



Lethbridge  
**SCHOOL DIVISION**

**Lethbridge School Division**

# BRAND GUIDE



CREATED APRIL, 2021

# Official logo

Lethbridge School Division officially shifted to a new logo in May of 2019.

The finalization of the logo wrapped up a two-year process, which began following the 2017 Town Hall meeting.

The logo not only represents the Division's Mission and Vision, but is also representative of Lethbridge's historical and geographical features. Black represents coal and Lethbridge's famous High Level Bridge, while green represents the rolling prairie landscape. The two shades of blue represent the Old Man River, which flows through the city, along with the blue skies which frequent Lethbridge, a city known for being one of the sunniest spots in all of Canada.

The logo is also representative of knowledge, in the form of an open book, a book which is being blown open by a westerly wind.



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# Alternative logo

The logo redesign also included a “51” alternative logo, along with the new main logo for the Division. The 51 recognizes the history of the Division under its former name: Lethbridge School District No. 51.



# White version

Particularly useful for dark-coloured letterhead or website pages, a white version of the main Division logo is also available.



# Logo quality

Please ensure the logo is not stretched beyond its original proportions. When making the logo larger or smaller, hold the SHIRT key on the keyboard, place the mouse on the corner of the image and move your mouse to make the image larger or smaller.

A horizontal version of the logo is also available, which can also be useful in certain circumstances.

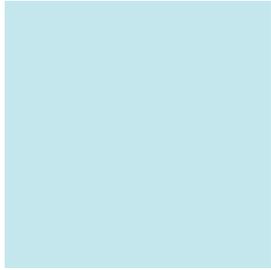
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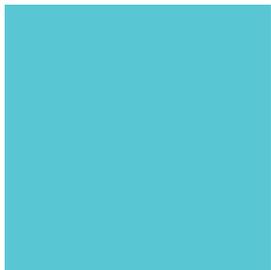
# Colours

Light blue: #C4E7ED



**RGB:**  
76.9% red, 90.6% green  
and 92.9% blue  
**CMYK:**  
17.3% cyan, 2.5% magenta,  
0% yellow and 7.1% black

Darker blue: #59C7D3



**RGB:**  
34.9% red, 78% green  
and 82.7% blue  
**CMYK:**  
57.8% cyan, 5.7% magenta,  
0% yellow and 17.3% black

Green: #90C852



**RGB:**  
56.5% red, 78.4% green  
and 32.2% blue  
**CMYK:**  
28% cyan, 0% magenta,  
59% yellow and 21.6% black

The official colours for the Division logos are listed on this page. The logo incorporates two shades of blue and one shade of green, along with black.



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# Fonts

The Lethbridge School Division logo incorporates the Metropolis family of fonts. Here are a few examples:

**Metropolis-Extra Bold**

**Metropolis-Semi Bold**

*Metropolis-Thin Italic*

Metropolis-Thin

**Metropolis-Medium**

Metropolis-Regular



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# Logo formats

The Lethbridge School Division logos can be downloaded in a number of different formats to suit a number of different purposes. The logos can be downloaded as smaller .jpg files for general use, .png files for high-quality documents or cases in which a transparent logo is required. Vector files, Adobe Illustrator (.ai) file, is also available for use.

All logos and fonts can be obtained by emailing Communication Officer Garrett Simmons at [garrett.simmons@lethsd.ab.ca](mailto:garrett.simmons@lethsd.ab.ca)

