



# SCHOOL DISTRICT 46 SUNSHINE COAST

## BRAND GUIDE

# blackbean.

## creative marketing

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A close-up photograph of a person's hand holding a blue plastic cup, pouring a fine, orange-colored powder through a wooden sieve. The powder is falling into a red bucket. The background is a blurred outdoor setting with green foliage and a wooden structure.

**WE ACKNOWLEDGE WITH RESPECT THE UNCEDED AND TRADITIONAL LANDS AND WATERS OF**

**THE SKWXWÚ7MESH ÚXWUMIXW (NATION) AND THE SHÍSHÁLH NATION**

**WHERE WE GATHER, LEARN, AND COLLABORATE WITH ONE ANOTHER.**

Table of Content

## BRAND GUIDE

---

3

INTRODUCTION

5

OFFICIAL LOGO  
AND LOGO USES

11

COLOUR PALETTE  
AND USES

A1&A2

SCHOOL LOGOS & COLOUR PALETTES

13

TYPOGRAPHY

18

BRANDING  
APPLICATIONS

B1&B2

EMAIL SIGNATURE EXAMPLES

## Introduction

# BRAND PURPOSE

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The purpose of this guide is to establish and maintain the consistent use of the School District 46 - Sunshine Coast's logo, type font, color palette, and academic model, thereby supporting the District's brand and the value it offers as the heartbeat of all of the Sunshine Coast's schools.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the School District 46 - Sunshine Coast's mission, vision, core values, attributes and qualities of its academic and extracurricular programming. Brands encourage loyalty and create a sense of pride. Our primary goal is to promote the philosophy, valuable and varied programs, and services that SD46 provides.

If you have any questions which aren't addressed in this guide book, please contact Stephanie Murawsky, Executive Assistant to the Superintendent, Communications Officer at (604) 886-4489 or [smurawsky@sd46.bc.ca](mailto:smurawsky@sd46.bc.ca)

## Introduction

# VISION AND MISSION OF SD46

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The tagline of the School District 46 - Sunshine Coast is “**Excellence in all we do!**”. This statement permeates all of the academic and personal values of the administrative staff, the teachers and the students of the School District 46.



### Vision

We are a community engaged in lifelong learning and educational excellence.

### Mission

We support and inspire each student to experience joy and fulfillment in realizing their potential as a knowledgeable, confident, and contributing citizen in the global community.

### Affirmation

The Board of School District 46 - Sunshine Coast affirms its commitment to Indigenous Peoples and Reconciliation by building relationships and deepening understanding of Indigenous history, worldviews, and ways of knowing.

# OFFICIAL LOGO AND LOGO USES



## Logo

# PRIMARY LOGO

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The School District 46- Sunshine Coast's logo is considered a combination mark, meaning it consists of a wordmark and a symbol or logo mark. This combination mark provides the flexibility that is needed to be used across any print or web application.



# SCHOOL DISTRICT 46 SUNSHINE COAST

## Significance

In the logo, we see Raven holding the sun (the “Light of Knowledge”) in his beak. Raven captured the sun so that he could release the light to everyone. In sharing the light, rather than keeping it for himself, Raven makes a sacrifice. The light is available to everyone (the community; the world).

**The circular shape of the logo represents the cycle of learning and of life.** We are all one in the circle of learning and the circle of life. It means we are always learning – from newborn to elder – the process of learning never stops. In this ongoing cycle we create our future. Our learning path is a journey from darkness to light, just as Raven’s is.

46 is the number of the School District. **Forty-six has significance: the four directions and the six sides of a bentwood box. The number is in the centre of an ovoid shape to represent potential or the future. This is what creativity is all about – the wonderful energy of creativity – the creativity in each one of us is waiting to be used in the directions we set it in. What we do with our potential, our creativity and the choices we make, is the essence of our lives.**





**SCHOOL DISTRICT 46  
SUNSHINE COAST**



**SCHOOL DISTRICT 46  
SUNSHINE COAST**



**SCHOOL DISTRICT 46  
SUNSHINE COAST**



**SCHOOL DISTRICT 46  
SUNSHINE COAST**



## Logo

# SECONDARY LOGOS

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Main logo + tagline



**SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*



**SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*

---

Main logo simplified

**SCHOOL DISTRICT 46**  
**SUNSHINE COAST**

**SCHOOL DISTRICT 46**  
**SUNSHINE COAST**

---

Symbol

(no less than 50px)



## Logo

# CLEAR SPACE

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The SD46 logo should always be surrounded by a minimum area of space, called the X-height. The area of isolation ensures that headlines, text, or other visual elements do not encroach on the logo. The area is defined by using the X-height of the symbol in the combination mark. A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the area of isolation.



