



# Colonel By

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## Secondary School

### Brand Identity Style Guide 2024

*Guidelines & Visual Identity System*



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# Colonel By Secondary School Brand and Style Guide

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## Introduction

The Colonel By Secondary School community consists of caring students, staff, and parents working closely together to foster academic excellence and ensure high student achievement. Students have endless opportunities including the International Baccalaureate Diploma Program, (IB) which is an intellectually rigorous pre-university course of studies for students in schools worldwide. It is offered to highly motivated students in the final two years of secondary school. Preparation for the final years is begun with enrichment and acceleration in the first two years of secondary school.

Colonel By is recognized as a leader in Technological Innovation in education and as such offers a wide variety of opportunities to students in various fields of technology. CB offers the Specialist High Skills Major (SHSM) in Arts and Culture: Digital Media, an 8 course package in grades 11-12 that offers students reach ahead, enrichment, sector-specific training and experiences in the field of digital media. Many of our students have chosen to go on to post-secondary institutions in the fields of media and broadcasting. Colonel By boasts one of the most successful Athletic Programs in the region providing students with a tremendous choice and opportunity to pursue athletic excellence. Colonel By offers individual and team experiences in all three seasons of high school sports, representing over 30 teams per year.

Colonel By offers a diverse and rich arts program including music, music theatre, and visual arts.

Colonel By's Motto What We Have Begun, We Shall Finish is embedded in our daily commitment to learning and school life. Colonel By is a thriving and diverse community of learners of all ages and on every pathway. A significant proportion of our students pursue post-secondary education at college or university. A Colonel By education offers our students opportunities to grow and learn both within and beyond the classroom in all disciplines, and to follow their dreams.

Our greatest asset as a school is our human capital – students, staff and our community at large. We are so fortunate to be able to build on existing strengths and to develop greater talents across the school each and every day. At CB, our team focus is on the learning experience of each student, we nurture strong instructional and learning practices, we work in collaborative teams, and we are life-long learners.

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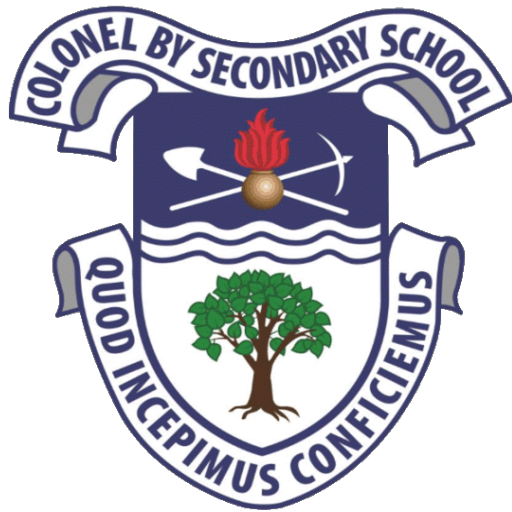
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## Logos/Marks

Colonel By Secondary School is proud to possess 3 Primary Logos. The Colonel By Crest displays the school's motto, "*Quod Incepimus Conficiemus*" – "*What We Have Begun We Shall Finish.*"

In addition to the school crest Colonel By is recognized through the CB Cougar Paw as well as the CB Athletic Seal that is exclusively used for our Interscholastic Athletics.

## Primary Logos



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## Wordmark Logos

Colonel By's wordmark logos can be used in a variety of mediums including, but not limited to, apparel, promotional materials, print and online media and correspondence, and signage. The wordmark logos are not to be altered in any way, including adding new elements or altering the proportions and colour schemes of images.

\*White may be used in place of black font when applying the logos on a dark background.



Colonel By  
Secondary School



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Secondary School

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## Athletic Logos – Varsity Uniforms and Apparel

The approved Athletic Logos are to be used for Colonel By Cougar Athletics Programs and Teams. The Athletic Seal is for exclusive use on interscholastic uniforms. The CB Cougar Paw can be used on both interscholastic uniforms as well as on team apparel. The Text Athletics Logo may be used on team apparel as well as print and online media and signage.

\* White may be used in place of black font when applying the Text Athletic Logo on a dark background.



Cougar   
Basketball

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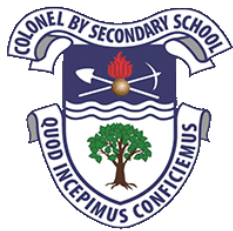
# Colonel By Secondary School Brand and Style Guide

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## Club Wordmark Logos

The following approved CB Club Wordmark Logos may be used on club apparel as well as print and online media and signage.

