

Communications Manual

Guidelines for the design and production
of publications for schools.



Communications Manual

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Introduction

This Communications Manual is intended to give you some assistance in developing your school's communications tools including brochures, posters, flyers, newsletters and media releases. The ideas enclosed are intended to help you encourage your external audience (parents and the community) participate in your programs and events.

Before proceeding with any communications tool it is important to familiarize yourself with the Trillium Lakelands District School Board publishing standards BD-2500 (appendix II at the end of this Communications Manual). This procedure outlines how and when to use the school board logo and the school board vision statement graphic "Better Together". You will also find this procedure for quick reference on the school board website at www.tldsb.on.ca/boardinfo/policies_fs.htm

Information on obtaining brochure, newsletter, poster, media release and ad templates can be found on page 18 of this Communications Manual.

Please contact the Communications Office if you have any questions or concerns regarding the Publishing Standards for Trillium Lakelands DSB.

COMMUNICATIONS OFFICE

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Creating a School Newsletter

Your school newsletter is sometimes the only link you will have between your school and the home. It needs to be more than just a list of events past and upcoming. Content needs to be interesting. Reading your newsletter has to be a good investment of time. Don't allow your newsletter to be a chore to prepare and a bore to read!

Before starting a newsletter ask yourself the following questions:

- What are the goals for this newsletter? What do you want your newsletter to do for your school?
- Who is your newsletter for? Who is your desired audience?
- How can I make this newsletter interesting?
- How can I make this newsletter relevant?
- How can I make this newsletter appropriate to my audience?

A newsletter's purpose is to market your school, educate your reader, encourage action on the part of the reader, provide advice and to generate volunteers and participation. You can come up with many more reasons for your newsletter to be produced.

*Don't allow
your newsletter to be
a chore to prepare
and a bore to read!*

There are several items that must be on your school newsletter:

1. **Your newsletter name** – This can be different from your school name (but be sure to put your school name in a separate place on the front page if you do use a newsletter name)
2. **Your school name and/or logo** – This is important. It's sometimes difficult to tell where the newsletter has come from! Pretend that the reader does not know anything about your school at all.
3. **Date of publication** – This is important for archiving purposes as well as for households to know what information is relevant.
4. **School Board logo** – This is very important. Make sure the logo is somewhere on your front page of your newsletter. It can be no smaller than 1” wide.
5. **Principal and Vice Principal's names**
6. **School address and phone number** – If you want the reader to take an action step have all the contact information right on your front page of the newsletter.

newsletters



newsletter example

brochures

Creating a Brochure

A brochure can be a very effective way of consolidating information about a particular subject in a user friendly format.

A brochure can be:

- a high-quality pamphlet, with specially planned layout, typography, and illustrations;
- any promotional pamphlet or booklet.
- Promotional material in a versatile one-piece format that can serve as a mailer, a leave-behind or a response to a request for more information.

The following instructions can be used for any brochure.

The most common brochure for schools to create themselves is a tri-fold or bi-fold brochure printed on 8 1/2 x 11 paper.

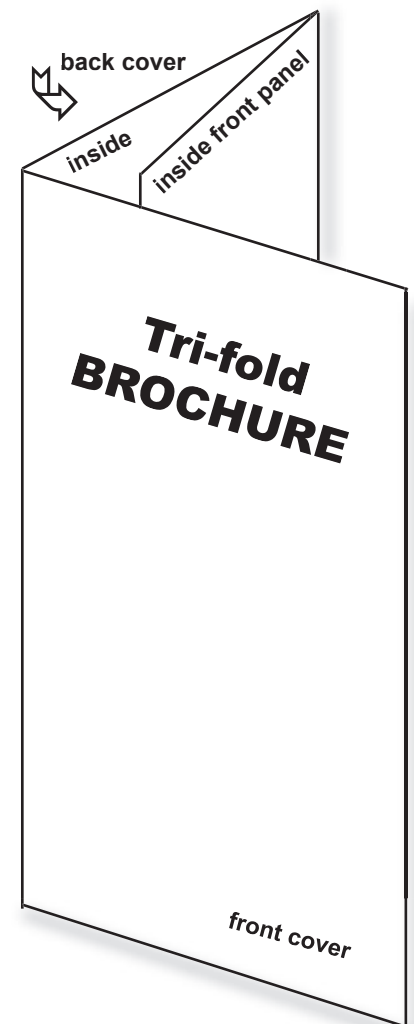
Front Cover

Make sure your front cover contains the following:

- school logo
- school name
- school address / phone / contact name if not placed elsewhere in the brochure
- TLDSB logo (no smaller than 1" wide)
- title of brochure

Optional items:

- graphic or photo
- who the pamphlet is for (parents / teachers / students / community members)



Back Cover

Concentrate contact information on the back cover. Optional items for the back cover:

- contact information: school name / contact name/ address / phone / fax / email
- board slogan “Better Together”

Inside Front Panel

(prints on the same side as the front cover and back cover)

Once someone opens the brochure, this is the first information they will see. This is a good place to summarize what the reader will find inside. Ideas for this panel include:

- bulleted list of what will be found inside
- a supporting quote or statistic to entice the reader to look inside
- a graphic with a caption
- summary of key points

Inside

Although information can be grouped into two or three separate text boxes, one in each folded panel of a tri- or bi-fold brochure, don’t feel you necessarily have to use this format.

