



**EDNA
EDWARDS
SCHOOL**
Nursing

BRAND STANDARDS GUIDE

VERSION 1.0

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LOGO

The logo is one of the most crucial components of the Edna Edwards School brand identity; its purpose is to clearly and succinctly identify the school. Its design, typography, colour, spacing and structure are all unique.



Logo Variations

The Edna Edwards School logo is available in vertical and horizontal orientations. In general, the shape of the media will dictate which version should be used. Vertically-oriented spaces should use the vertical logo, horizontally-oriented spaces should use the horizontal logo.

Vertical



**EDNA
EDWARDS
SCHOOL**
Nursing

Horizontal



**EDNA
EDWARDS
SCHOOL**
Nursing

Icon Anatomy

The Edna Edwards School icon features carefully-considered geometry, proportions and alignment. They should not be changed for any reason.

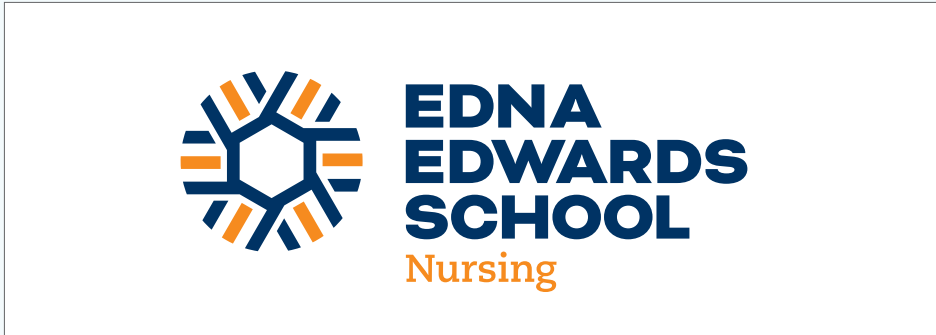


Colour Usage

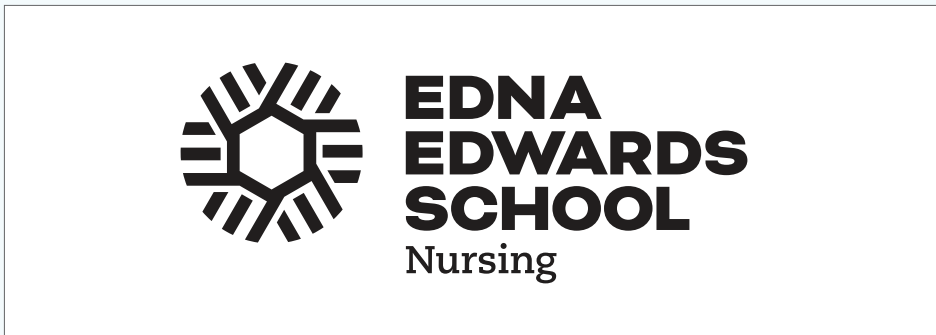
The Edna Edwards School logo is available in the following formats: colour, black, two colour orange reversed, two colour navy reversed, and reversed.

Only use the two colour reversed versions on top of the corresponding primary brand colour: orange on navy / navy on orange. Do not use these versions on other colours or background images.

