

Ontario Principals' Council Brand Standards Guide



Updated April 2025

The Ontario Principals' Council (OPC) is the voluntary, professional association representing practising principals and vice-principals in Ontario's publicly funded schools and boards. Our goal is to provide Members with the professional services and supports they need to provide exemplary leadership in public education.

This Brand Standards Guide ensures that the OPC brand is correct and consistent in all usage. This guide explains the correct usage of the logo, colours, typography and overall visual identity and style for use on all marketing tools, promotions, stationery and communications.

Positive Version



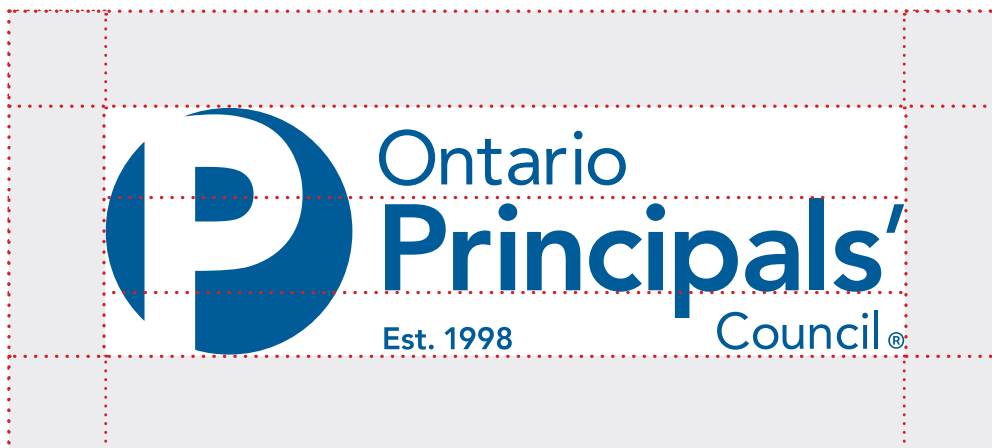
Reverse Version

This version is only to be used when the positive version cannot be applied.



Clear Space

There should be a minimum clear space around the logotype equal to the height of the word “Principals.” The red area in the diagram indicates the amount of space that must be maintained between the logotype and any other element, including the edge of a page.



Graphic Only Version (“P” Version)

This version is only to be used for icons on course interfaces or social media platforms such as Bluesky, Facebook, Instagram, YouTube, LinkedIn, X etc. In other circumstances, it should only be used if there are restrictions in space and/or legibility.



Wording Only Version

This version is only to be used under special circumstances where the P graphic does not function in a visual manner such as large signage. It is currently only used on the wonder wall.



Incorrect Use

Do not alter the Ontario Principals' Council logo in any way. Do not animate, rearrange, skew, colour or apply affects to the logo. Do not attempt to recreate the logo yourself or change the font, size and/or proportions.

Don'ts



Do not rearrange the logo components.



Do not rotate the logo.



Do not skew the logo.



Do not vertically stretch the logo.



Do not add a drop shadow or special effects.



Do not horizontally stretch the logo.



Do not change the colour of the logo.



Do not change the transparency of the logo.

Don'ts



Do not place the logo on a background that hinders the legibility and contrast.

Special circumstances when using the ® symbol

Do not remove the ® symbol from the logo or use older versions without this symbol except when it becomes illegible, un-printable by the supplier or must be used for embroidery on fabric.



Special circumstances when using the “Est. 1998” wording

Do not remove the “Est. 1998” wording from the logo or use older versions without this wording except when it becomes illegible, un-printable by the supplier or must be used for embroidery on fabric.



Colours

The standard logo colour blue known as **Pantone 301** should be used in pure format or converted to CMYK or RGB. When colour or printing prohibits this, it may be used in all black or reversed out to pure white. The “P” inside the circle should always be transparent, letting the background colour show through. The logo can appear on colour, illustration or photographic backgrounds, as long as the legibility and integrity of the logo is not diminished.

Pantone, CMYK, RGB and Web Colour Components

PANTONE 301 C



Color values:

RGB	0 75 135
HEX/HTML	004B87
CMYK	100 53 4 19

Complimentary Colours

OPC Blue pairs well with a wide range of hues, including neutrals like white, grey and beige, as well as complementary colors like orange, and even other shades of blue.

blue and purple tones



light blue, teal and green tones



orange, yellow and beige tones



grey and black tones



Font Suggestions

These fonts are suggestions for usage on documents. It is recommended that a sans-serif font is used for all branding items and promotions for legibility.

Fonts at a size of 12pt is also recommended for AODA legibility standards.

Logo Fonts

The primary font family of Avenir is the font used in the Ontario Principals' Council logo.

