









# 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

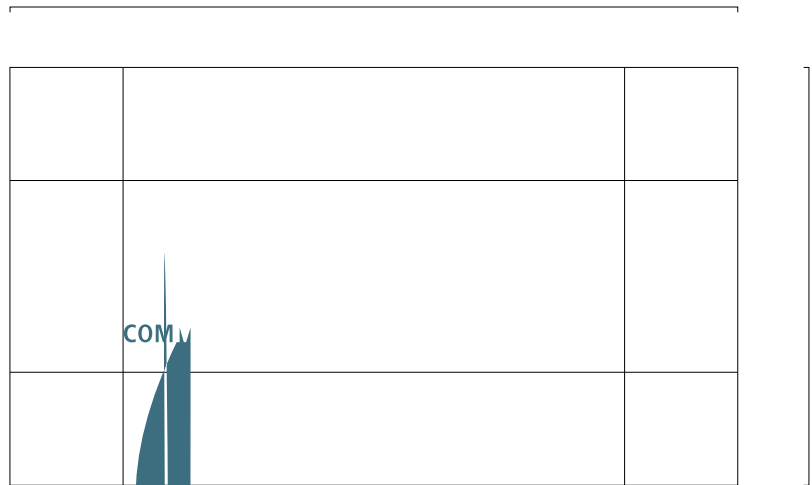
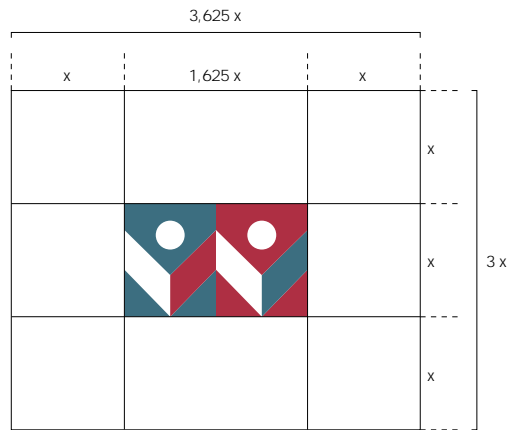
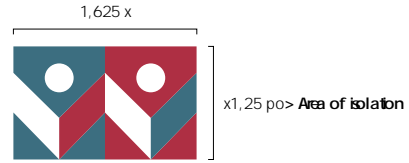
The symbol is 1.625 times wider than it is high. For example, if it is 1 inch high, its width will be 1.625 inches.

### 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.



> 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.



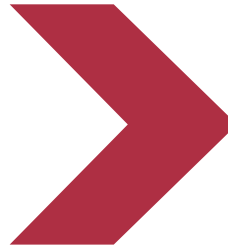
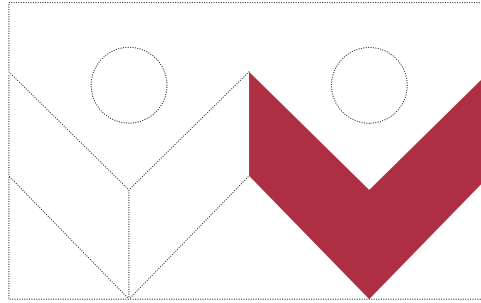