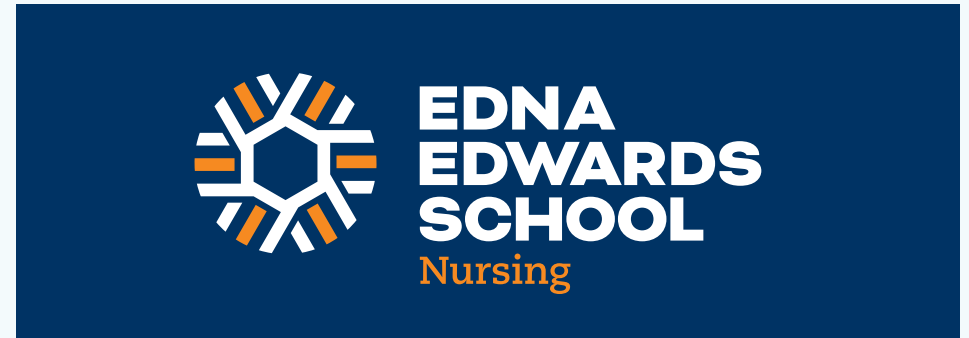
Colour



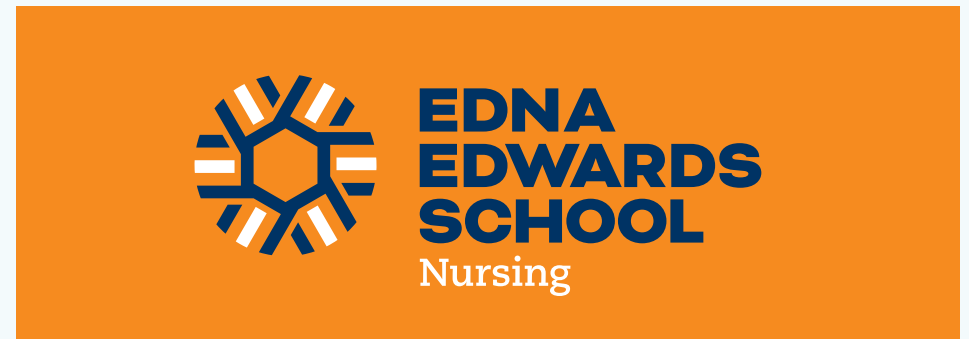
Black



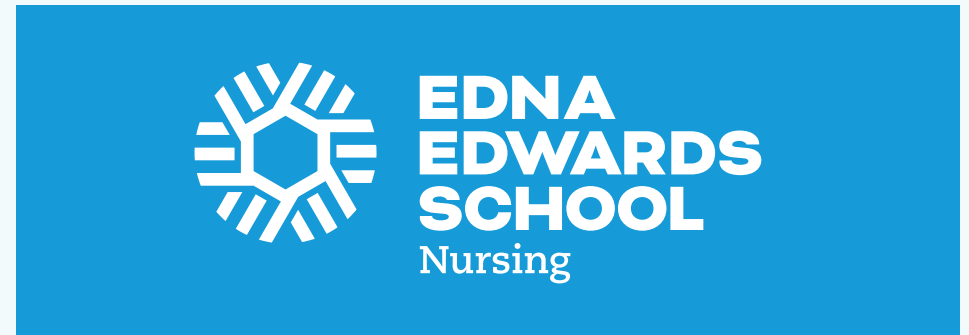
Two colour orange reversed



Two colour navy reversed



Reversed



Clearance Space

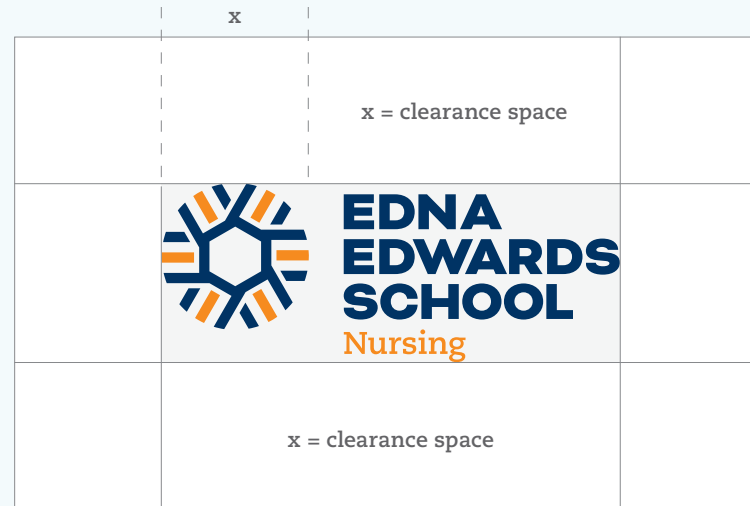
In order to maximize visibility and recognition, the Edna Edwards School logo should have a minimum amount of 'clearance' around it. This keeps the logo free of clutter and unnecessary graphic elements that could hinder recognition and readability.