Logo

# INAPPROPRIATE USES

It is important that the appearance of the School District 46 - Sunshine Coast's logo remains consistent. The logo should not be misinterpreted, modified, or added to. The logo must never be redrawn or adjusted, in any way. It should only be reproduced from the artwork provided. To illustrate this point, some of the more likely mistakes are shown.

**Please do not:**

- Change the colours
- Stretch or condense the logo
- Change the type in the logo
- Remove any logo elements
- Change the placement or orientation of any logo elements
- Rotate the logo
- Add any dropshadows or additional effects





**COLOUR PALETTE AND USES**

20%

## **RICH BLACK**

### **The Words**

Pantone Black 6C

CMYK 60, 40, 40, 100

RGB 0, 0, 0

HEX #000000

78%

## **PURE WHITE**

### **The Canvas**

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #ffffff

12%

## **VIBRANT RED**

### **The Highlights**

Pantone 2347C

CMYK 8, 100, 100, 2

RGB 216, 31, 38

HEX #d81f26



# TYPOGRAPHY

Typography

## LOGO FONTS IN USE

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**SCHOOL DISTRICT 46  
SUNSHINE COAST**

BEBAS NEUE BOLD



**SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*

BEBAS NEUE BOLD

*Twilight Script*



Typography

## HEADER FONT

---

### BEBAS NEUE

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@\$%^&\*()

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@\$%^&\*()

---

### FONT IN USE

**HELLO, I AM AN SCHOOL DISTRICT NO. 46 TITLE.**

**I AM A MINIMUM 18 POINTS, MY FONT WEIGHT IS BOLD AND  
MY KERNING IS 30**

Typography

## SUBTITLE AND BODY FONT

---

# Lato

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@\$%^&\*()**

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$%^&\*()

---

**Font in use**

**I am a School District 46 - Sunshing Coast subtitle/subheader. I am a minimum of 14 points, my font weight is bold and my kerning is 5.**

Font in use

Hello, I am an School District 46 - Sunshine Coast paragraph. My font weight is Regular, unless I am used for emphasis, and I am a minimum of 10 points. My kerning is 5. In real life, I look like this:

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum enim sapien, et egestas lorem venenatis in. Curabitur in iaculis elit, quis faucibus lacus.** Vestibulum convallis urna pulvinar luctus blandit. Sed lobortis sapien est, a laoreet dolor ornare quis.

Typography

## ACCENT AND TAGLINE FONT

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### *Twilight Script*

*Regular*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

*Excellence in all we do!*

*Font in use*

*I am the School District 46 - Sunshine Coast tagline or accent. I am a minimum of 16 points, my font weight is regular and my kerning is 10. I am only used for short sentences or for the tagline "Excellence in all we do!"*



**BRANDING:**

**PRINT AND DIGITAL APPLICATIONS**

## Branding

# AN INTRODUCTION

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### Print

All department forms, marketing materials, and other print materials prepared by or for SD46 must adhere to the logo, color and font standards identified in this brand guide. Should you have questions, contact Stephanie Murawsky, Executive Assistant to the Superintendent, Communications Officer at (604) 886-4489 or smurawsky@sd46.bc.ca

### Electronic

E-Newsletters, Press Releases, Fax Cover Sheets, Power Point Presentations, and Web Pages prepared by or for SD46 must adhere to the logo, color and font standards identified in this brand guide.

### Signage

Signage must be visible from a distance and include the SD46 logo.

Vinyl colors: Vibrant Red, Rich Black, Canvas White

### Apparel

The brand standards apply in the design and execution of apparel items.

### Approval of Use

Individuals (parents, students, teachers, etc.) who would like to produce apparel or other items using the School District 46 - Sunshine Coasts's marks must have their design District Main Office prior to providing artwork to the vendor.