Don’t have text flow all the way across the 11” page unless it is a headline. Text could spread across two panels and still be easy to read.

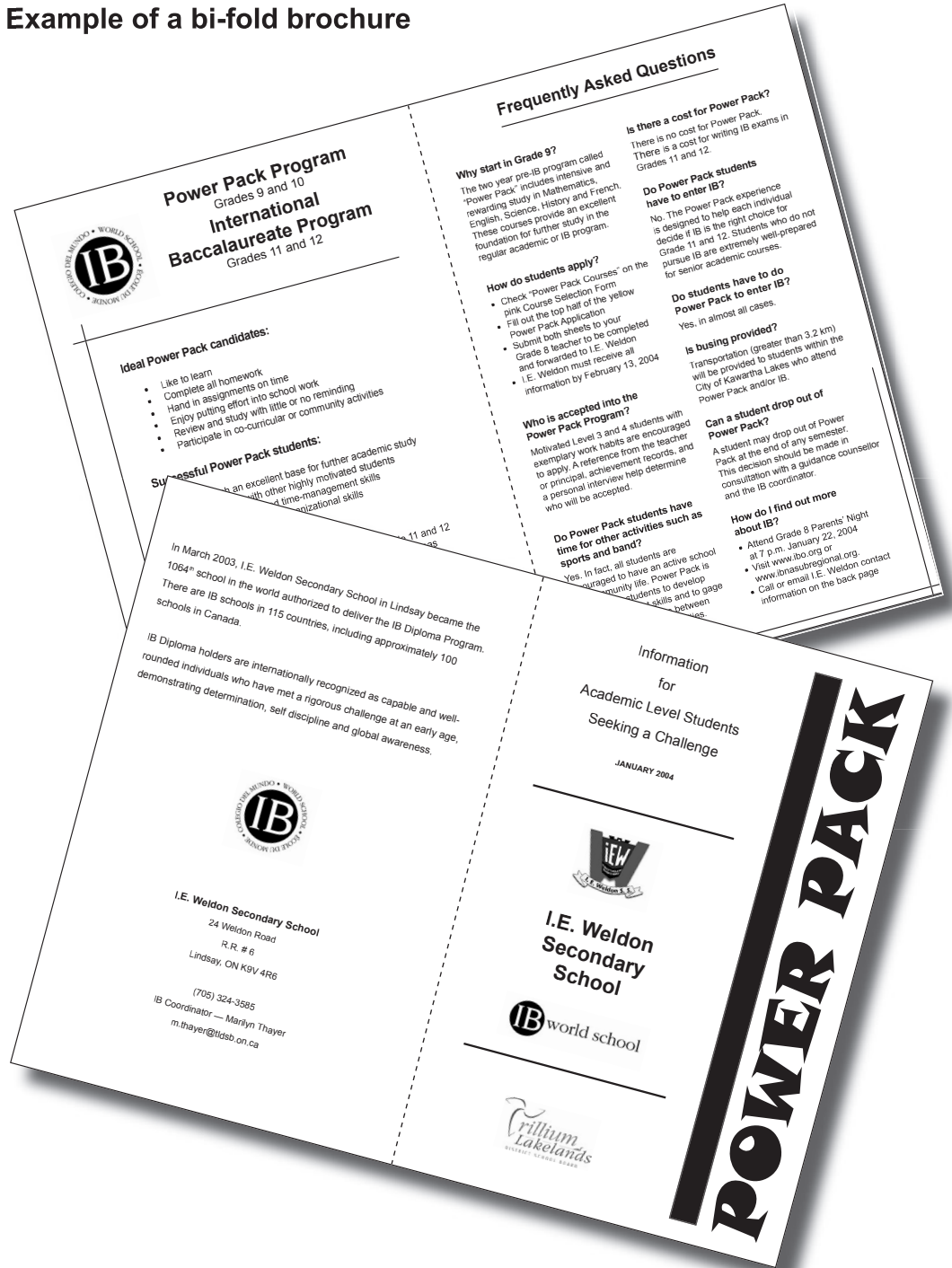
Do not underline headlines. Back in the days of typewriters, underlining was the accepted if not only way to add emphasis. Use bold rather than underline for headings.

Be sure to answer all the who, what, when, where, why, and how questions if the brochure is detailing an event.

At TLDSB you have the option of using the Arial or Times New Roman font. Do not use these fonts at smaller than 10 pt size. 11 point is a good basic size for reading body text.

A good rule of thumb is for your headings to be double the size of the body text font. Sub headings should be 2 points higher than the body text size. (ie. if your body text is 10 point, your heading will be 20 point bold and your sub headings will be 12 point bold.)

