Printing, embroidering, silk screening, etc, on a dark background colour.



OTHER VARIANTS

White and Full Colour Sun

The white and full colour logo will be best used on items that have a dark background. Printing, embroidering, silk screening, etc, on a dark background colour and when you want the full colour of our logo.



White and Orange Sun

When the gradient cannot be replicated, and you are using a dark background, the white and two-colour logo with can be used in place of the full-colour gradient logo.



WHERE TO FIND LOGOS

All of our district logos will be available for download on our website at the link below.

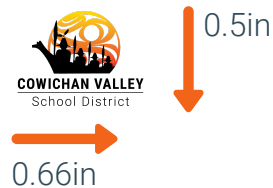
Please do not share logos, or screen capture logos off of websites or other online materials. Doing this degrades the quality of the logo image. All images with the above descriptions will be available for download in various formats and sizes.

For special purpose use, size, format, or other questions, please contact:
Communications at mrussell@sd79.bc.ca

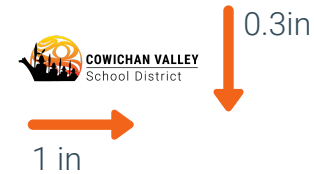
WWW.SD79.BC.CA/LOGOS

LOGO PROPORTIONS AND FILE SIZE

Incorporating the logo into a design means using it in a consistent and accurate way. To that end logos should be sized accordingly and used in appropriate ways. The following graphics will help ensure you use the logo properly.



These are the absolute minimum sizes the logos should be scaled to. Please try to find alternate spaces for logos if sizing like this or smaller becomes necessary.



Proper spacing around the logo should also be observed. The logo should not be within 0.25in of a border, other logo, words, or pictures

Logos come in three sizes so it is best to choose the one that meets the needs of your application. Small, Medium, and Large size logos are available for download, their maximum sizes are below.

Small File Size
0.5 - 1in

Medium File Size
2 - 3in

Large File Size
10 - 14in

If you find you need a size larger than that, please contact communications.

LOGO DO'S AND DONT'S

DO NOT



Do not use a logo with the same colour as your background



Do not resize the logo smaller than specified.



Do not change the orientation of the logo



Do not change the colour of any aspect of the logo



Do not adjust the logo so that parts are not seen



Do not stretch or compress logo



Do not use the artwork without the word-mark (or vice versa)



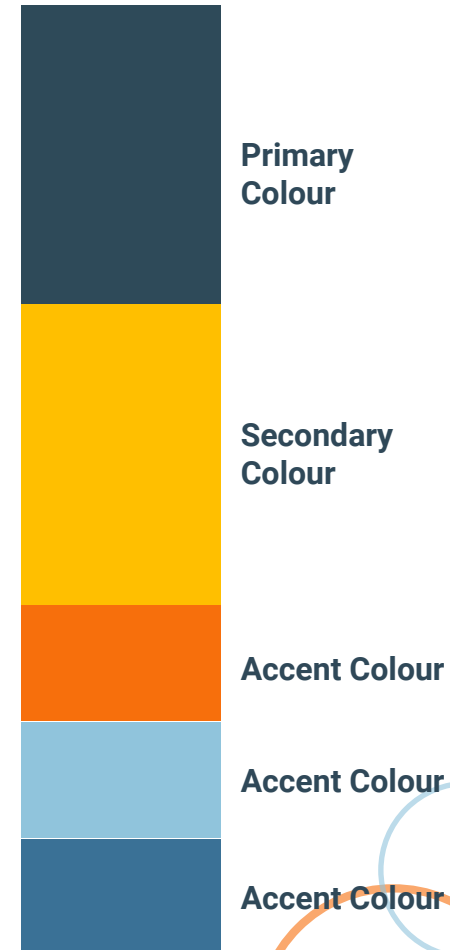
Do not use an old logo

DO Contact Communications if you have a question

DISTRICT COLOURS

There are several colours you can choose from when designing documents or choosing items to print the logo on. The following colours and their corresponding codes will help you when you are making designs that incorporate the logo.