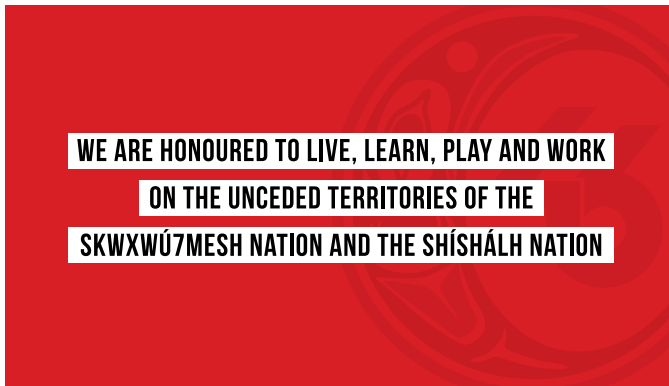
### Vendor Approval

Vendors who wish to produce goods using any of the School District 46 - Sunshine Coast's trademarks must be approved by the District's Main Office.

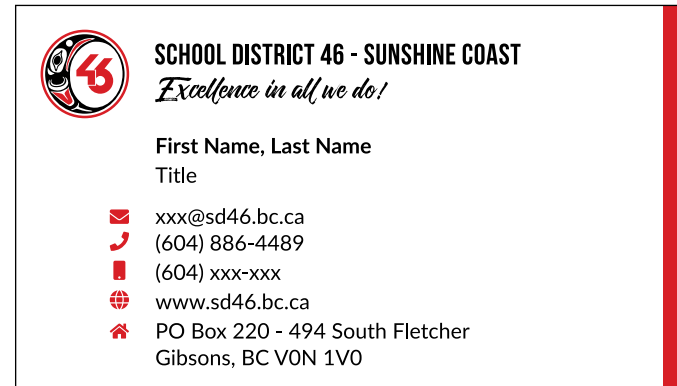
## Branding

# BUSINESS CARDS

Business card - back




Business card - front



# Branding

# LETTERHEADS

## Invoices and Purchase Orders



**SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*

**INVOICE**

Date:  
Invoice #:  
Customer ID:  
Quote no:

School District No. 46 (Sunshine Coast) | PO Box 220 - 494 South Fletcher, Gibsons, BC V0N 1V0  
(604) 886-8811 | questions@sd46.bc.ca | www.sd46.bc.ca

## Standard letterhead



**SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*

Stephanie Murawsky  
PO Box 220 - South Fletcher  
Gibsons  
BC V0N 1V0  
June 26, 2019

Laura Norup-Boyer  
207-3030 Pandosy St.  
Kelowna  
BC V1Y 0C4

**Subject: Your Branding**

Dear Laura,

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate 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 duis dolore te feugait nulla facilisi.

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours,



Name of sender  
Title of sender

School District No. 46 (Sunshine Coast) | PO Box 220 - 494 South Fletcher, Gibsons, BC V0N 1V0  
(604) 886-8811 | questions@sd46.bc.ca | www.sd46.bc.ca

Branding

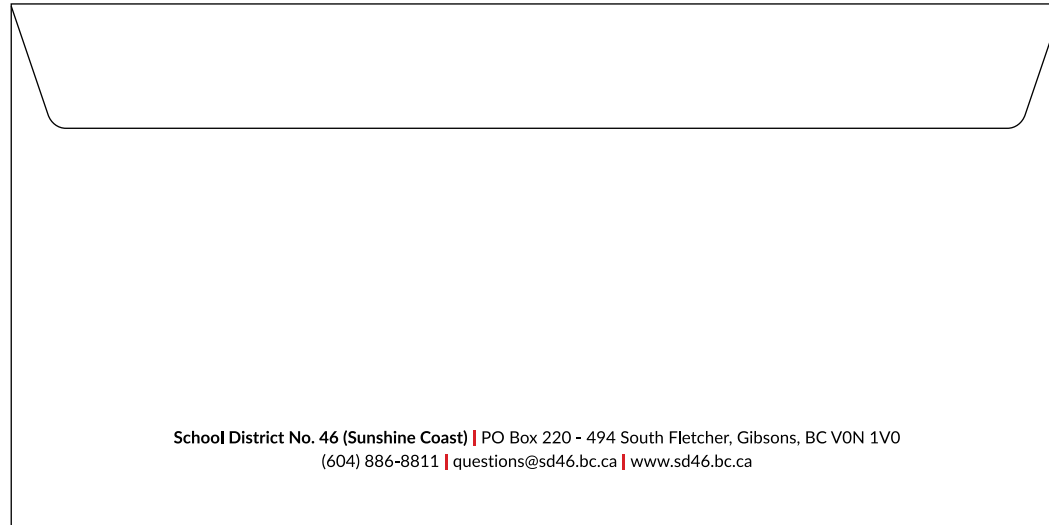
# ENVELOPES

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**SCHOOL DISTRICT 46**  
**SUNSHINE COAST**