Example of a bi-fold brochure



More Brochure Tips

- Use coloured paper or ink to raise the perception of quality. Printed materials are viewed 60% more favorably when in colour.
- Instead of spreading colour around on a page, concentrate it in a few key areas.
- Use subheadings and white space throughout your brochure to break up your information into digestible parts.
- Resist the temptation to go overboard with backgrounds. Black text on a white background is the easiest to read, otherwise you may sacrifice legibility.
- For readability, text set in colour, or placed against a coloured background, may need to be set in bold or increased in size.
- If you print your brochure on recycled paper, make sure you note your concern for the environment on the back.
- Design the front and back covers as a unit. Use them both to make the reader want to open the brochure to look inside.
- Print stickers that have specific messages for given groups and stick them on your brochure. This is a low-cost way to customize brochures for specific audiences.
- Phrase your program title as a question. A question demands an answer and is an effective way to elicit a response from the reader and grab their attention.

Creating a poster or flyer

Before you begin to produce a flyer ask and write down the usual questions:

Who	is putting on the event
What	the name of the event
When	is the date and time of the event
Where	is the location of the event
Why	are you putting on the event / who the event is for / what is the purpose

Draw a “thumb nail” sketch of your flyer before you sit down at the computer. A sketch as small as your thumbnail is helpful although a wee bit larger is more useful! (some of the most creative ideas have been drawn on a restaurant napkin.) In pencil, on your sketch, place boxes where your pictures will be, place lines where your text will go. Keep drawing sketches until you are satisfied with the layout you will use. If you are limited in your computer ability or programs remember these limitations when drawing your sketch.

Once you have decided all the information that needs to go on your poster and have an idea of how it will look, start to place the information into your computer program.

A couple of rules to follow that may seem simplistic but will leave you with a finished result that looks professional and is easy to read:

- Don't use more than 2 fonts throughout your entire poster or flyer. If you want to use a fancy or funky font make sure your second font is a neutral plain font in contrast.
- avoid using all caps unless for a short headline
- don't use underlined text. Back in the days of typewriters, underlining was the accepted if not only way to add emphasis. Use bold rather than underline for headings.

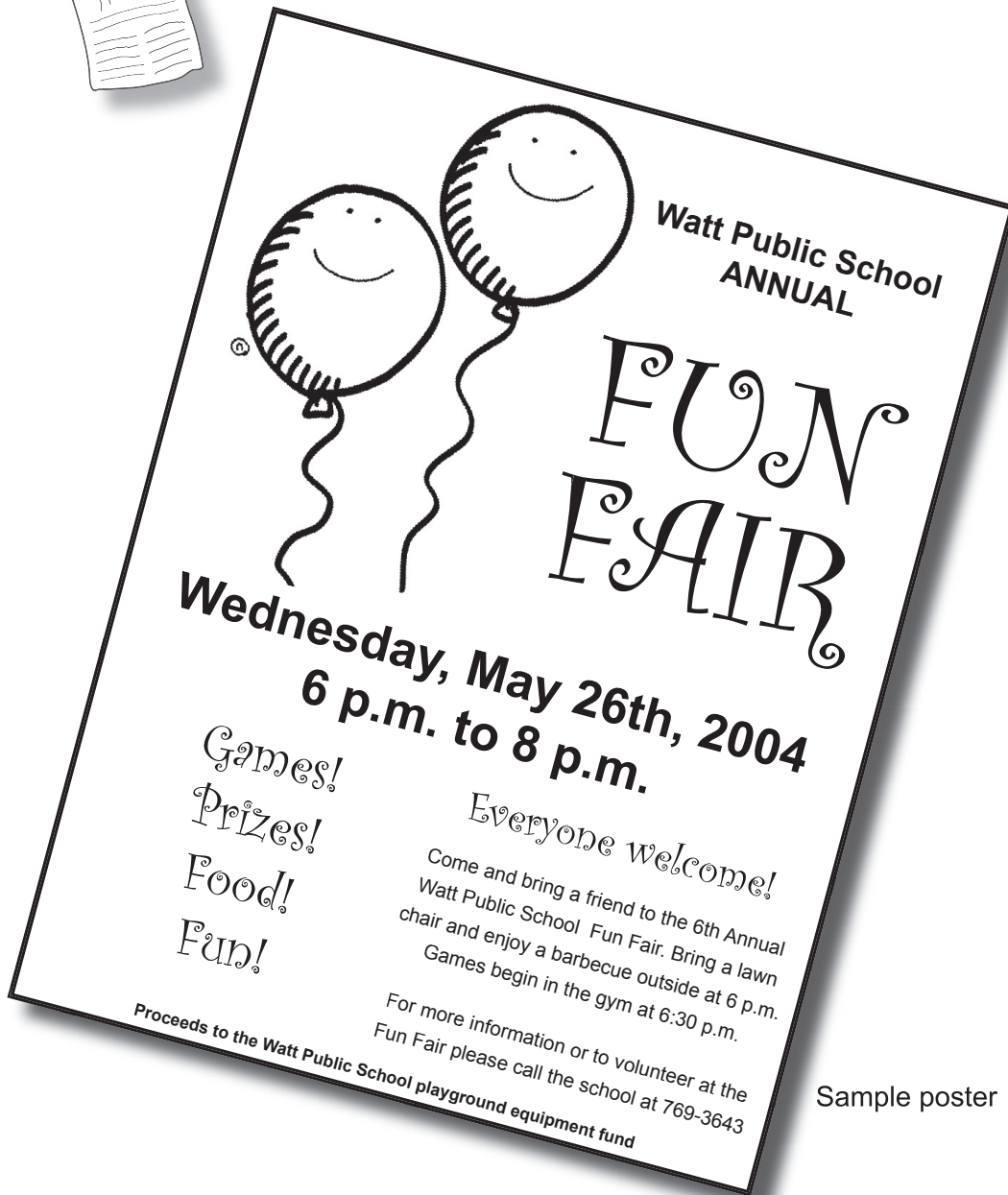
If you don't have access to any graphics to add to your flyer, use the text to make a visual impact and print the flyer on coloured paper.

