

Graphic Standards Guide
Kativik Iisarniliriniq
September 1st, 2017



Visual Identification

Kativik Ilisarniliriniq's visual identity has been designed to accentuate the organization's name, typographic style, symbol, and distinctive colours. The graphic elements and typographic signature may not be altered. This document presents the graphic standards that must be adhered to when using Kativik Ilisarniliriniq's visual identity. Adherence to these standards will ensure a uniform and consistent brand. No reproduction, copy, modification, or resale of this visual identity is authorized without direct written or verbal permission from the managers of the brand. Maintaining these standards is crucial to preserving the long-term stability and continuity of this identity.

The visual identity of Kativik Ilisarniliriniq is composed of five distinct and integral elements.

Overview

Logo

As the organization's main point of visual contact with the public, the logo is used in all institutional and marketing communications and in school bus markings.

The logo must be horizontally aligned when used in any school board communications.



ᑲᑎᐱᑲ ᐃᑕᑲᑦᓂᑕᑎᓂᑦᑲ
Kativik Ilisarniliriniq

Overview

Symbol

The core component of the visual identity. The symbol may be used alone or with the signature, depending on the context.



Overview

Signature

The textual identifier of the entity. The signature may be used alone or with the symbol, depending on the context.

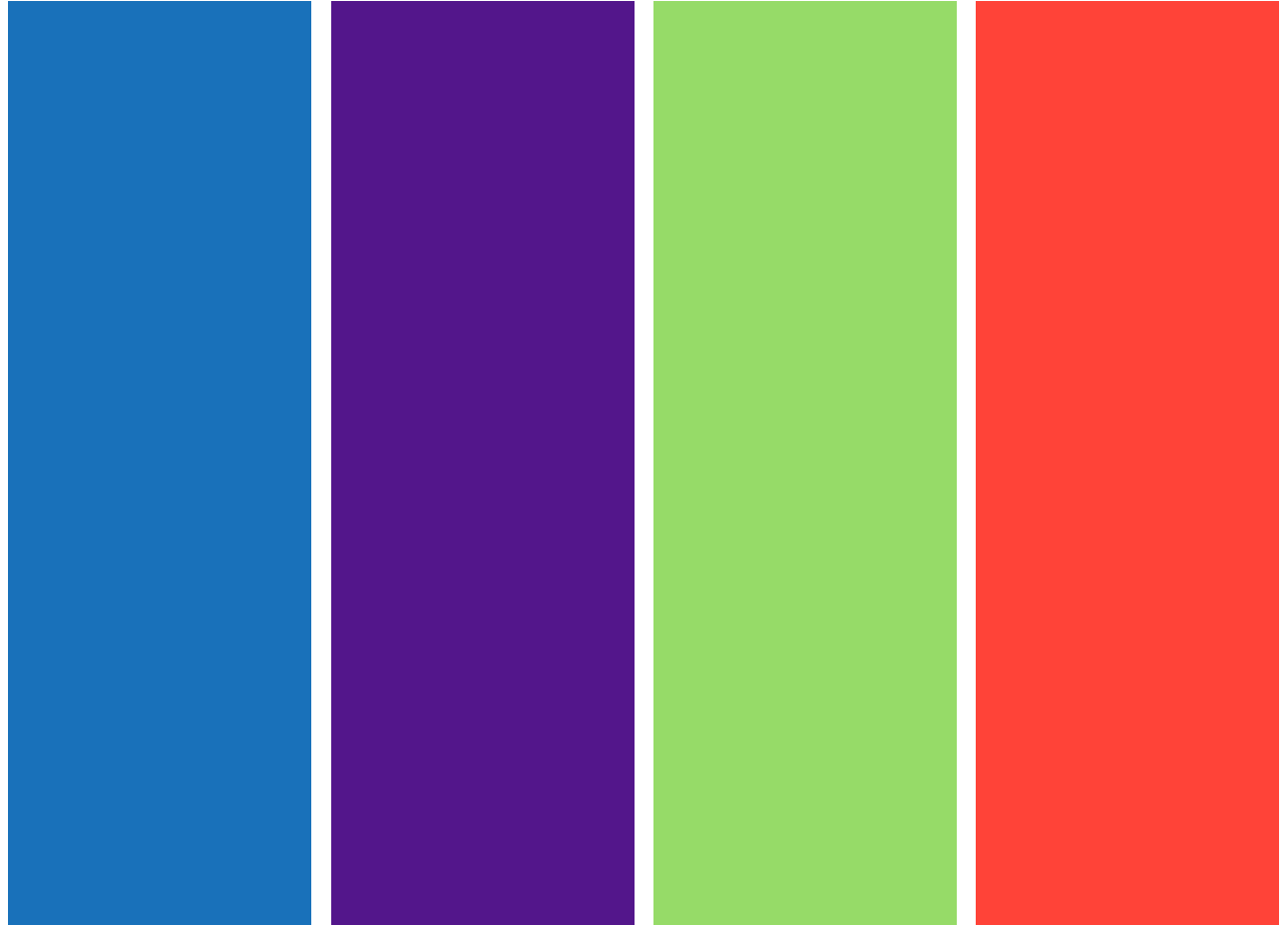
ᑲᑎᐱᑲ ᐃᑕᕐᕐᕐᕐᕐᕐᕐᕐ
Kativik Ilisarniliriniq

Overview

Colour palette

The visual identity was designed in a palette of four colours. While **blue** remains the school board's main colour, each colour is associated with a specific service. This colour scheme must be kept in mind when creating graphic elements for any given department.

Since important variations risk to occur depending on the type of printing, the choice of the printer and the type of media used, it is recommended to use the Pantone references to ensure a better stability as well as a coherence amongst the communication tools.



Main colour
Schools | Education
services | Support services

Pantone 285 C
Pantone 2195 U
C90 M48 Y0 K0
R0 G114 B206
0072CE