PO Box 220 - South Fletcher  
Gibsons, BC V0N 1V0



School District No. 46 (Sunshine Coast) | PO Box 220 - 494 South Fletcher, Gibsons, BC V0N 1V0  
(604) 886-8811 | [questions@sd46.bc.ca](mailto:questions@sd46.bc.ca) | [www.sd46.bc.ca](http://www.sd46.bc.ca)



## Branding

# EMAIL SIGNATURE

New Message — ↗ ✕

To: \_\_\_\_\_

Subject: \_\_\_\_\_


Hi there,

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 ullamcorper 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 te.

Best regards,

**Stephanie Murawsky**  
Executive Assistant to the Superintendent,  
Communications Officer

 **SCHOOL DISTRICT 46 - SUNSHINE COAST**  
*Excellence in all we do!*

**Address:** PO Box 220 - South Fletcher, Gibsons, BC V0N 1V0  
**Direct:** (604) 886-4489 | **Mobile:** (604) 989-7879  
**Web:** [www.sd46.bc.ca](http://www.sd46.bc.ca)

Send 🗑️ ⋮

## Branding

# DESIGN CONSIDERATIONS

EPS, PNG and PDF formats are the only file types that preserve background transparency.

The white logo is available as an EPS, PNG and PDF but not as a JPG because this file type cannot maintain a transparent background. EPS and PDF are vectors images, while JPG and PNG are raster images. Raster may be reduced in size but never enlarged: enlarging them will result in poor reproduction and is thus highly discouraged.

Design application	EPS	JPG	PNG	PDF
Banner/signs	R			○
Embroidery	R			○
Excel documents		R	○	○
Online (emails, newsletter, website, etc.)		○	R	
Publisher documents	○	R	○	○
Promotional items	R			○
PowerPoint		R	○	○
Silkscreening	R			○
Word documents		R	○	○
Video/Quicktime movie	R			○
Vehicle graphics	R			○

**R** - recommended file type    **○** - optional file type

**blackbean.**  
creative marketing

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[www.blackbeancreative.com](http://www.blackbeancreative.com) | [hello@blackbeancreative.com](mailto:hello@blackbeancreative.com) | +1-236-837-2088



School Logos &

# SCHOOL COLOUR PALETTES

## CEDAR GROVE ELEMENTARY



HEX  
#636247  
CMYK  
56,47,73,29  
RGB  
99, 98, 71

HEX  
#F3E6CA  
CMYK  
4, 7, 22, 0  
RGB  
243, 230, 202

HEX  
#C81B00  
CMYK  
15, 100, 100, 5  
RGB  
200, 27, 0

## ELPHINSTONE SECONDARY



HEX  
#A46225  
CMYK  
28, 64, 100, 16  
RGB  
164, 98, 37

HEX  
#000000  
CMYK  
75, 68, 67, 90  
RGB  
0, 0, 0

HEX  
#F4D314  
CMYK  
6, 13, 98, 0  
RGB  
244, 211, 20

## CHATELECH SECONDARY



HEX  
#19468e  
CMYK  
100, 84, 10, 3  
RGB  
25, 70, 142

HEX  
#b7b9bb  
CMYK  
0, 0, 0, 32  
RGB  
184, 186, 188

HEX  
#fec232  
CMYK  
0, 25, 90, 0  
RGB  
255, 194, 51

## GIBSONS ELEMENTARY



HEX  
#004181  
CMYK  
100, 84, 22, 7  
RGB  
0, 65, 129

HEX  
#7C7878  
CMYK  
53, 47, 45, 10  
RGB  
124, 120, 120

HEX  
#15CEC1  
CMYK  
67, 0, 33, 0  
RGB  
21, 206, 193

## DAVIS BAY ELEMENTARY



HEX  
#592D8F  
CMYK  
81, 100, 2, 0  
RGB  
89, 45, 143

HEX  
#108D9B  
CMYK  
83, 28, 36, 2  
RGB  
16, 141, 155

HEX  
#FDDF00  
CMYK  
3, 8, 100, 0  
RGB  
253, 223, 0

## HALFMOON BAY ELEMENTARY



HEX  
#4D4DBF  
CMYK  
79, 76, 0, 0  
RGB  
77, 77, 191

HEX  
#E10E0A  
CMYK  
5, 100, 100, 1  
RGB  
225, 14, 10




HEX  
#FCE217  
CMYK  
3, 6, 98, 0  
RGB  
252, 226, 23

School Logos &

# SCHOOL COLOUR PALETTES




## KINNIKINNICK ELEMENTARY



		
HEX #216359 CMYK 85, 41, 64, 26 RGB 33, 99, 89	HEX #C6182D CMYK 15, 100, 92, 5 RGB 198, 24, 45	HEX #FDF100 CMYK 5, 0, 94, 0 RGB 253, 241, 0