posters

Sample flyer – illustrates the use of a “thumb nail sketch” to develop a full flyer.

All of the who, what, when, where, why questions are included in the flyer.

Thumb nail sketch



Sample poster

Creating an advertisement

Many schools do not formally advertise in the local media. For those who do advertise (French Immersion and Kindergarten registration, high school registration, etc.) here are some TLDSB guidelines as well as some helpful hints.

Here are the TLDSB guidelines for any advertisement placed with the media, whether it is created by you “in-house” or the media outlet creates the ad for you. These guidelines are based on the Publishing Standards BD-2500 procedure which can be found in the Policy and Procedures on the board website or in appendix II at the end of this Communications Manual.

- The school board logo must appear on the ad.
- The school board logo must not be smaller than 1” wide.
- If the ad is in colour the colours used must be those specified in the publishing standards BD-2500
- Check the publishing standards BD-2500 for other items needed in advertisements

If you, or someone in your school is design and computer savvy, you can create the ad yourself and submit to the media outlet. Make sure to ask the following questions:

- Exact dimensions of the ad?
- Is the ad black and white or in colour?
- How the ad is to be received (ie pdf, jpg, tiff, etc.)?
- When is the deadline (give yourself extra time to receive a proof by fax)?

Once you have submitted your ad, request a faxed proof for you to sign. Make sure the media outlet knows that you will not pay for an ad that you have not signed for.

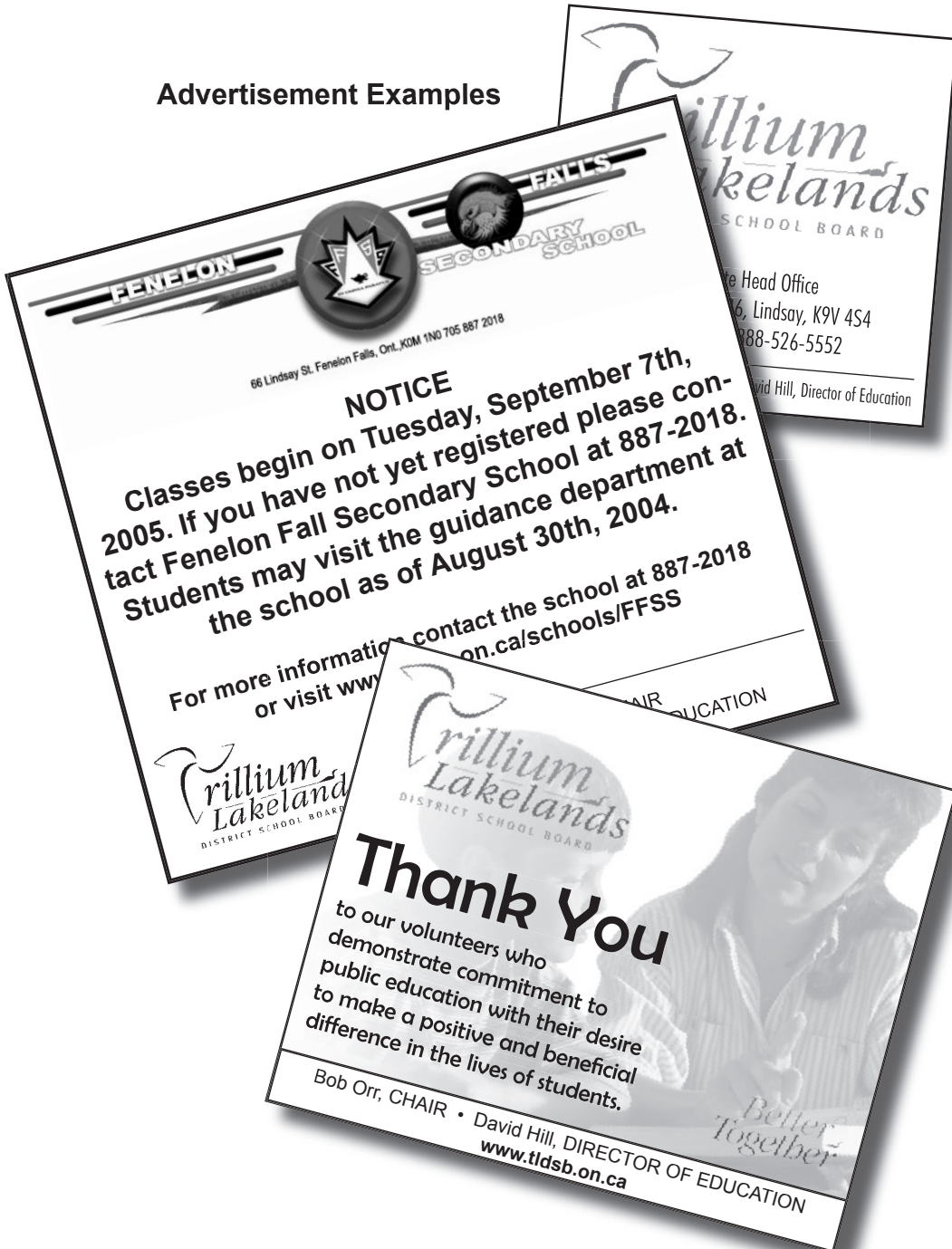
An easier method is to have the media outlet design the ad for you. They need to have from you:

- An electronic copy of your school logo
- An electronic copy of the TLDSB logo
- All information to be placed in the ad
(make sure you’ve answered the 5 W’s)

What you will need from the media outlet

- Assurance that you will receive a faxed proof in time for you to make any changes
- A faxed proof that you can fax back with your signature for approval or request for changes (and another proof!)

Advertisement Examples



advertisements

Writing a Media Release

What is a media release?

A media release can be called a press or news release. It is information you wish released to the media pertaining to a specific issue or event that affects your school or Trillium Lakelands District School Board.

Who to send a media release to?

Media to be contacted consist of newspapers, radio stations, television stations, magazines and on-line publications. For most items you will want to contact local media. If your story has a greater range of interest you may want to contact regional, provincial or national media. You will find a media contact list for your area in appendix I at the end of this Communications Manual.

Why write a media release?

The purpose of sending a release is to connect with the media to try to receive coverage of your story. Once you have sent a release it is up to the individual media locations to decide whether or not to follow up on the story.

Here are a few examples of reasons why a school might issue a media release:

- Winning an award;
- Receiving new funding;
- Launching a new program;
- Achieving a significant goal;
- Celebrating a milestone or anniversary;
- Holding a fund raising event;
- Any other happening of interest to the public.

How to format and write a media release

- 1. Letterhead** – Use your school’s letterhead. Make sure the TLDSB logo is placed on your letterhead.
- 2. Font and layout** – Make sure your font choice and size is plain and easily readable by fax – Arial or Times New Roman in a 10 to 12 point size is to be used at TLDSB is used. Double space if necessary. 12 point size for anything to be faxed is preferable.
- 3. Media Release** – The words MEDIA RELEASE should be at the top of your release, in uppercase letters.
- 4. Timing** – Indicate the release timing. In most cases, use FOR IMMEDIATE RELEASE, if the information can be released right away. Otherwise, use HOLD FOR RELEASE UNTIL _____ (indicate date and time) although this request may not always be honoured.
- 5. Headline** – List your headline. Bold and double your font size for the headline. Your headline is what makes your release stand out and is the most important point you want to get across. Keep it active, descriptive, and try always to include the name of your school.
- 6. Sub-headline** – List your sub-headline (if applicable). For example, “\$500 grant will go a long-way to helping local youth”
- 7. Date and Location** – Enter the date right underneath the words “media release” and location in brackets at the beginning of your first paragraph. If you are sending your release to national media, be sure to include your province.
- 8. First paragraph** – This is where you clearly introduce the issue or event that you are sending the release about and how it relates to your school. It is the hook that entices the media to read the rest of your release. This is also the best place to cover the 5 W’s: WHO, WHAT, WHEN, WHERE, and WHY IMPORTANT.
- 9. Second paragraph** – Includes a further description of your story, perhaps in the form of a quote from someone of significance. This will increase the interest of the reader since someone else besides you has input about your story.
- 10. Subsequent paragraphs** – Includes less important and supporting information.
- 11. –more– line** – If the release is more than one page put “-more-” at the bottom of the page.

media release

media release

- 12. -30- line** – This indicates the end of the media release. Everything listed above the -30- line is considered suitable for release to the public.
- 13. Contact information** – This lists the contact person and how the media can get in touch with them for more information. Include a name, title, telephone numbers, and email address as a minimum. Make sure that there is always someone who the media can easily and quickly reach for follow-up. News happens very quickly – if a reporter cannot reach someone when they need to, your story might be dropped.
- 14. About your school** – This is where you can briefly describe your organization and what it does (optional).
- 15. Picture** – An interesting photo can sometimes increase the chance that the media release will be picked up. If you do send a picture, include a caption with picture details and photo credits. Include any pictures as separate files.
- 16. Proof read** – Proofread your release for accuracy and typographical errors. Give it to someone else to double-check it for you. This is going out to the public and you want it to be perfect. It is very important to have no mistakes.