**Teacher training
program**

Pantone 2597 C
Pantone 2077 U
C80 M99 Y0 K0
R92 G6 B140
5C0686



**Adult Education
Program**

Pantone 7487 C
Pantone 7487 U
C42 M0 Y62 K0
R142 G221 B101
8EDD65



**Post-Secondary Studies
Program**

Pantone Warm Red C
Pantone Warm Red U
C0 M83 Y80 K0
R224 G60 B49
F9423A

Overview

Typography

Kativik Ilisarniliriniq's visual identity uses a single typeface. The **Ilisarniq** font family comprises various weights.

Ilisarniq Black

**The quick brown fox jumps
over the lazy dog.**

Ilisarniq Bold

**The quick brown fox jumps
over the lazy dog.**

Ilisarniq Demi

**The quick brown fox jumps
over the lazy dog.**

Ilisarniq Regular

The quick brown fox jumps
over the lazy dog.

Ilisarniq Light

The quick brown fox jumps
over the lazy dog.

**Preserving the long term
stability and continuity of this
identity.**

Using the visual identity

Logo

It is recommended that the full version of the Kativik Ilisarniliriniq logo be used whenever possible. However, using the symbol or name separately is permitted in certain circumstances.

Full version (recommended at all times)



ᐅᑎᐃᐅ ᐃᑕᑲᑦᓂᑕᑎᓂᑦᐅ
Kativik Ilisarniliriniq

Symbol only (strictly for abridged use)

E.g., following letter headers, internal communications



Name only (limited use)

E.g., small format communications, second level web pages

ᐅᑎᐃᐅ ᐃᑕᑲᑦᓂᑕᑎᓂᑦᐅ
Kativik Ilisarniliriniq

Using the visual identity

Clear zone

No other logo, related or unrelated, may be placed within this protected area, indicated here by the horizontal and vertical signatures in the logo margins. Certain graphic elements, photographs, and blocks of colour that are related to the platform and that do not diminish the legibility of the logo may be permitted to overlap with this zone.

Minimum size

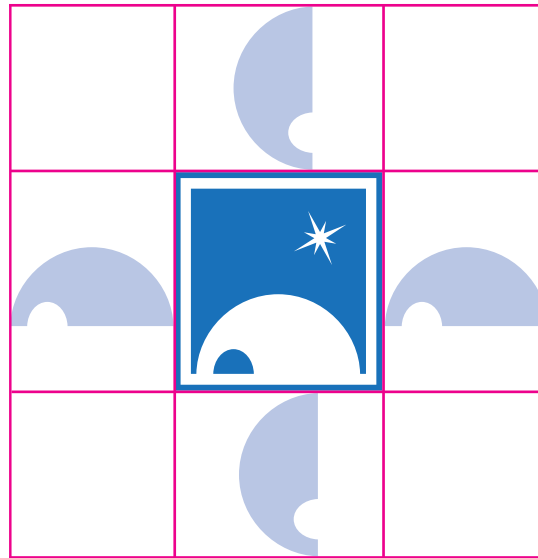
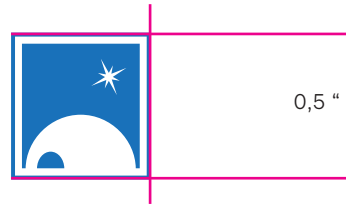


Using the visual identity

Clear zone

No other logo, related or unrelated, may be placed within this protected area, indicated here by the horizontal and vertical signatures in the logo margins. Certain graphic elements, photographs, and blocks of colour that are related to the platform and that do not diminish the legibility of the logo may be permitted to overlap with this zone.