## LOGO secondary element

### 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











# 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

A B C D E F G H I

### > Frutiger light italique

*A B C D E F G H I*

*abc defghi*

1 2 3 4 5 6 7

### > Frutiger roman

A B C D E F G H I

abcde g i

2 3 5 6

### > Frutiger italique

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*O ] g q z % œ ø*

*½ è' < â á*

### > Frutiger bold

**A B C D E F G H I**

**abc defghi**

**1 2 3 4 5 6 7**

### > Frutiger bold italique

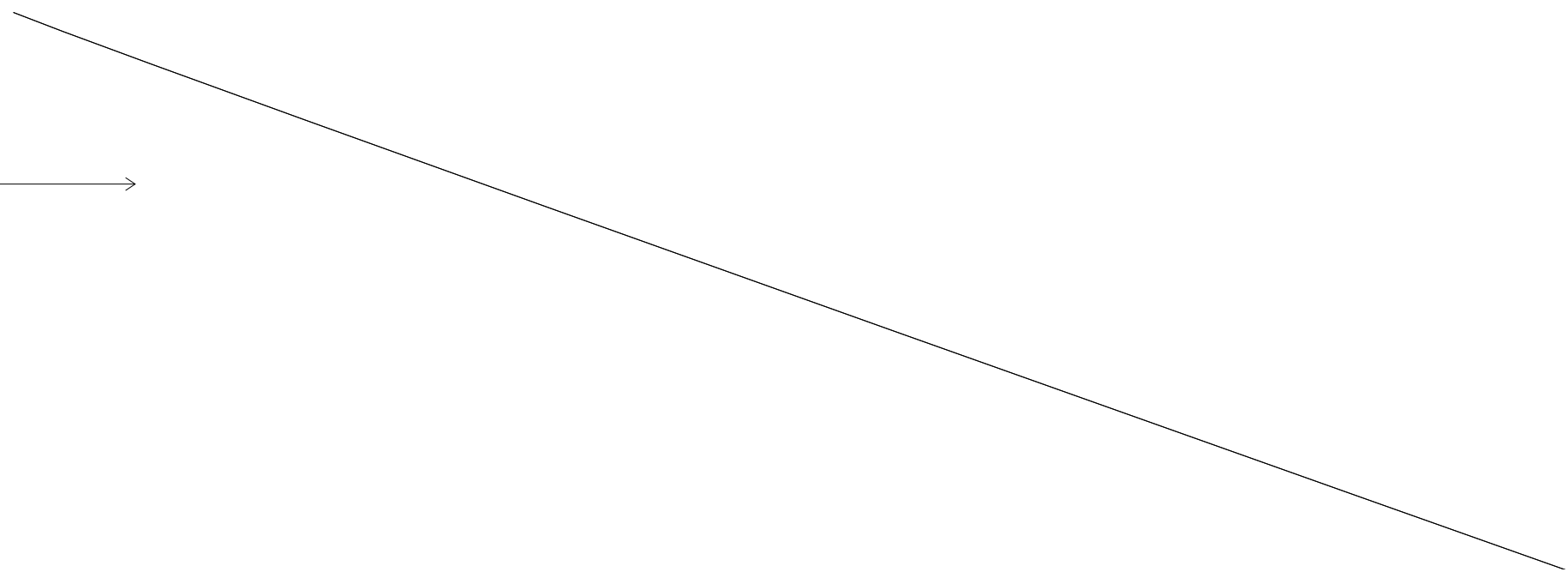
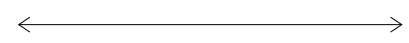
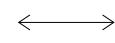
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COMMIS









### **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 for the





Letterhead

© 2010-2011  
 -a p E æ goz YÉ  
 a a æ goz Yæ Uæoz æ j | æ Uæ O' zæ O' qæ i | Yz l i z² æ  
 AO z YÉ

> Letterhead shown in actual size

c

April 26th, 2006

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

Sir,

Lorem ipsum dolor sit amet, consectetur 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 ullam suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Johann Smith  
 Title