How to send a media release

By fax – A reminder to make sure your font choice and size is plain and easily readable by fax – Arial or Times New Roman 10 to 12 point size is what should be used when sending external communications from TLDSB. (12 point is preferable for a fax) Don't forget to include a cover page. Make sure there is at least a half inch margin around the page for faxes.

By e-mail – If using this method of distribution, send your release either in the email message itself, or as an attachment, in Microsoft Word. If you send the release as an attachment, state the title of the release in the email message. Type MEDIA RELEASE in your subject line.

By mail – This method is not preferable unless you have no other option available to you, as it usually hinders distributing the release in a timely fashion.

When to send a media release

Most media releases should be sent at the time the story, or event, is taking place. If you send it too early, there may not be enough for the media to write about. If you send it too late, the media may not want to cover something they feel is out-of-date. For example, if you are having a fund raising event on Saturday, send a media release with information about what happened at the event on Saturday evening or Sunday. If you wish to invite the media to attend an event in person, send a brief media advisory a day or two in advance listing just the WHO, WHAT, WHEN, WHERE.

What else you can do to get the attention of the media?

Following up on your media release with a phone call is sometimes worthwhile – ask them if they have received your release and remind them that you are available if they wish to follow-up with you. Always thank the media for their time and consideration.

While following these guidelines and applying creativity to your media release may help increase its chances, there is still no guarantee the media will cover your story. Some stories, no matter how wonderful or important to your school, will appear dull to anyone not intimately involved with your school. Don't send releases to the media in such cases. You don't want to damage the credibility of your school with the media by sending boring stories – or they might start to ignore everything you send because you have developed a reputation for never sending them anything interesting.

Remember that every time you interact with the media you are building a relationship – even if they don't pick up your first story, hopefully you will have made a valuable contact and improved your chances for the next time!

Some information for this segment was taken with permission from enVision.ca

templates

Not comfortable creating your own advertisement, poster or brochure?

A variety of templates are available for use and are located on First Class. These templates are for use with Microsoft Word. The file is called “Communications Manual Templates” on the TLDSB infobase in First Class.

You can also contact the Communications Office to obtain an electronic copy of any of the templates.

The following templates are available:

- TLDSB Advertisement
- TLDSB Bi-Fold Brochure
- TLDSB Media Release
- TLDSB Poster
- TLDSB School Newsletter
- TLDSB Tri-Fold Brochure

Once you have opened a template you can customize it for your school. Make creating future documents easier by editing and re-saving your template.

Choose Save As from the File menu. Choose Document Template in the Save as Type. Save the file under a new name to protect the original template.

To change a picture in a template, first click on it. Then point to Picture on the Insert menu and choose From File. Select a new picture, and click Insert.

To change a font size, choose Font from the Format menu. Adjust the size as needed and click OK or Cancel to exit.

To insert or change shading in a paragraph, choose Borders and Shading from the Format menu. Select a new shade or pattern, and choose OK. Experiment to achieve the best shade for your printer.

Appendix

Media Contact Information
Publishing Standards

media contacts

Media Contacts

The lists on the following pages are broken down by municipality. Feel free to contact media from anywhere throughout the Trillium Lakelands area. You are more likely to get a response from media located closest to your school.

CITY OF KAWARTHA LAKES AREA

	MEDIA OUTLET	ADDRESS	PHONE	FAX	EMAIL
RADIO	Y92 (CKLY) 91.9	249 Kent St. W. Lindsay, K9V 2Z3	705.324.6397	705.324.3091	news@y92.net
	CKPT Memories Country 105 FM	59 George St. N P.O. Box 177 Peterborough, K9J 6Y8	705.742.8844	705.742.6449	ggall@ckpt.com
	980 Cruise The Wolf 101.5	151 King Street Peterborough, K9J 2R8	705.748.6101	705.742.7708	newswatchradio@cogeco.ca
NEWSPAPERS	Bobcaygeon Independent	Contact Lindsay This Week			
	Fenelon Falls Gazette	Contact Lindsay This Week			
	Lindsay Daily Post	15 William Street North Lindsay K9V 3Z8	705.324.2113	705.324.0174	lineditorial@thepost.ca
	Lindsay This Week	96 Albert Street South Lindsay K9V 3H7	705.324.8600	705.324.5694	lineditor@mykawartha.ca
	Millbrook Times		705.932.3001	705.932.3377	thetimes@nexicom.net
	Peterborough Examiner	730 The Kingsway Peterborough P2A 2X4	705.745.4641	705.743.4581	news1@peterboroughexaminer.com
	Port Perry Star	188 Mary Street Port Perry L9L 1B7	905.985.7383	905.985.3708	editorial@portperrystar.com
	The Promoter	48 Main Street Bobcaygeon K0M 1A0	705.738.6188	705.738.4187	promoter@nexicom.net
TELEVISION	CHEX newsroom	743 Monaghan Rd Peterborough K9J 5K2	705.742.0451	705.742.2930	newswatch@chextv.com
	Cogeco 10 Cable Lindsay	55 George Street W Lindsay	866.483.7878	866.859.9903	yourtv@cogeco.ca