Minimum size

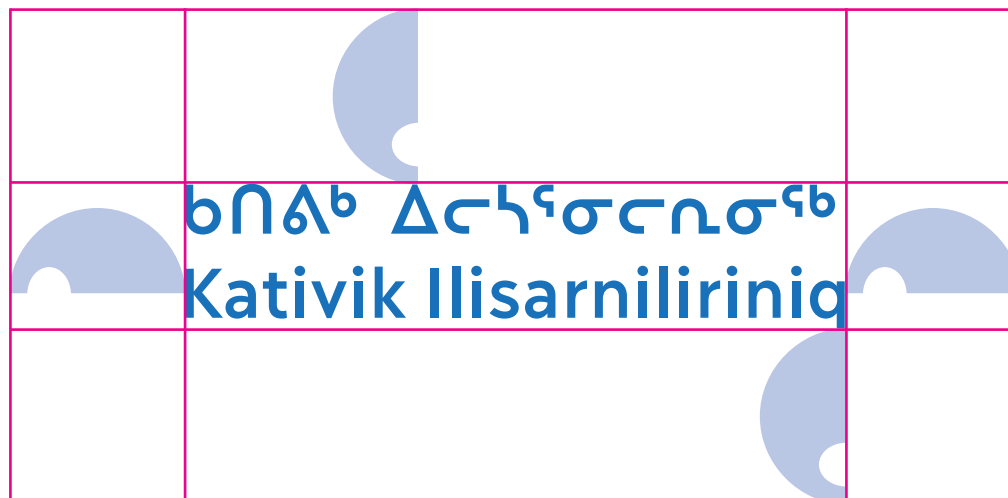
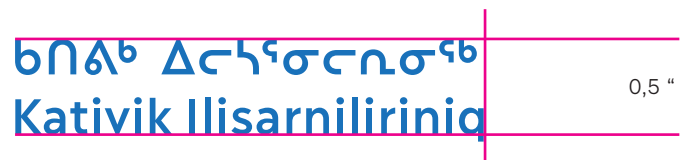


Using the visual identity

Clear zone

No other logo, related or unrelated, may be placed within this protected area, indicated here by the horizontal and vertical signatures in the logo margins. Certain graphic elements, photographs, and blocks of colour that are related to the platform and that do not diminish the legibility of the logo may be permitted to overlap with this zone.

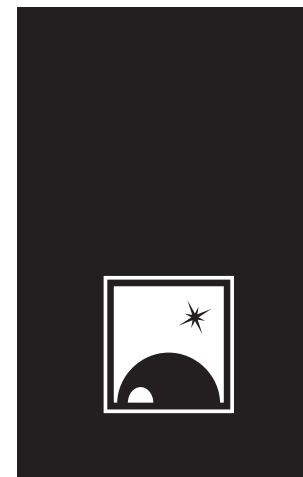
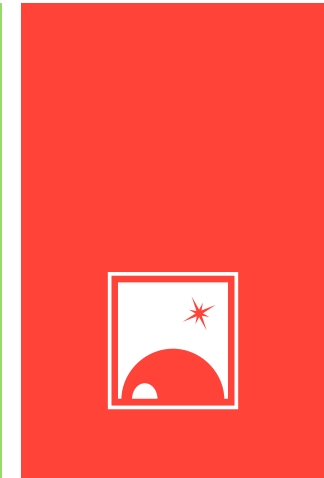
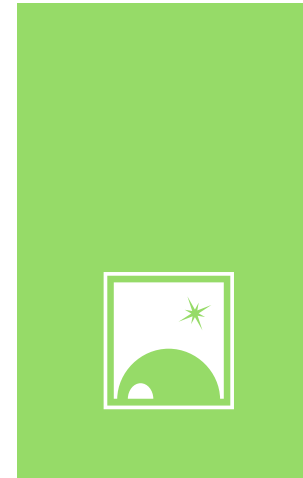
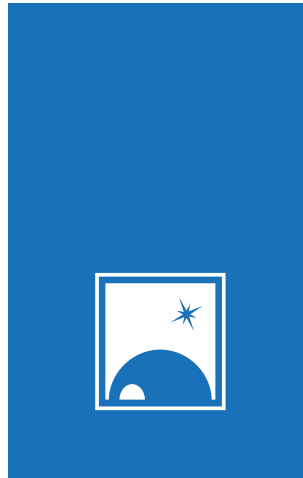
Minimum size



Using the visual identity

Colours

The logo may be presented in colour, in black, or reverse. However, the colour version of the logo remains our primary recommendation for all Kativik Ilisarniliriniq communications.



Restrictions