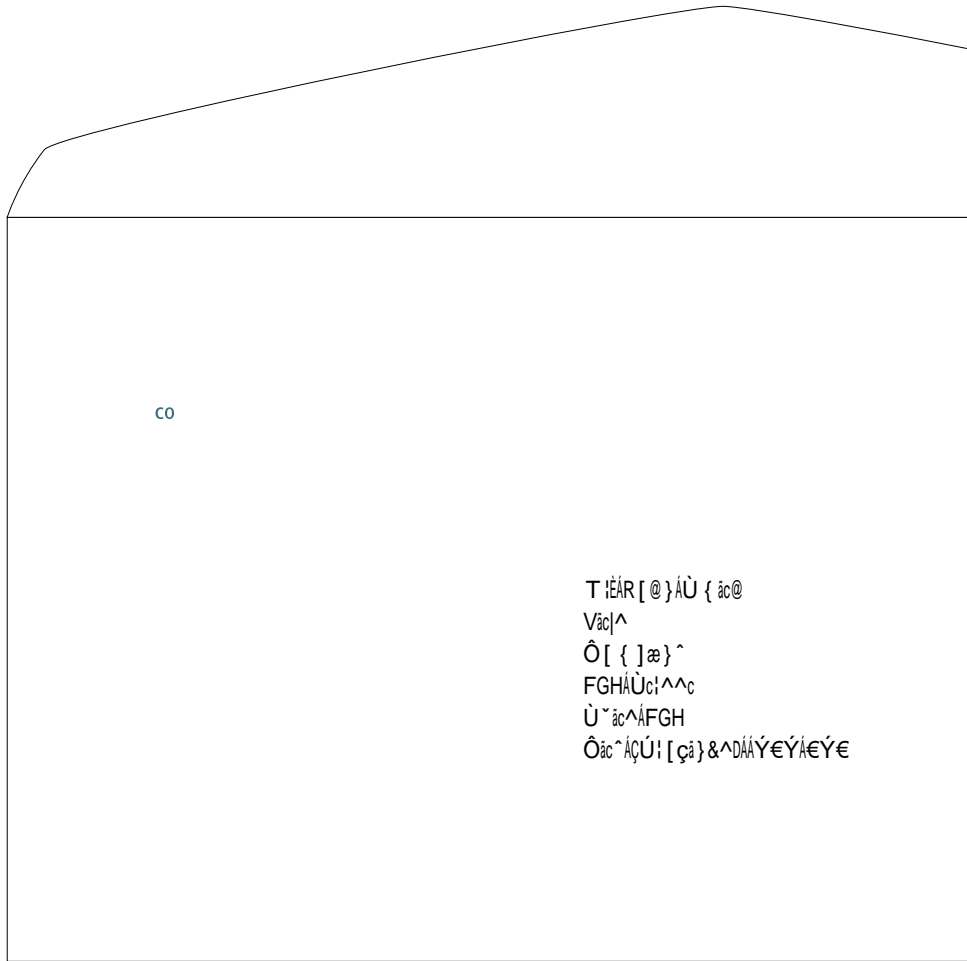


# Executive STATIONERY

## 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.



CO

T:ÉÁR [ @ } Á Û { á c @  
V á c l ^  
Ô [ { ] æ } ^  
FGHÁ Û c ! ^ ^ c  
Ù ~ á c ^ Á FGH  
Ô á c ^ Á Ç Û i [ ç ä ] & ^ D Á Á Ý é Ý Á é Ý é