## LANGDALE ELEMENTARY



		
HEX #E11F27 CMYK 5, 100, 98, 0 RGB 225, 31, 39	HEX #000000 CMYK 75, 68, 67, 90 RGB 0, 0, 0	HEX #6E86BF CMYK 61, 44, 2, 0 RGB 110, 134, 191




## MADEIRA PARK ELEMENTARY



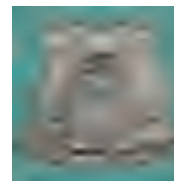
		
HEX #1F4396 CMYK 100, 86, 6, 0 RGB 31, 67, 150	HEX #C52A2F CMYK 16, 97, 91, 6 RGB 197, 42, 47	HEX #FDD900 CMYK 2, 11, 100, 0 RGB 253, 217, 0



## PENDER HARBOUR ELEMENTARY/ SECONDARY



		
HEX #076202 CMYK 87, 35, 100, 31 RGB 7, 98, 2	HEX #072D05 CMYK 78, 53, 85, 70 RGB 7, 45, 5	HEX #AD9EC5 CMYK 33, 37, 4, 0 RGB 173, 158, 197




## ROBERTS CREEK ELEMENTARY



		
HEX #38372E CMYK 65, 59, 70, 58 RGB 56, 55, 46	HEX #5B928B CMYK 67, 28, 46, 4 RGB 91, 146, 139	HEX #BCB4AC CMYK 27, 25, 29, 0 RGB 188, 180, 172




## SUNSHINE COAST ALTERNATIVE SCHOOL



		
HEX #1E429B CMYK 100, 86, 3, 0 RGB 30, 66, 155	HEX #98A33F CMYK 45, 23, 96, 3 RGB 152, 163, 63	HEX #C6D92D CMYK 27, 0, 99, 0 RGB 198, 217, 45

## WEST SECHelt ELEMENTARY



		
HEX #4D4D4F CMYK 66, 59, 55, 36 RGB 77, 77, 79	HEX #00AEEF CMYK 69, 14, 0, 0 RGB 0, 174, 239	HEX #FFCE70 CMYK 0, 20, 65, 0 RGB 255, 206, 112

## Email Signatures

# DISTRICT EXAMPLE

---

**BOLD** → **Stephanie Murawsky (she/her)** ← **Pronouns are optional**  
Executive Assistant to the Superintendent | Communications Officer ← **Position**  
School District 46 - Sunshine Coast ← **District Name**



**SCHOOL DISTRICT 46**  
**SUNSHINE COAST**

**Address:** 494 South Fletcher, PO Box 220, Gibsons, BC V0N 1V0

**Direct:** (604) 886-4489

**Web:** sd46.bc.ca | **Social:** @SD46SC – FB / Twitter / IG / YouTube

← **Keep separation line in approved district red colour palette**

We acknowledge with respect the unceded and traditional lands and waters of the Skwxwú7mesh Úxwumixw and the shíshálh Nation where we gather, learn, and collaborate with one another.

← **Acknowledgement is not optional**

**\*signature should be in approved font of Lato or Arial and 12 pt font size.**

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

## Email Signatures

# SCHOOL EXAMPLE

---

**BOLD** → Alex Smith (they/them) ← Pronouns are optional  
Teacher of Awesome Stuff ← Position  
**West Sechelt Elementary** ← School Name



**Address:** 5609 Mason Road, PO Box 220, Sechelt, BC V0N 3A0  
**Office:** (604) 885-2825 | **Web:** <https://west-sechelt.sd46.bc.ca/>

← Keep separation lines in school approved colour palette

School District 46 – Sunshine Coast | Excellence in all we do! ← District Name & Tagline

We acknowledge with respect the unceded and traditional lands and waters of the shíshálh Nation where we gather, learn, and collaborate with one another.

← Acknowledgement is not optional

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