COUNTY OF HALIBURTON AREA					
	MEDIA OUTLET	ADDRESS	PHONE	FAX	EMAIL
RADIO	Canoe FM 100.9	Box 1125 Haliburton K0M 1S0	705.457.9603	705.457.9522	canoefm@bellnet.ca
	Moose FM 97.7	Box 1240 Bancroft K0L 1C0	613.332.1423	613.332.0841	moose977@ hbgradio.com
NEWSPAPERS	Bancroft Times	93 Hastings St. N Bancroft K0L 1C0	613.332.2300	613.332.4887	bancroft-times @sympatico.ca
	Haliburton County Echo	P.O. Box 360 Haliburton K0M 1S0	705.457.1037	705.457.3275	echo@halhinet.on.ca
	Highlands Communicator	Box 332 Wilberforce K0L 3C0	705.448.1847	705.448.1995	jmwbc@direcway.com
	Minden Times	134 Bobcaygeon Road Minden K0M 2K0	705.286.1288	705.286.4768	editor@ mindentimes.ca
T.V.	CHEX newsroom	743 Monaghan Rd Peterborough K9J 5K2	705.742.0451	705.742.2930	newswatch@chextv.com

DISTRICT OF MUSKOKA AREA					
	MEDIA OUTLET	ADDRESS	PHONE	FAX	EMAIL
RADIO	CBC Radio Muskoka Report		705.645.4471	416.205.2729	
	Moose FM 99.5	50-2 Balls Drive Bracebridge P1L 1T1	705.645.2218	705.645.6957	moose995@ hbgradio.com
	Moose FM 103.3	60 James Street Parry Sound P2A 1T5	705.746.2163	705.746.4292	moose1033.news@ hbgradio.com
	More FM 105.5	15 Main Street East Huntsville P1H 2C6	705.789.4461	705.789.1269	news@morefm.ca
	Rock 95 95.7	400 Bayfield Street Barrie L4M 5A1	705.721.8136	705.721.7842	albrow@rock95.com


DISTRICT OF MUSKOKA AREA

	MEDIA OUTLET	ADDRESS	PHONE	FAX	EMAIL
NEWSPAPERS	Amalguin News	P.O. Box 518 Burk's Falls P0A 1C0	705.382.3843	705.382.3440	anews@onlink.net
	Barrie Advance	21 Patterson Road Barrie L4N 7W6	705.726.0573	705.726.9350	bareditor@simcoe.com
	Barrie Examiner	571 Bayfield Road North Barrie L4M 4Z9	705.726.6537	705.725.7717	shardy@thebarrie examiner.com
	Bracebridge Examiner	16 Manitoba Street Bracebridge P1L 1V2	705.645.8771	705.645.1718	examnews@ muskoka.com
	Gravenhurst Banner	140 Muskoka Road S. Gravenhurst P1P 1X2	705.687.6674	705.687.7213	banner@muskoka.com
	Huntsville Forester	72 Main St. E Huntsville P1H 2C7	705.789.5541	705.789.9381	news@huntsville forester.com
	Muskoka Advance	175 Manitoba Street Bracebridge P1L 1S3	705.645.8772	705.645.3928	advance@muskoka.com
	Muskoka Sun (May to October only)	175 Manitoba Street Bracebridge P1L 1S3	705.645.4463	705.645.3928	sun@muskoka.com
	Muskoka Today	140 First St. S Gravenhurst P1P 1H5	705.687.5777	705.687.1009	news@ muskokatoday.com
	Orillia Packet & Times	31 Colborne Street East Orillia L3V 1T4	705.325.1355	705.325.4033	news@ orilliapacket.com
	Parry Sound North Star	67 James Street Parry Sound P2A 2X4	705.746.2104	705.746.8369	editor@parrysound.com
TELEVISION	New VR	33 Beacon Road Barrie L4M 4T9	705.623.8021	705.733.0302	vrnews@thenewvr.com
	MCTV Muskoka	699 Froot Road Sudbury T3C 5A3	705.674.0110	705.673.0730	dchapman@ctv.ca
	Cogeco Cable		705.789.9801	705.789.2331	sjohnson@ internet.cgocable.net

publishing standards

Publishing Standards

The publishing standards are part of the administrative procedure for internal and external communications at Trillium Lakelands District School Board.

	ADMINISTRATIVE PROCEDURE	
	<i>Approval Date</i> January 2004	<i>Replacing</i> All previous policies
	<i>Review Date</i> June 2009	<i>Page</i> 1 of 4
	<i>Contact Person/Department</i> Director's Office (Communications)	<i>Identification</i> BD - 2500 – AP

ADMINISTRATIVE PROCEDURE: PUBLISHING STANDARDS

This Administrative Procedure may not cover all needs. As needs arise, the Director's Office will determine location, size and font to be used for the logo and text.

