



**HWCD SB**

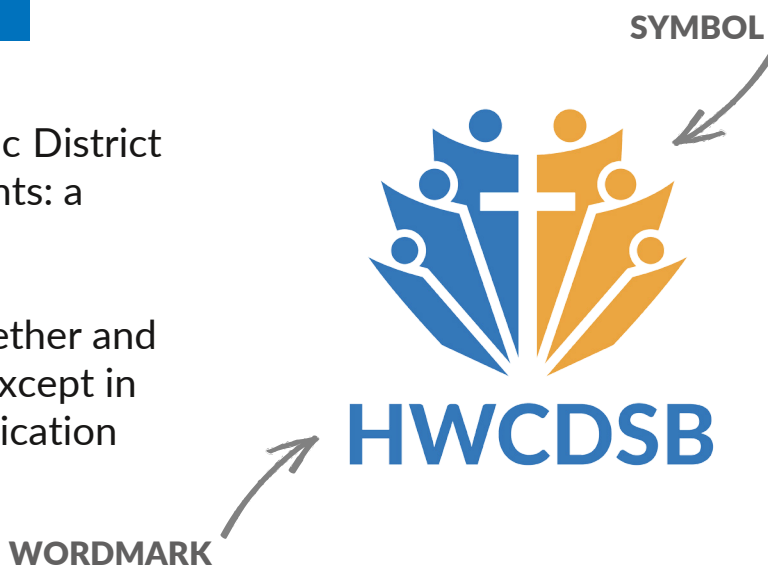
**LOGO GUIDELINES**

# LOGO GUIDELINES

## LOGO ELEMENTS

The Hamilton-Wentworth Catholic District School Board logo has two elements: a **symbol** and a **wordmark**.

These elements *must* be used together and may not be separated or altered except in the case of promotional, non-publication items, as described below.



There are two versions of the logo: **horizontal**, in which the full board name is used; and **vertical**, a condensed version which uses the board initials.

### PRIMARY LOGO (HORIZONTAL)



Hamilton-Wentworth Catholic District School Board  
*Believing, Achieving, Serving*

The primary HWCDSB logo is used on all primary communications (letterhead, reports, memorandum). The logo's size, colour and design may not be altered in any way. Scaling of the logo is allowed.

### SECONDARY LOGO (VERTICAL)

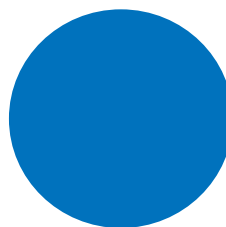


The secondary logo is used for more informal communications, when space does not allow use of the primary logo, and/or when the legibility of the logo may be compromised.

# LOGO COLOUR

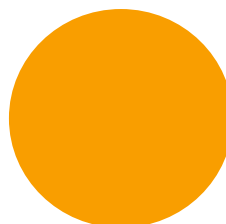
The logo may appear in only three colour palettes: blue/yellow, black or white. Other colours may not be used to present the logo or colour selections may not be altered in any way (e.g. tint, fade, shadow, etc.)

The approved colours for the HWCDSB logo are as shown.



## BLUE

C	85	R	11
M	47	G	
Y	0		121
K	0	B	
			191



## YELLOW

C	0	R	246
M	42	G	
Y			160
	100	B	26
K	1		

# FONTS



Hamilton-Wentworth Catholic District School Board  
*Believing, Achieving, Serving*

Arial Regular (Standard Font)

Arial Italic (Standard Font)



HWCDSB

Lato Heavy (Google Font)

# ALTERNATE LOGO VERSIONS & THEIR USE

## BACKGROUND

The logo can be used on a **black, white** or **solid color** background. The white background is the *preferred choice*.

## LOGO IMAGE USAGE

The HWCDSB symbol may be used separately from the wordmark for non-publication purposes, such as on promotional items and clothing.

# PROPER USE



Hamilton-Wentworth  
Catholic District School Board  
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# IMPROPER USE



**DO NOT** rearrange letters (top of logo)



**DO NOT** use other colours



**DO NOT** use the logo without wordmark (print & digital)



**DO NOT** distort the logo



**DO NOT** enclose the logo in a graphic element (e.g. circle)