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## Visual identity

# GUIDELINES

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**Student Success** is about meeting the individual learning needs of each and every student. Schools are providing students with more opportunities to customize their high school experience and build on their strengths and interests through a variety of new and enhanced learning options. One of those options is the Specialist High Skills Major.

### Our Identity

The SHSM is a specialized, ministry-approved program that enables students to focus their learning on a specific economic sector while meeting the requirements of the Ontario Secondary School Diploma (OSSD), hence the inclusion of a stylized graduation cap within the “M” of the stylized acronym. Through the SHSM’s required components, students gain sector-specific skills and knowledge in engaging career-related learning, and prepare for graduation and postsecondary education, apprenticeship training or employment. This learning builds over the final two years of secondary school and is illustrated by the use of shades of purple for the acronym’s letters.

All school boards create marketing materials to promote their specific SHSM programs. Many have developed a distinct identifier that they use in multiple ways: print, clothing, pens and pencils, media ads. By encouraging boards to use the stylized SHSM identifier provided, the ministry is developing a consistent image for the more than 1,000 SHSM programs across Ontario. This will help ensure that parents, students and education stakeholders recognize the extent of the SHSM program in their communities.

Boards are encouraged to use this stylized text when existing marketing materials are depleted.

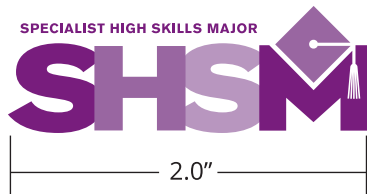
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## Size Restrictions & Unobstructed Space

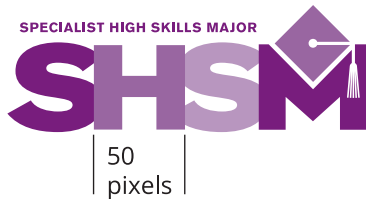
# GUIDELINES

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print application



web application



### Minimum Size

Minimum size restrictions ensure that our signature is always clearly legible. For print, do not reduce the size of the graphic to less than 2 inches unless the object itself is extremely small, i.e. a USB key. For the web, the preferred minimum is 60 pixels across the "H", but if needed, it can be reduced to 50 pixels.

### Clear Space

Clear space refers to the minimum space that should appear on all sides of the graphic identity. To ensure that the identity is highly visible when used, it must always be framed by at least the height of the "H" used in the application, as indicated on the right.

## Colour Palette & Usage

# GUIDELINES



**The SHSM identity** comes in 4 different colour options: purple, greyscale, 100% black and 100% white. It is preferable to use the purple option where possible; otherwise the greyscale should be your first choice

For 1 colour printing PMS 259C is used in three different tints: 100%, 65%, and 40% applications should be implemented. For 4-colour printing, the PMS can be converted to CMYK. The corresponding web colours values are listed in the table below:

PANTONE	CMYK	HTML	RGB
PMS 259C	C55 M100 Y0 K15	781D7D	R120 G29 B125
PMS 259C 65%	C36 M65 Y0 K10	9966A1	R153 G102 B161
PMS 259C 40%	C22 M40 Y0 K6	B999C2	R185 G153 B194

### The SHSM Identity: Greyscale/Black and White

The identity can be used in greyscale, black or white when either colour is not being used, or the colour option does not provide enough contrast. Always select the colour option that ensure the identity clearly stands out.

Black  
100%

Black  
65%

Black  
40%

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# Colour Palette & Usage

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## The SHSM Identity: Web Applications

The version of the identity being used depends on the colour background that it is being placed on. If the background is a lighter tint of a colour, the full-colour version or the greyscale version of the identity can be used. If the background is any darker, a black and white or reverse application should be used. Use your judgment in determining the best version of the identity to use. Please refer to the next page on the specifications of a reverse application.



# Colour Palette & Usage

## GUIDELINES



### The SHSM Identity: Reverse Applications

The signatures can be used in reverse when in front of a solid background colour, as shown in the left, on black, PMS 259C, and another. Please refer to the placement on a sample website below.

### Section Menu

#### SHSM Menu

- ◆ [SHSM Home](#)
- ◆ [Overview](#)
- ◆ [Pilot](#)
- ◆ [Requirements](#)
- ◆ [Pathways](#)
- ◆ [Occupations](#)
- ◆ [Postsecondary](#)
- ◆ [Links](#)
- ◆ [Technology Department](#)

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Thursday September 09, 2010

### Specialist High Skills Major

	<h4>What Is a Specialist High Skills Major in Manufacturing?</h4> <p>A SHSM in Manufacturing enables students to customize their high school experience to suit their interests and talents, to meet the requirements of the Ontario Secondary School Diploma, and to prepare for a successful postsecondary transition to apprenticeship training, college, university, or employment in the manufacturing sector. A SHSM enables students to gain sector-identified preparatory skills and knowledge and to make informed career decisions.</p>
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Text

#### Advantages of earning a Specialist High Skills Major – Manufacturing

Students in the Specialist High Skills Major – Manufacturing have opportunities to:

- customize their secondary school education to suit their interests and talents;
- select a bundle of 10 required credits identified in a provincial framework focused on sector-specific knowledge and skills:
  - valued by the manufacturing sector and postsecondary educational institutions;
  - planned in a pathway that starts in Grade 10 and leads to a specific destination;
  - designed with flexibility to shift between destinations (e.g., switch from a pathway leading to college to an apprenticeship pathway) or discontinue the SHSM specialization should career plans change in Grades 11 or 12;
  - documented to provide evidence of achievement for prospective employers (e.g., sector recognized certifications, essential skills and work habits) and postsecondary educational institutions (e.g., credits);
- explore, identify, and refine career goals;
- make informed decisions regarding postsecondary destinations;