	Yellow Hex Code: #FFBF00 CMYK: C=0 M=25 Y=100 K=0 RGB: R=255 G=191 B=0 Light/Shade=100
	Orange Hex Code: #F76F0C CMYK: C=0 M=55 Y=95 K=3 RGB: R=247 G=111 B=12 Light/Shade=97
	Light Blue Hex Code: #90C4DC CMYK: C=35 M=11 Y=0 K=14 RGB: R=144 G=196 B=220 Light/Shade=86
	Medium Blue Hex Code: #3A7196 CMYK: C=61 M=25 Y=0 K=41 RGB: R=58 G=113 B=150 Light/Shade=59
	Dark Blue Hex Code: #2E4A59 CMYK: C=48 M=17 Y=0 K=65 RGB: R=46 G=74 B=89 Light/Shade=35



DISTRICT NAME

This rebranding is allowing the district to have a fresh start and to bring consistency to the brand, the look, and our communications about the district. For those reasons, the district will only be using the text, Cowichan Valley School District to refer to the district. No other past variants are to be used unless there is a legislative or governmental reporting requirement. All communications to the public will refer to the district solely as the Cowichan Valley School District. However, both email and our website will stay sd79.



COWICHAN VALLEY SCHOOL DISTRICT



SD79



COWICHAN VALLEY SD79



COWICHAN VALLEY SCHOOL DISTRICT #79



CVSD

TAG LINE - 'BEYOND EDUCATION'

This line represents to our community that we think, act, learn, and journey beyond the four walls of our schools. Beyond Education can be used as a tag line in promotional, recruiting and educational materials.

Beyond Education summarizes our values, mission, and goals and allows the community insight into the people behind our educational system.

The tag line can be used in two formats, ALL CAPS, or only First Letter Caps. It will be typed in either approved font, Roboto or Calabri, and can be in BOLD, but NOT underline or italics. It can also be in any of our approved colours but both words must be the same colour.

Two of the first uses of the tag line were from the strategic plan and logo launch and those examples are below:

Strategic Plan

OUR STORY IS **BEYOND EDUCATION**

Logo Project

OUR JOURNEY IS **BEYOND EDUCATION**

If you wish to add to the tag line as above, or If you are unsure if your perspective use fits, please contact: **Communications at mrussell@sd79.bc.ca**

BOARD OF EDUCATION

The Board of Education will have its own variation on the logo. With the Board of Education positioned over the 'Cowichan Valley School District' it denotes the heightened status of the Board as the governing body of the school district. The Board of Education logo will be the only logo with information printed above the district name. This logo will be used on Board-specific communications or information.



PROGRAM IDENTIFIERS

There are many programs that run within the district and that have their own branding or identifier. Examples of this would be Careers, International Education, and Indigenous Education. For those separate programs, older logos will be retired in favour of adding a word mark to the new district logo.



Creating new program identifiers will help include more sections in the district who may not have a logo already made. The consistency in this approach will allow for a more professional look and a wider distribution of our logo which will increase the brand recognition.

Only BLACK or WHITE font colour and Roboto Light will be used on program identifiers.

TYPOGRAPHY

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letter forms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. - **Christian Robertson, Principal designer**

The primary font for the Cowichan Valley School District is Roboto.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Roboto comes in a number of weights as well:

For headlines Roboto BOLD is to be used:

For Subheadings, Roboto Regular is to be used:

For bodies of text, Roboto Light is to be used:

Headlines

Sub-headings

Text

Where space may be an issue, Roboto comes in a condensed

Roboto Condensed

If you wish to download the Roboto family of fonts, you can do so here:

[Download](#)

If you wish to download the Roboto Condensed family of fonts, you can do so here: [Download](#)

This video will walk you through the simple process of [downloading and installing a new font](#). Don't forget to restart your computer after!

Alternate Font:

If you wish to use an alternate font that is already installed on your computers and phones, Calibri is the acceptable alternative.

EMAIL SIGNATURE - DESKTOP

Consistency in branding is more than a logo, colours and font. It encompasses everything about the way we communicate. An important part of that is creating consistency in email signatures throughout the district. The following template will be used for all email signatures with some optional items included.

BOLD → **Alex Taylor** (they/them) ← **Pronouns are Optional**
District Teacher of Awesome Stuff ← **Position**

→ **Cowichan Valley School District** ← **District or School Name**
AD: 2557 Beverly Street, Duncan, BC
PH: 250-510-6044
W: www.sd79.bc.ca
S: @CowichanSchools - FB / Twitter / IG

Social media accounts or app URL. Be mindful of spacing →



First part to be personalized → Our Journey is **Beyond Education** ← **Bold**

Acknowledgement is NOT optional



I acknowledge that for thousands of years the Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, & Lyackson Peoples have walked gently on the unceded territories where I now work. I am committed to telling the stories of our xe'xe'smun'eem, our sacred children, that recognize the truth and are based in honour and respect.