The following examples provide a visual depiction of the required clearance space.

Vertical

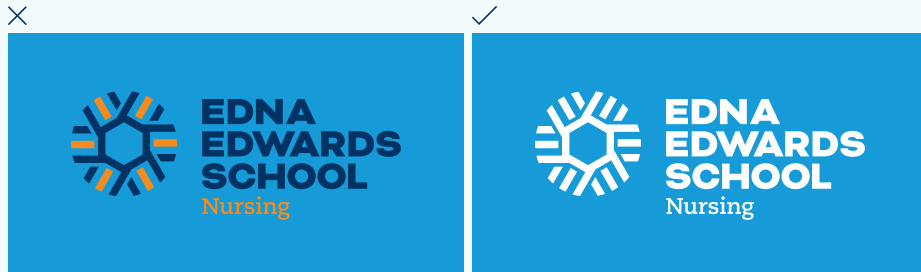


Horizontal

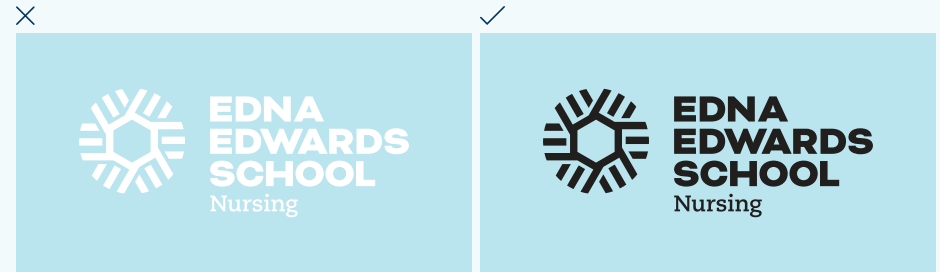


Legibility

Care should be taken to ensure the logo is legible against its background at all times. The following examples illustrate proper legibility and contrast.



Never place the colour or black version of the logo on a dark-coloured background.



Never place the white version of the logo on a light-coloured background.



Never place the logo on a busy or distracting photo background.



Never place the logo on a busy or distracting pattern or textured background.

Improper Use

No variation of the Edna Edwards School logo other than those outlined in section 1.1 should ever be used. These examples provide a visual reference of some common misuses to avoid.



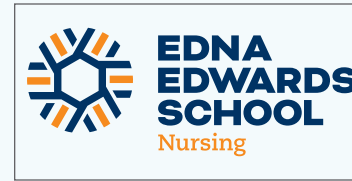
✗

Never skew any part of the logo either vertically or horizontally.



✗

Never add a drop shadow to the logo.



✗

Never add a border or confine the logo to a contained shape.



✗

Never stretch the logo either vertically or horizontally.



✗

Never change the typeface of any part of the logo.



✗

Never tilt the logo on an angle.



✗

Never screen the colours of the logotype or apply a different colour.



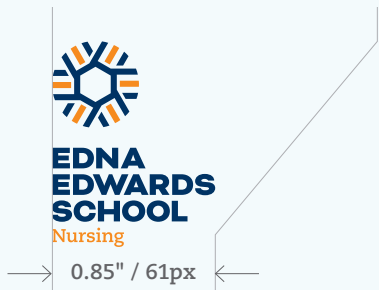
✗

Never add an outline to the logo.

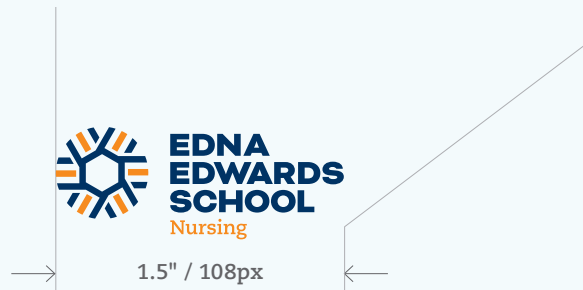
Minimum Size

To ensure recognition, the Edna Edwards School logo must adhere to minimum size requirements.