F 3 W

L L L 6

L L

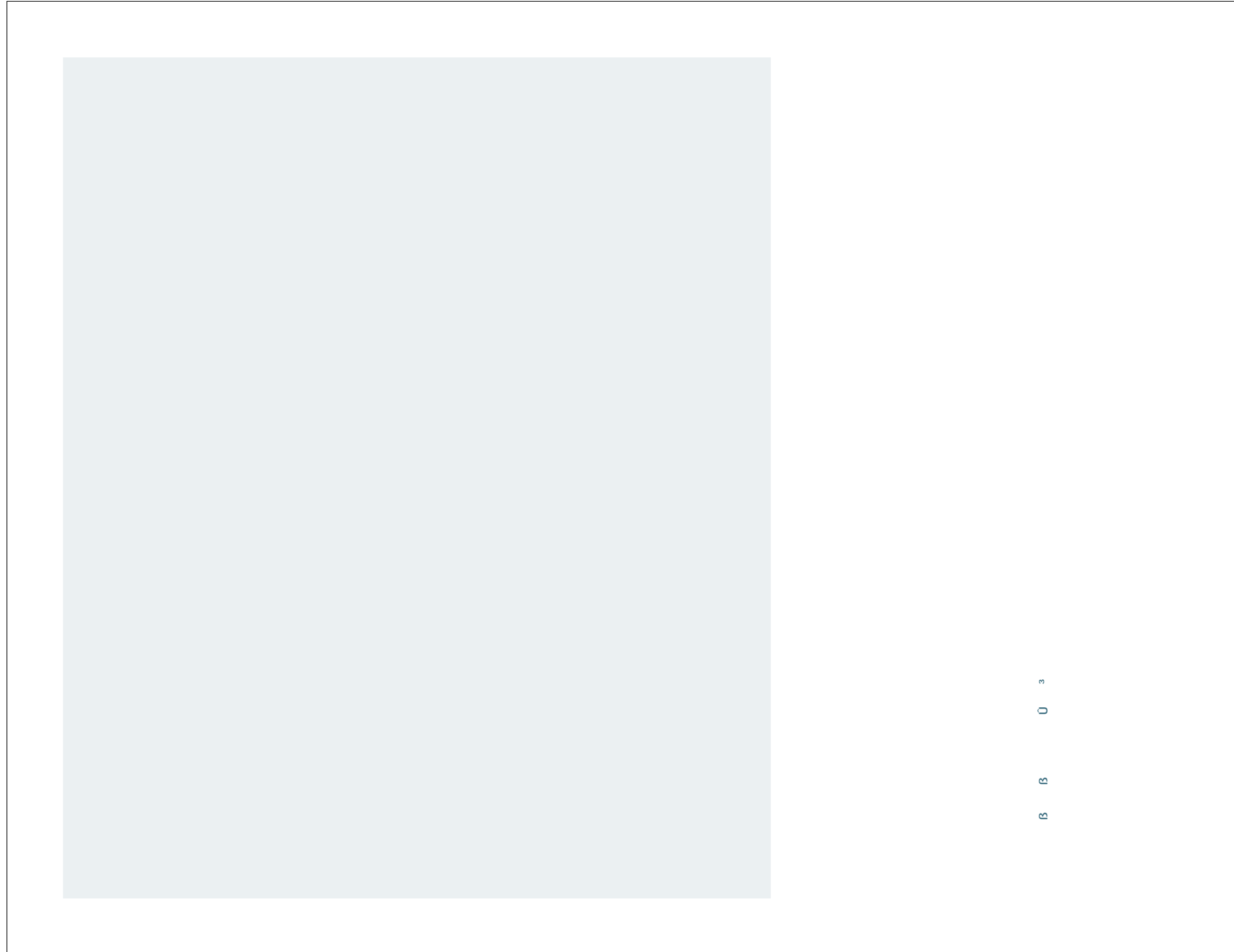


## PAY STUB

### 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.



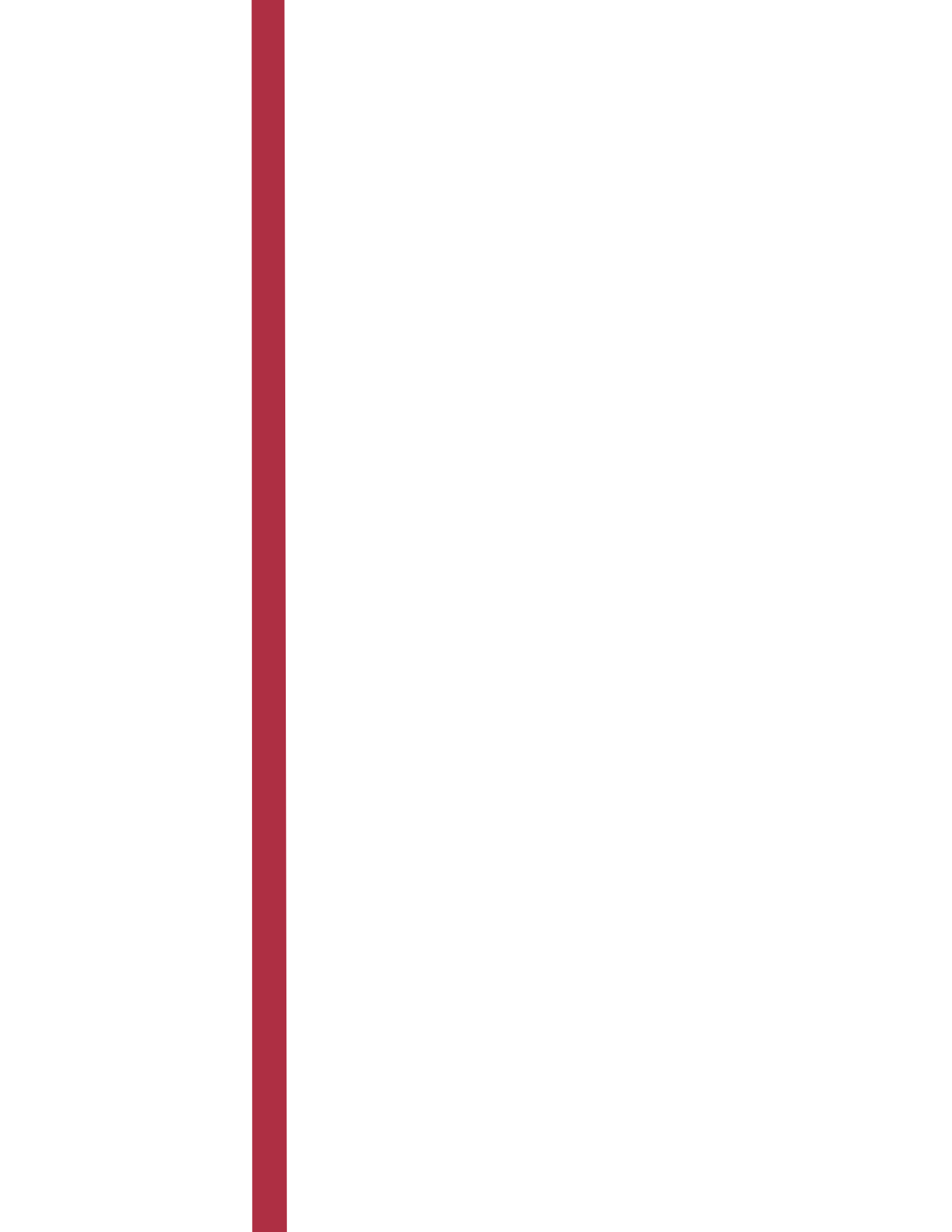


## PAY STUB

### **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.









## SCHOOL TAX STATEMENT

### School tax statement (back)

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