'Commitment' part of acknowledgement is personal and optional



***While some of these items are colourized for emphasis, your signature should be only one colour and in an approved font and 12pt font size.**

Confidentiality cautions and quotes are not to be used in email signatures.

EMAIL SIGNATURE - SCHOOL EXAMPLE

BOLD → **Alex Taylor** (they/them) ← **Pronouns are Optional**
Principal ← **Position**

→ **Frances Kelsey Secondary School** ← **School Name**
AD: 953 Shawnigan-Mill Bay Rd, Mill Bay, BC
PH: 250-743-6916
W: www.fkss.sd79.bc.ca
S: @FKSSSocialMedia - IG | FrancesKelsey1996 - FB

Social media accounts or app URL. Be mindful of spacing →



Cowichan Valley School District **Beyond Education** ← **Bold**

Acknowledgement is not optional →

I acknowledge that for thousands of years the Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, & Lyackson Peoples have walked gently on the unceded territories where I now work. I am committed to telling the stories of our xe'xe'smun'eem, our sacred children, that recognize the truth and are based in honour and respect.

'Commitment' part of acknowledgement is personal and optional →

***While some of these items are colourized for emphasis, your signature should be only one colour and in an approved font and 12pt font size.**

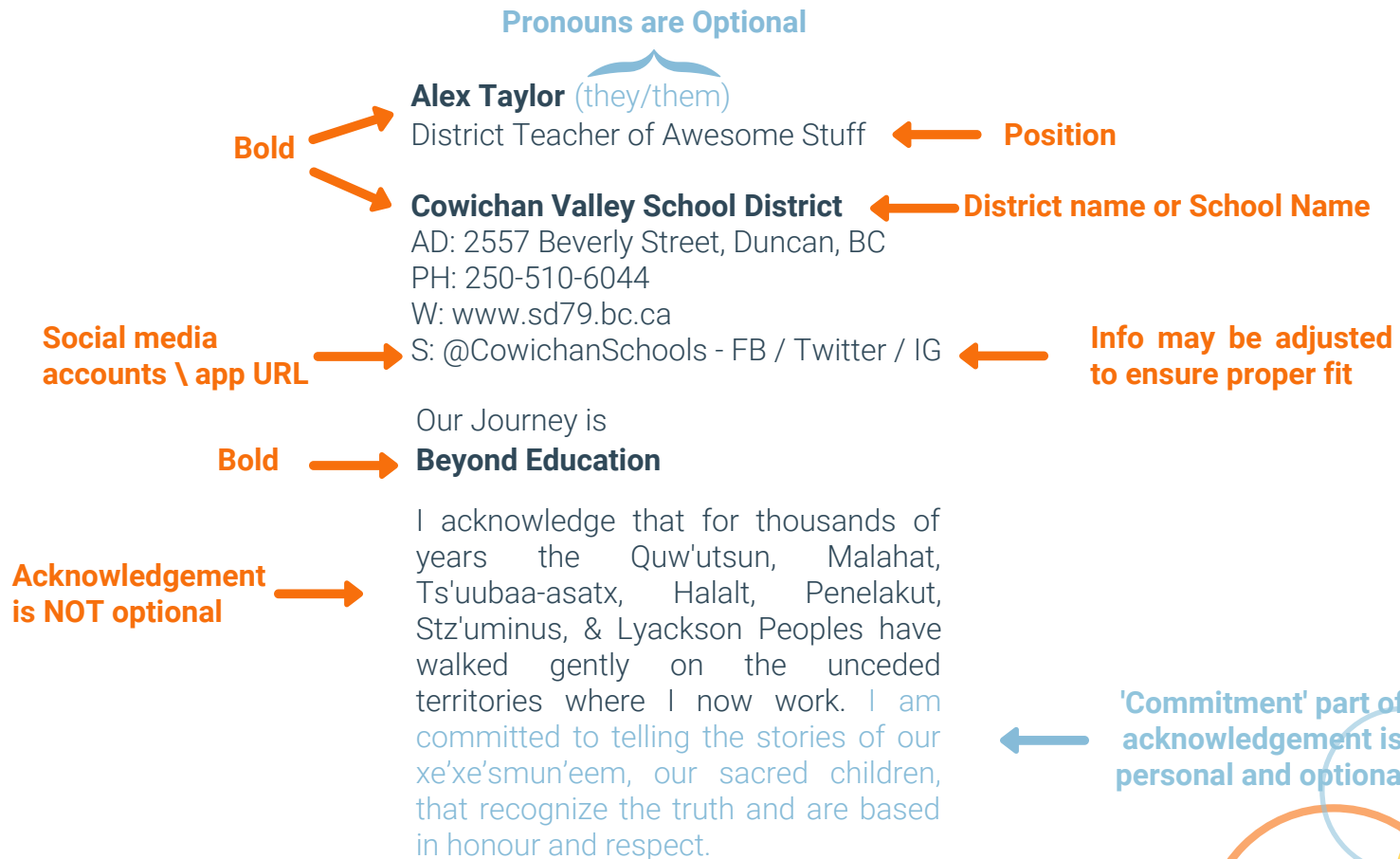
Confidentiality cautions and quotes are not to be used in email signatures.