Vertical

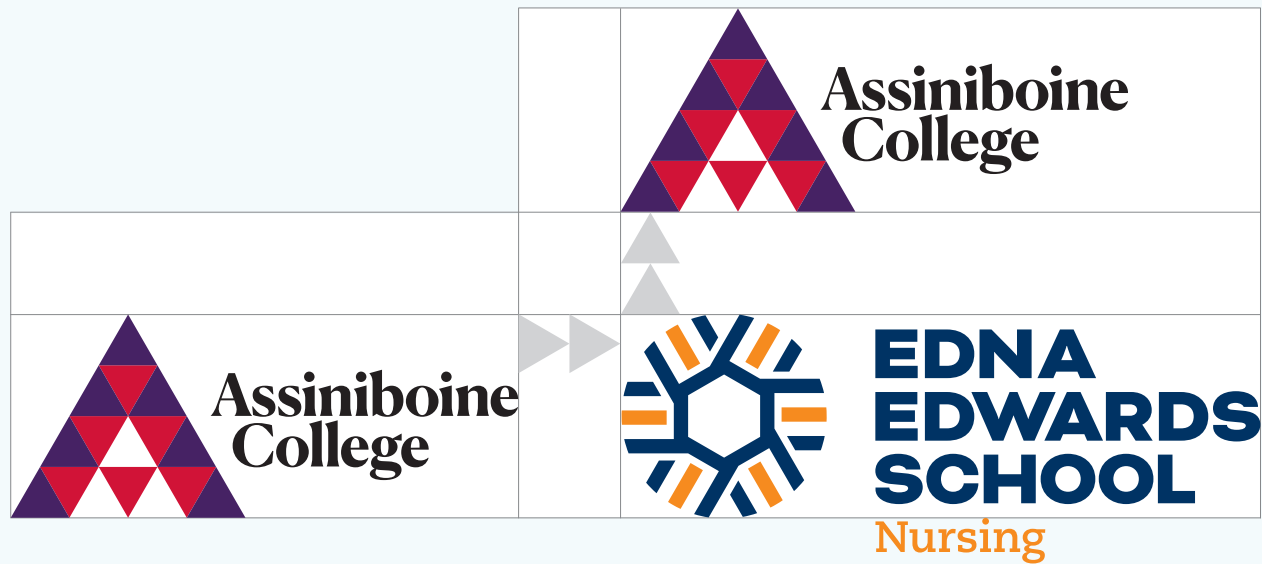


Horizontal



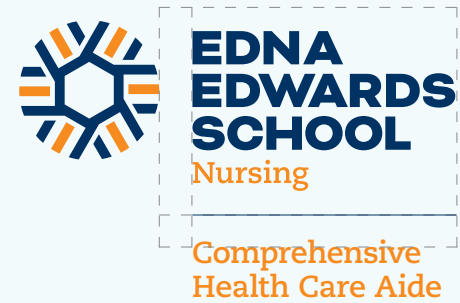
College Lock-Up

When the Edwards School logo needs to be locked-up with the Assiniboine College logo, the horizontal versions of the logos should be used and the height of the logo icons should match. The clearance space should equal the size of two of the Assiniboine College icon's triangles



Program Names

Program names should be added in Caecilia LT Pro Bold, follow clearance guidelines, and use a line to separate the program name from the logo proper.



Logo Alt Tag Description

When using the Edna Edwards School – Nursing logo online, use the following alt tag description:

Edna Edwards School Nursing logo

featuring a blue geometric snowflake/hexagon symbol with orange accents to the left, and the words “EDNA EDWARDS SCHOOL” in bold blue uppercase text, with “Nursing” in orange below.

2

- 2.1 Pantone® 654
- 2.2 Pantone® 2018
- 2.3 Secondary Colours

COLOUR

Care should be taken, in both printed and digital applications, to ensure colours are mixed to the following specifications.