1. Publishing Guidelines for Central Board Offices

I. Logo Guidelines

- a) The logo will be included on all communication tools (faxes, forms, newsletters, memos), publications and printed supplies. The logo will be available electronically.
- b) The logo may not be reproduced smaller than 1" (2.5cm) from the widest points, except in specific circumstances in which users have obtained permission from the Director's Office.
- c) The logo may not be reproduced in any colours except the official Pantone Matching System colours: PMS 287 blue and PMS 340 green. Fonts used for the logo are: Garamond Light Italic for "Trillium" and "Lakelands" and Futura Light Condensed for "District School Board".
- d) The logo may also be printed entirely in black or in the blue PMS 287 colour.
- e) The preferred placement of the logo is on the upper left corner of a document header. Placement in the bottom left corner of a document footer is also acceptable.
- f) The logo need only appear on the first page of a multi-page document.



II. Guidelines for use of vision statement graphic

- a) If possible, any time the board logo appears on a document, the vision statement graphic "Better Together" should also appear. This applies to, but is not limited to, letterhead, business cards, brochures, newsletter, media releases, fax cover sheets, memos, etc..
- b) The vision statement graphic version used must be the graphic treatment supplied by the Director's Office. This will be available electronically.

- c) The vision statement graphic should always be smaller than the logo (approximately half the size), as long as it is still clear.
- d) The preferred placement for the vision statement graphic is in the bottom right corner of a document footer. Placement in the bottom center of the footer is also acceptable.
- e) The vision statement graphic need only appear on the first page of a multi page document.
- f) Where possible, the vision statement graphic should be reproduced in the colours set out in 1c) above. It may also be reproduced entirely in black or in PMS 287 blue. The font is Garamond Light Italic.

*Better
Together*

III. Font Guidelines

- a) All correspondence will use a **full block format**. (Each paragraph is in a separate block with a space between each paragraph.) Right justification is optional but is preferable for all forms and documents.
- b) **Arial** will be used as the font on all forms, policies, etc.. A choice between **Arial** and **Times New Roman** will be used for all correspondence and published materials. **Tahoma** may be used as an alternative to Arial.
- c) Font size should be between **10 and 12** points for most communications materials.

IV. Printing Standards

- a) Coloured letterhead will be used when communicating externally and will be reserved for correspondence only. Coloured letterhead must be printed using the colours identified in item 1c.
- b) Memo and fax forms will be used as issued by the Director's Office. These formats will be provided electronically.
- c) All envelopes ordered by the central office shall include the logo and return address in the top left corner. The address can be printed beside or under the logo. The logo can be printed entirely in black or PMS 287 blue. The vision statement graphic need not appear on envelopes.
- d) Internal advertisements, forms, agendas, minutes, and all other documents will be printed using the approved font and will include the logo and vision statement graphics in one of their preferred locations as specified in I and II above.
- e) Forms purchased by Central Offices will include the logo in the top left hand corner using the identified measurements. These can be printed in the identified colours or in black and white. The appropriate address is to be placed either beside the logo using a two line format or under the logo, depending on space and format.

- f) Outsourced printing should use the logo colours (PMS 287 blue and PMS 340 green) and fonts (Futura Condensed Light and Garamond Light Italic) on pages where the logo is placed. (ie. Business Cards, Letterhead, Envelopes, Brochure covers, etc..) These fonts are available at most reputable commercial printers.

V. Advertisements

- a) Advertisements placed in the media will include the logo either at the top or bottom left hand corner or centred at the top. The vision statement graphic will be placed in either the bottom left corner or centred at the bottom.
- b) All advertisements shall have the name and title of the Chair of the Board and the name and title of the Director of Education placed along the bottom of the ad in no less than 6 pt type.
- c) Advertising agencies (newspapers, magazines, year book editors) must adhere to logo and font guidelines as stated above.
- d) The logo may not be reproduced smaller than 1” (2.5cm) from the widest points, except in specific circumstances in which users have obtained permission from the Director’s Office.

2. Publishing Guidelines for School Offices

This Administrative Procedure may not cover all needs. As needs arise, the Director’s Office will determine location, size and font to be used for the logo and text.

I. Logo Guidelines

- a) The TLDSB logo may not be reproduced smaller than 1” (2.5cm) from the widest points, except in specific circumstances in which users have obtained permission from the Director’s Office.
- b) School newsletters and letterhead require the TLDSB logo to be included on either the bottom left hand corner or the bottom right hand corner of the front page. Internal communication tools such as memos can be designed without using the logo. Envelopes do not require the logo as long as the school logo is in place
- c) The School logo and name must appear on all documents including newsletters, letterhead, envelopes, posters, brochures, advertisements, etc..

II. Font Guidelines

- a) **Arial** will be used as the font on all forms, policies, etc... A choice between **Arial** and **Times New Roman** will be used for all correspondence and published materials. **Tahoma** may be used as an alternative to Arial.
- b) Font size should be between **10 and 12** points for most communications materials. (This does not include materials specifically for classroom use where a larger font may be necessary).
- c) All correspondence will use a **full block format**. (Each paragraph is in a separate block with a space between each paragraph.) Right justification is optional but is preferable for all forms and documents.



Trillium Lakelands District School Board

COMMUNICATIONS OFFICE

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