\* White may be used in place of black font when applying the CB Club wordmark logo on a dark background.



**Colonel By**  
Key Club



**Colonel By**  
Key Club

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## Large School/Athletic/Club Logo

The following approved CB Large School/Athletic/Club Logo may be used on team and club apparel as well as print and online media and signage.

\* White may be used in place of black font when applying the CB Large School/Athletic/Club Logo on a dark background.



**Colonel By**  
Basketball



**Colonel By**  
Secondary School



**Colonel By**  
Key Club



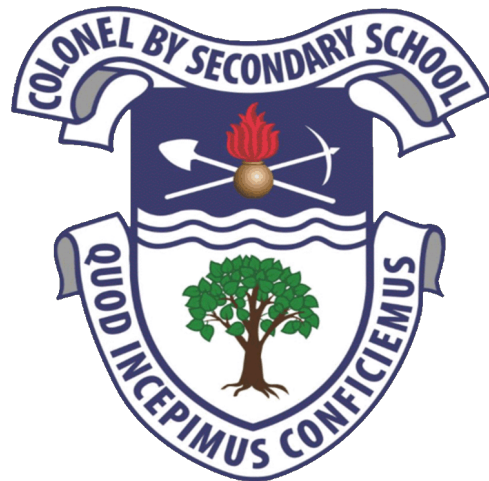
# Colonel By Secondary School Brand and Style Guide

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## Large School/Club Logo

The following approved CB Large School/Club Logo may be used on school and club apparel as well as print and online media and signage.

\* White may be used in place of black font when applying the CB Large School/Club Logo on a dark background.



**Colonel By**  
Key Club

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## Colours

Colonel By Secondary School was named for Lieutenant Colonel John By, the Royal Engineers officer who supervised the building of Ottawa's Rideau Canal and 1826-1832 and founded Bytown.<sup>[2]</sup> A historical plaque located on the grounds of Colonel By Secondary School states, "Colonel John By (1779 - 1836) was born and educated in England and first came to Canada in 1802. As a member of the Royal Engineers, he worked on the first small locks on the St. Lawrence River as well as the fortifications of Quebec. He returned to England in 1811 and fought in the peninsular War, but came back to Canada in 1826 to spend five summers heading the construction of the Rideau Canal, the 200 km long waterway which now connects Ottawa and Kingston. This formidable task included the building of about 50 dams and 47 locks, without the aid of modern equipment. But the amazing feat was never recognized in Colonel By's own lifetime, and he died three years after its completion, never imagining that many thousands of Canadians would greatly admire and value his achievement in the centuries to come. Colonel By's attributes of courage, determination, and diligence, inspire us to emulate him, in the hopes that we too may somehow serve our country in a way which will benefit future generations."

Colonel By School colours are represented in the School Seal and pay homage to the Royal Engineers.

\*Kelly Green and Royal Blue should be the basis for all school apparel and uniforms. White or gray may be used as a base colour for apparel.

\*The Principal must approve any additional colour use in advance.



Kelly Green - RGB 76 187 23  
Pantone 361C



Royal Blue - RGB 16, 52, 166  
Pantone 286C

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## Do Not's

Alter the logo or wordmark in anyway

Replace the words Colonel By Secondary School in the wordmark logo

Redesign, redraw, alter, or distort the proportions of the logo and wordmark

Add words, images or elements to the logo or wordmark

Replace the approved font and typeface

Modify the size or position of the elements within the logo and wordmark

Change the colours of the logo or wordmark

Add an enclosure element/shape to the logo or wordmark

\*Any proposed alterations must be approved by the principal in advance



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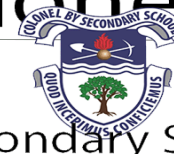


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## Fonts and Typography

Colonel By has chosen to use the following sans serif font based on its versatility:

### **Myriad Pro**

Myriad Pro

1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

For situations where serif font is required or desired, please use

### **Minion Pro**

Minion Pro

1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

For situations in which neither Myriad Pro nor Minion Pro are readily available and require purchasing and downloading prior to use, the following can be used:

### **Helvetica Regular (for Myriad Pro)**

Helvetica Regular

1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

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