2.1

Pantone® 654

CMYK: 100 / 70 / 10 / 45

RGB: 0 / 58 / 112

HEX: 003a70



2.2

Pantone® 2018

CMYK: 0 / 55 / 100 / 0

RGB: 255 / 117 / 0

HEX: FF7500



Pantone® 298

CMYK: 76 / 23 / 0 / 0

RGB: 65 / 182 / 230

HEX: 41B6E6



Pantone® 317

CMYK: 25 / 0 / 6 / 0

RGB: 177 / 228 / 227

HEX: B1E4E3



Pantone® 353

CMYK: 60 / 0 / 41 / 0

RGB: 128 / 224 / 167

HEX: 80E0A7



Pantone® 388

CMYK: 16 / 0 / 93 / 0

RGB: 224 / 231 / 34

HEX: E0E722



3

- 3.1 Photography
- 3.2 Patterns
- 3.3 Gradients
- 3.3 Brand Application

SUPPORT ELEMENTS

In addition to the logo, there are a variety of support elements that can be implemented across the Edna Edwards School brand.



Photography

Photography throughout the Edna Edwards School brand should be of professional quality, unless this is unfeasible (ie: impromptu social media posts, event photography, etc). The subjects in the photography should appear candid, avoiding imagery that looks forced or staged.

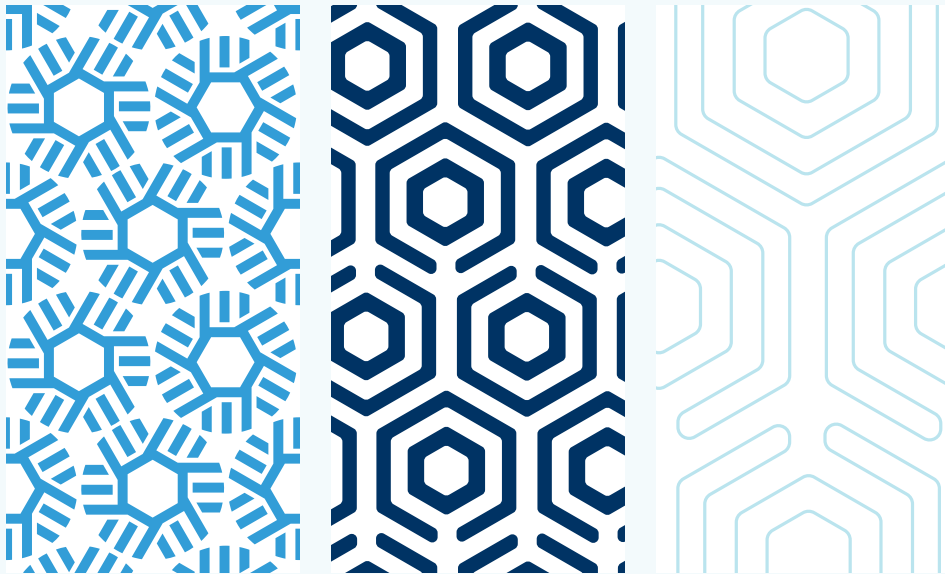
Examples



Patterns

Patterns have been created using the logo icon, allowing for an added stylistic texture to carry the brand forward.

