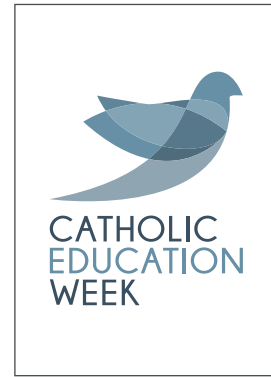




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20 Eglinton Avenue West
Toronto, ON
M4R 1K8

STYLE GUIDELINES



CEW Main Logo

Date Created:
July 2022

Created For:
Ontario Catholic School
Trustees' Association

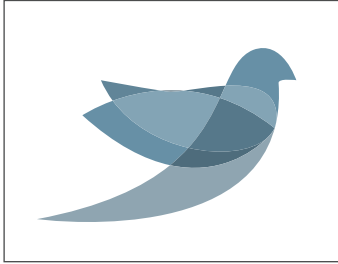
CATHOLIC EDUCATION WEEK

Catholic Education Week is an annual week-long promotional event produced by the Ontario Catholic School Trustees' Association for the province's publicly funded Catholic school boards. This event was created to deepen awareness and appreciation for our Christ-centred schools and the integral role they play in educating and nurturing students. Under the guidance of a provincial committee, classroom curriculum, liturgies and other activities and resources are developed for the entire school year to enhance local engagement and support of the annual theme of Catholic Education Week.

GUIDE STANDARDS

This guide has been developed to enable conformity to the established brand standards and eliminate any confusion or inconsistencies as to suitable brand applications. The success of the brand identity being easily recognized and remembered can be greatly improved by your efforts in adopting these standards.

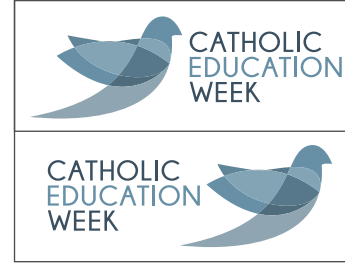
LOGO VARIATIONS



LOGO SYMBOL

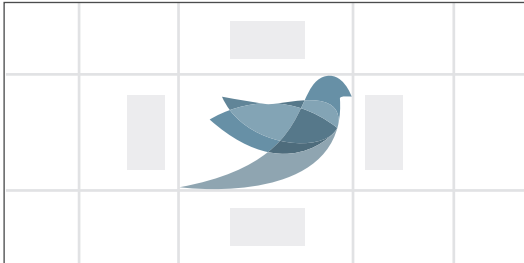


LOGO VERTICAL



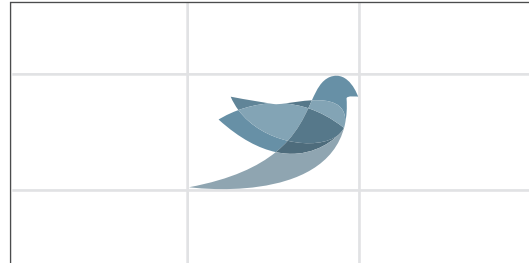
LOGO HORIZONTAL

CLEAR SPACE & MINIMUM SIZE



LOGO CLEAR SPACE

This clear space is equal to 2mm and is to be proportionately maintained on all sides of the logo.



LOGO MINIMUM SIZE

This logo must be legible and visible. As long as this is followed, size used can be to users' discretion.

TYPOGRAPHY

PRIMARY FONT

Champagne &
Limousines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-+

SECONDARY FONT

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-+

LOGO COLORS

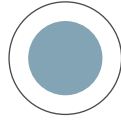
Primary colors help consumers to quickly identify a brand. These are the core colors of the brand.

PRIMARY COLORS

The primary colour is the largest colour combination used within the ideogram above.



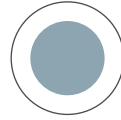
CMYK : 70, 45, 34, 7
RGB : 88,119,139
WEB : #67aad5



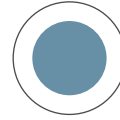
CMYK : 50,26,21,0
RGB : 133,183,183
WEB : #85A5B7

SECONDARY COLORS

The secondary color being a medium size and the tertiary color in the smallest form.

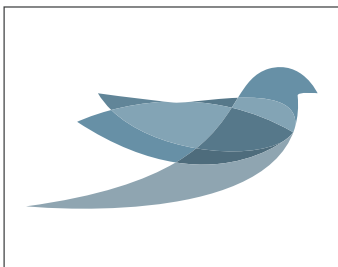


CMYK : 46, 27, 24, 0
RGB : 143,165,177
WEB : #8FA5B1



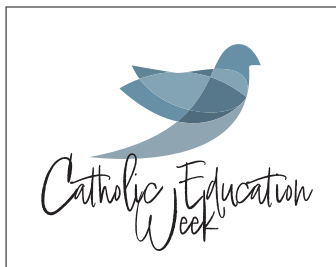
CMYK : 63, 34, 26, 1
RGB : 103,144,166
WEB : #6790A6

DO NOT DISTORT LOGO VARIATIONS



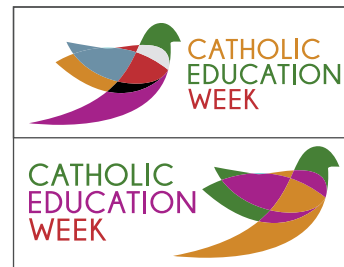
STRETCH

Stretch the logo in any direction



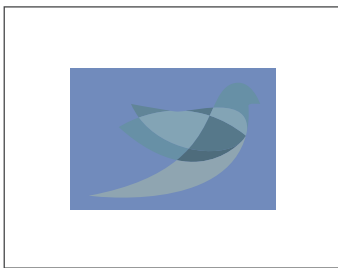
CHANGE FONTS

Add or substitute fonts



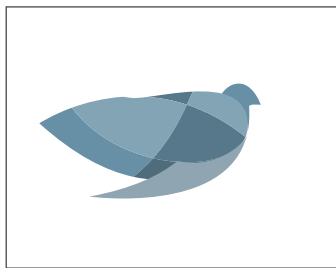
ALTER COLOURS

Use unauthorized colours



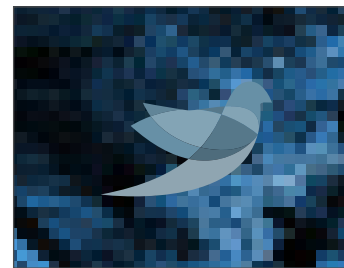
ADD ELEMENTS

Put a box around the logo



RESIZE ELEMENTS

Resize individual elements



BUSY BACKGROUND

Place the logo on busy or dark coloured backgrounds

Note: This is not an exhaustive list. Please use your best judgement to make sure this logo is not distorted.

LOGO USAGE

The colour of this logo may change by the designer to support each year's CEW theme logo. Therefore, it is important to make sure that the correct colour of this logo is being used when placed with the CEW theme logo; The colours should coincide for that particular year.

The main Dove logo colour is the one shown here in this Style Guide, with the CMYK values listed. This logo may be used on its own at all times, even when the CEW theme logo is not placed with it, to help support Catholic Education Week initiatives throughout the year.