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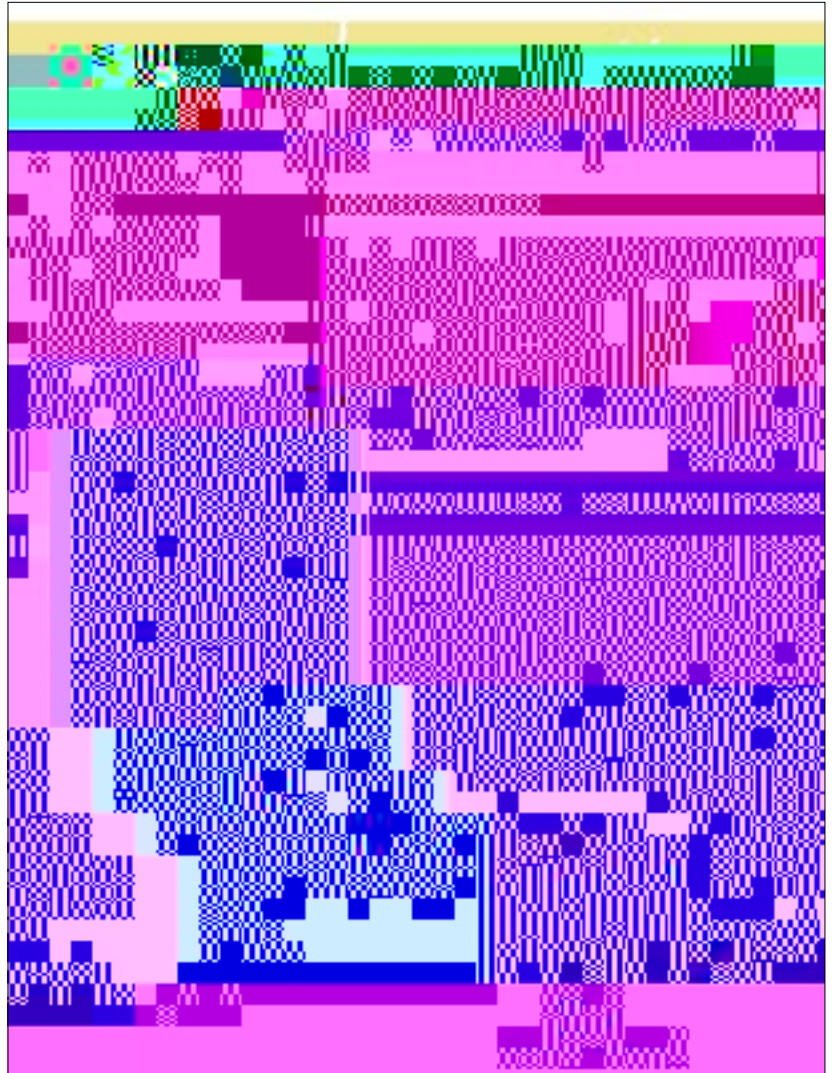


## CORPORATE PIECES

### 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

### **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.



## 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.