Examples



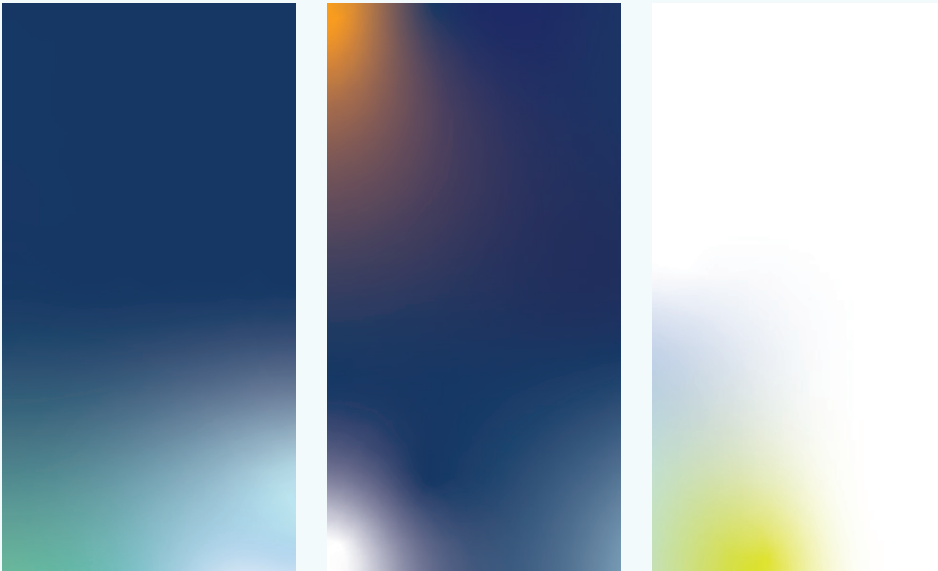
In Use



Gradients

Gentle colour gradients have been created which overlap the other design elements.

Examples



In Use



Brand Application

Collateral



Signage



Apparel



4

- 4.1 Caecilia LT Pro
- 4.2 PMN Caecilia Sans Text
- 4.3 Bicyclette
- 4.4 Accessibility

TYPOGRAPHY

Consistent typography is integral to the success of our brand. To the greatest degree possible, care should be taken to only use the typefaces outlined on the following pages.



Caecilia LT Pro

Caecilia LT Pro is a versatile slab serif typeface, and brings both stability and character to the Edna Edwards School brand. It should be used as copy for captions, headers, subheads and larger display type.

SECONDARY In situations where Caecilia LT Pro is not available for use, the system font Rockwell can be used in its place.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
:;...!/?#\(){}[],.‘’“”\$@&% 1234567890

Caecilia LT Pro Light

Caecilia LT Pro Light Italic

Caecilia LT Pro Roman

Caecilia LT Pro Italic

Caecilia LT Pro Heavy

Caecilia LT Pro Heavy Italic

PMN Caecilia Sans Text

PMN Caecilia Sans Text is a flexible sans serif typeface, and allows the Edna Edwards School brand to communicate with clarity and consistency. It should be used primarily as body copy and in graphs, charts and other figures.

SECONDARY In situations where PMN Caecilia Sans Text is not available for use, the system font Calibri can be used in its place.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
:;!?"#\(){}[],"'" "\$@&% 1234567890

PMN Caecilia Sans Text Light

PMN Caecilia Sans Text Light Italic

PMN Caecilia Sans Text Regular

PMN Caecilia Sans Text Italic

PMN Caecilia Sans Text Heavy

PMN Caecilia Sans Text Heavy Italic

Bicyclette

Bicyclette is a wide sans serif typeface that adds personality and distinction to the Edna Edwards School brand. It should be used primarily in all caps as headers and subheads, avoiding use in large sections of body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

;,...!?#\(){}[],.“”“”"\$@&% 1234567890

BICYCLETTE REGULAR

BICYCLETTE BOLD

BICYCLETTE BLACK

Accessibility

Edna Edwards School should always aim to create collateral that is accessible to all, where everyone, regardless of vision impairment, can engage fully. This means ensuring written communication is accessible by making collateral – both in print and online – as readable as possible.

Please keep in mind the following guidelines when producing any Edna Edwards School written communication.

Contrast: Use high-contrast colours between text and backgrounds. Examples of high-contrast are black on a white or other light-coloured background; or white text on a black or dark-coloured background, provided the font-weight is adequate.

Yes

High-contrast colours

No

Low-contrast colours

Font Weight: Use fonts with medium weight and avoid any fonts that use extremely light strokes.

Yes

Adequate weight

No

Inadequate weight

Type Size: Always consider your audience when selecting type size. Keep text large, ideally a minimum of 10 point in print and 16 point for online applications.

Yes

Large enough to read

No

Too small to read

Uppercase vs. Lowercase: When setting large blocks of copy, do not use italics or uppercase letters.