HOW TO CHANGE YOUR DESKTOP EMAIL SIGNATURE

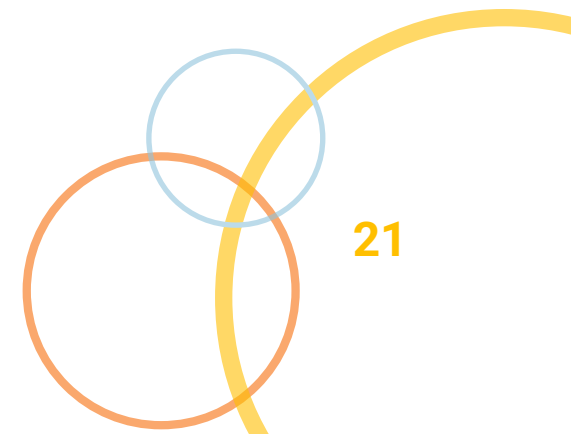


EMAIL SIGNATURE - MOBILE

In keeping with the consistency, your mobile phone email signature should look nearly the same as your desktop one, with a few minor adjustments for spacing.



HOW TO CHANGE YOUR MOBILE EMAIL SIGNATURE



PHOTOGRAPHY

There may be times when you need stock photography for a project you are working on. In that case please contact Communications and we can look through our archive of Cowichan Valley School District photos to find one to suit your need.

Please continue to request communications attend your events.

This photography is not intended to replace any in-class items you prepare for your student's families, or for your reporting student learning.

Communications at mrussell@sd79.bc.ca



District-wide Media Consent Form

VIDEOGRAPHY

For times when video is needed for a special event, please contact Communications. We work closely with a third party contractor who films, edits and prepares all district-level video production. Videos that do not meet a technical or editorial standard will not be released by the district.

COWICHAN VALLEY SCHOOL DISTRICT ON YOUTUBE

TEMPLATES

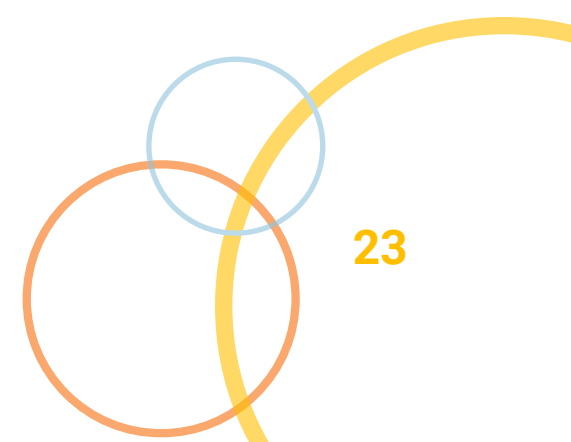
Pre-designed templates with the approved logos, colours, and fonts are being produced for a number of items. From business cards to letterhead, media releases to memo, Power Point templates to Board Agendas, a number of templates are being created. All approved templates will live on the logo section of our website and will be accessible to all staff.

Templates help ensure that consistency in the brand is maintained and that everyone has access to the same high-quality items to create their documents, presentations, memo or other item.

If you see a need for a template that is not available, please contact communications and we can discuss your needs and expectations.

Templates can be found at the webpage below:

WWW.SD79.BC.CA/LOGOS



CONCLUSION

We'll be working hard to ensure this transition is positive and as easy as can be for everyone and we thank all of you who are working to transition to our new logo and to help us tell our new story. Please check back to this document periodically as updates will be date stamped and loaded on the webpage.

Thank you,

Mike Russell
Director of Communications