



Visual identity
GUIDELINES



reach every student



Visual identity

GUIDELINES



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.

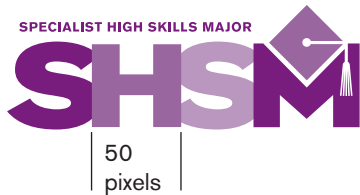
Size Restrictions & Unobstructed Space

GUIDELINES

print application



web application



MINIMUM SIZE

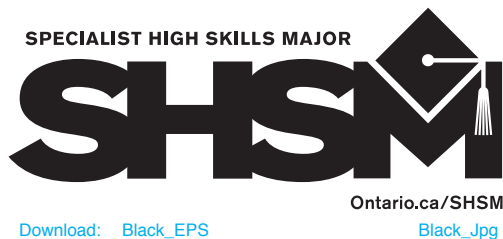
Minimum size restrictions ensure that our signature is always clearly legible. For print, do not reduce the size of the graphic to less than 2 inches unless the object itself is extremely small, i.e. a USB key. For the web, the preferred minimum is 60 pixels across the "H", but if needed, it can be reduced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



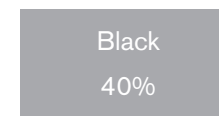
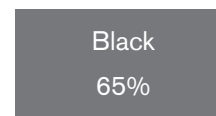
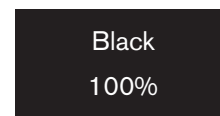
THE SHSM IDENTITY comes in 4 different colour options: purple, greyscale, 100% black and 100% white. It is preferable to use the purple option where possible; otherwise the greyscale should be your first choice

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.

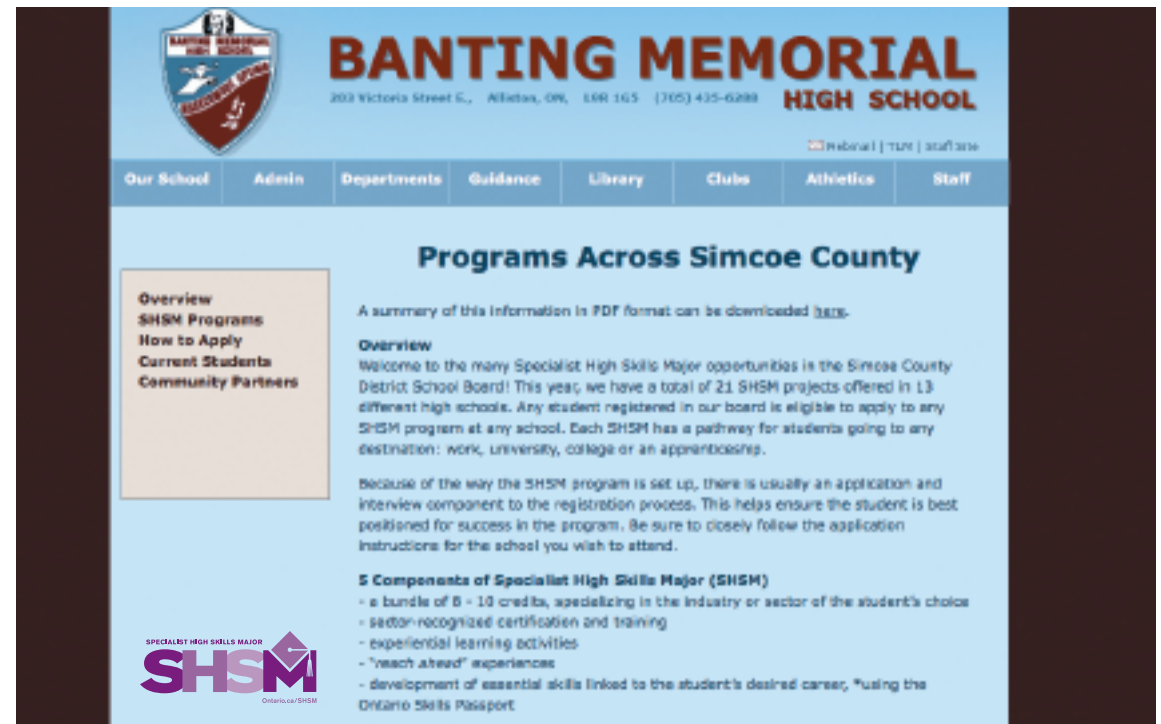


Colour Palette & Usage

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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.



The screenshot shows a website interface. At the top right, the date "Thursday September 09, 2011" is displayed. On the left is a "Section Menu" titled "SHSM Menu" with a list of links: SHSM Home, Overview, Home, Requirements, Pathways, Occupations, Postsecondary, Links, and Technology Department. The main content area has a yellow header "Specialist High Skills Major". Below it is a section titled "What is a Specialist High Skills Major in Manufacturing?" with a small logo and a paragraph of text. Below that is a section titled "Advantages of earning a Specialist High Skills Major – Manufacturing" with a list of bullet points. At the bottom left of the page, contact information for "Our Lady of Lourdes" is provided, including the address, telephone, and fax numbers. A small SHSM logo is also present at the bottom center of the page.