Yes

A mix of uppercase and lowercase letters makes large blocks of text easier to read.

No

USE OF ALL UPPERCASE LETTERS MAKES LARGE BLOCKS OF TEXT DIFFICULT TO READ.

Leading: Leading is the measurement of space between lines of text. This space should generally be at least 25%–30% of the type size.

Yes

This sample features adequate spacing between the lines of text

No

This sample features inadequate spacing between the lines of text

Letter Spacing: Do not crowd text. Ensure generous spacing between letters, especially in digital environments.

Yes

Adequate spacing of letters

No

Inadequate spacing of letters

5

5.1 Style Points

MESSAGING

Messaging should focus on the end-user and how they feel leading up to visiting or attending the school. The intent is to make an emotional appeal, rather than attempting to sell.



Style Points

Style points follow the guidelines set by the Canadian Press, which is the industry standard for best practice writing and grammar. Follow the guidelines as noted below unless, for marketing design purposes, exceptions need to be made.

Ampersands: Please use the word “and” whenever possible and avoid using ampersands (&).

Capitalization: Capitalize all proper names. If it is not a proper name, it should be lowercase.

Currency: Example: Tickets are \$5 at the door.

Yes: \$5
No: \$5.00

Note: If the price includes cents, use the period, e.g. \$2.25.

Amounts of a thousand dollars or more require a comma.

Example: \$5,000; \$30,800

If the amount is for a million dollars or more, do not write out the entire number.

Examples: The event reached an all-time high raising over \$4 million.

Yes: \$4 million
No: \$4,000,000

Dates: For clarity, use the day of the week with the month and year.

In first reference Friday, May 15, 2009

In subsequent references May 15 or Friday, May 15

Note: Adding the day of the week as well as the month and year is not always an appropriate choice for marketing material or some writing. Use discretion based on what the audience needs to most clearly understand the message. In addition, if you have already listed the year or day of the week on the document, it doesn't need to be stated repeatedly.

Do not use apostrophes in dates.

Yes: 1990s
No: 1990's

Never use ordinals with dates.

Do not include st, rd, th on dates.

Yes: Friday, July 4, 2008
No: Friday, July 4th, 2008

Note: Ordinals are only used with anniversaries, e.g. The 50th Anniversary of Edwards School.

Days of the week: Always spell out days of the week, Monday, Tuesday, etc.

Style Points

Hyphens: Hyphens indicate which words the reader should mentally join together as one concept.

Example: We are a not-for-profit organization.

Hyphenate co-words and any words with a prefix that creates a double vowel, such as pre-eminent.

Use a hyphen to join two or more words together to modify a noun.

Examples: well-known instructor;
out-of-date statistics;
40-year-old volunteers

Note: When the same adjectives follow the noun, hyphens are unnecessary and are left out.

Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

Italics: Italics are used to represent titles such as play titles, books, periodicals (including newspapers), long musical works, movies, television and radio programs, works of visual art, names and foreign words and phrases that are not part of the English language.

Months of the year: For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out standing alone or with year alone.

Example: Oct. 1, 1995 was a Friday; July 2009 was wet and rainy.

Note: Do not put a comma with a month and year e.g, June 2008.

Numbers: Spell out numbers from one to nine. Use figures for 10 and above.

Example: Three and 33

Exceptions: Use numbers for street addresses.

Per cent: Percentages of numbers are indicated by the words per cent not the symbol %.

Example: Over 20 per cent of our volunteers are seniors.

Yes: per cent

No: % OR percent

Phone numbers: Always use periods between numbers and the area code. Do not use brackets for the area code or hyphens.

Yes: 204.555.5555

No: (204) 555-5555

Times: Time is written in figures. However, write midnight or noon instead of the number.

Yes: 2pm, 2:30pm

No: 2 p.m., 2:30 p.m.

No: 2:00 p.m.

Yes: midnight, noon

No: 12 midnight, 12 noon



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Nursing

If you have questions related to any
Edna Edwards School brand application,
please contact:

Director, Communications and Marketing
Assiniboine College
communications@assiniboine.net