Avenir Font Family:	Avenir Light	Avenir Medium
	<i>Avenir Light Oblique</i>	<i>Avenir Medium Oblique</i>
	Avenir Book	Avenir Black
	Avenir Roman	<i>Avenir Black Oblique</i>
	<i>Avenir Book Oblique</i>	Avenir Heavy
	<i>Avenir Oblique</i>	<i>Avenir Heavy Oblique</i>

Fonts for Bulletin Email

Verdana is the font family used in the news bulletins.

Verdana Font Family:	Verdana Regular
	<i>Verdana Italic</i>
	Verdana Bold
	<i>Verdana Bold Italic</i>

Fonts for PPTs, stationery, flyers, social media graphics and common documents

Calibri, Source Sans Pro or Avenir (above) are the fonts used in most common documents

Calibri Font Family:	Calibri Regular
	<i>Calibri Italic</i>
	Calibri Bold
	<i>Calibri Bold Italic</i>

Source Sans Pro Font Family:	Source Sans Pro Light
	<i>Source Sans Pro Light Italic</i>
	Source Sans Pro Regular
	<i>Source Sans Pro Italic</i>
	Source Sans Pro Semi-bold
	<i>Source Sans Pro Semi-bold Italic</i>
	Source Sans Pro Bold
	<i>Source Sans Pro Bold Italic</i>
	Source Sans Pro Black
	<i>Source Sans Pro Black Italic</i>

Department Logos and other OPC Associated Logos

These logos are to be used alongside the OPC logo or in place of the OPC logo depending on the project or partnership.

Department Logos Samples (optional usage)



Principal Association Projects Logo (PAP)



International School Leadership Logo (ISL)



OPCLeadLearn Conference Logo



Design Best Practices – Sensory Considerations*

Eyesight

- Consider people who are colour blind, ranging from those who cannot see colour at all, to those who cannot discern between certain hues.
- Consider people who have severely diminished vision, but still rely on their eyesight to see images or read.
- Consider people who are blind, or who have eyesight diminished to the point that it is impossible for them to read images or text visually.
- Consider using symbols or shapes instead of relying on colour differentiation.

Cognitive Load

- **Grouping**—Group pieces of content in a manner that optimizes utility to the reader, and clarifies understanding.
- **Chunking**—Avoid large, overwhelming blocks of information by breaking up content into smaller sections with meaningful groupings or headings.
- **Hierarchy**—Clearly differentiate the relative importance of each piece of content in the design.
- **Anchors**—Do not demand that a user reads the entire piece, or must read it all in one sitting. Use headings and other anchors to allow the reader to jump around, and easily find their place in the content.
- **Consistency**—Consistency helps decrease distractions and increase predictability in a design, while breaking with this consistency will help draw attention to a novel element.
- **Grid**—The visual structure afforded by a well-implemented underlying grid provides additional consistency and predictability for the reader.
- **Legends**—Never require the user to cross reference a guide or table, and avoid using legends whenever possible.

*Source: Access Ability 2 | A Practical Handbook On Accessible Graphic Design

Design Best Practices – Colour*

- Use black text on white/pastel background or white text on black/dark background for best legibility.
- Use contrast in size and/or colour when possible.
- Avoid busy backgrounds or patterns that could cause health issues in people with visual or cognitive disabilities.
- Avoid using colours that are low in value on typography to ensure legibility.

Design Best Practices – Typography*

- Commonly used typefaces such as **Arial, Calibri, Helvetica, Times New Roman and Verdana** are often rated as the most readable, and the most preferred by those with vision or reading difficulties.
- Fonts with a **Roman (upright) stance** are preferred over Obliques (slanted), and highly preferred over Italics or Scripts.
- Typefaces with letterform designs that are **too wide or too narrow** will have decreased legibility.
- **12pt font** size is a good standard size for legibility on printed items where zooming in on devices is not possible.
- **Flush Left** is usually the best choice when typesetting in a left-to-right written language.
- **Flush Right** should be used very sparingly. It can be an effective choice for a small amount of text that is meant to stand out from the main content.
- **Centred text** should also be used sparingly. It can be an effective choice for headings or other small amounts of text that are meant to stand out from the main content.
- Avoid using **justified text**, unless you have a sufficiently long line length, and you have the skill and time to expertly set the variable word spacing, letter spacing, and glyph scaling.
- People generally find text set in **ALL CAPITAL LETTERS** to be more difficult to read than text set in mixed-case or Title Case. Typesetting in ALL CAPS should only be used sparingly for purposeful differentiation or emphasis. Avoid using it for any text longer than a few words.
- Typographic formatting such as **bold, italic** and especially **underline** should be used sparingly, as they create visual distraction. Only use this type of formatting when it genuinely enhances communication for all readers. Avoid using italics and underline for emphasis, as they tend to reduce legibility and readability.
- If possible avoid **background images or other graphic elements** behind text. The legibility and readability of text benefit from the clarity provided by a clean, consistent background.

*Source: Access Ability 2 | A Practical Handbook On Accessible Graphic Design