

THE MANITOBA
TEACHERS' SOCIETY

**GRAPHIC
STANDARDS
MANUAL**

May 20, 2020



4	INTRODUCTION
5	LEGAL INFORMATION
6	LOGO + LOGOTYPE
10	LOGO USAGE
14	COLOUR
16	TYPOGRAPHY
18	LOGO INQUIRES

INTRODUCTION

Symbols are an important aspect in visual communication, language, and comprehension. The symbol's role in society has increased in importance, and each day we are faced with more and more symbols that communicate without the use of words.

The logo for The Manitoba Teachers' Society represents the organization's quality, integrity, and values. Therefore, it is crucial that the integrity of the brand be upheld by applying the graphic standards found in this book to everything that identifies The Manitoba Teachers' Society. Doing so ensures that the logo and accompanying pieces unify all aspects of the organization and present it in a unique and recognizable way to the public.

This graphic standards manual provides the technical information necessary to ensure our brand is used consistently and uniformly.

LEGAL INFORMATION

The artwork, symbols and typographical components hereof constitute valuable property rights of The Manitoba Teachers' Society (Winnipeg, 2005), and any replications, by any means, in whole or in part shall be an infringement of the copyright, trademark and/or design rights of The Manitoba Teachers' Society (Winnipeg, 2005) and is prohibited by law.

ADMINISTERING THE VISUAL IDENTITY SYSTEM

The Communications Department is charged with administering The Manitoba Teachers' Society's brand policy. For more information on the policy, contact the Communications Department Head at The Manitoba Teachers' Society.

EXCEPTIONS

As with guidelines in any large organization, there will necessarily be exceptions. These exceptions must be discussed and agreed upon with the Communications Department at The Manitoba Teachers' Society.

DIGITAL LOGO ARTWORK (EPS, JPG, PNG)

The digital logo artwork for four color, one color and reverse applications differ. Permission to use the logo and authorized formats for application may be obtained from the Society.

For information about obtaining the logo electronically, contact The Manitoba Teachers' Society at 204-888-7961.

LOGO + LOGOTYPE

For 100 years, the graphic face of The Manitoba Teachers' Society has barely changed. The first logo was introduced in 1920. It was slightly changed in 1940 when the federation became the society. Our 1950 logo has been with us for the past 64 years.

Our new logo represents metamorphosis, progress, and is an evolution of our old logo. The iconic 'MTS' letters are arrowed at the ends to reflect our continuous movement to work together as union and teacher in solidarity. This creates a dynamic feel with a great sense of energy. The letter fluidity represents our spiritedness towards progress, inclusivity and diversity.

The colour blue is associated with depth and stability. Blue is beneficial to the mind and body. The colour orange is associated with enthusiasm and happiness. Orange is the colour of creativity, determination and encouragement.

The sans serif font is deliberately clean, modern, and bold.

The logo will often be carried with the tag line below – *A Union of Teaching & Learning* – coined by General Secretary Roland Stankevisious, who initiated the logo redesign.

PRIMARY LOGO

The primary logo is intended as the official logo and should be used for the majority of applications. The size and space relationship of the logo icon and the logotype should never be altered in any way. The logotype is not to be substituted by any other font.

The Manitoba Teachers' Society logo must be reproduced only from authorized digital artwork (EPS, JPG, PNG) of the original design. It must not be redrawn, re-proportioned or modified in any way.



SECONDARY LOGO

The secondary logo is intended when space permits and should be used for larger sized applications. It includes the addition of our tag line below – *A Union of Teaching & Learning*.



LOGOTYPE

The size and space relationship of the logo and the logotype should never be altered in any way. The MTS acronym must always appear as shown below and cannot be used independently, except in special circumstances, as determined by The Manitoba Teachers' Society.



DO NOT use the MTS acronym independently

REPRODUCTION SIZE

When scaling the logo always scale proportionally, a minimum size must be adhered to so that legibility is retained. Do not reproduce the logo so the width is less than 1 inch or 2.55 centimeters. In digital applications, the logo should not be reproduced smaller than 120px in width.



CLEAR SPACE

The logo has a protected area around it which must be followed at all times. Text or other design elements should not encroach upon the logo and its protected area. As a rule, maintain an exclusion zone that is the same distance as the height of one of the T's in "Teacher".



LOGO USAGE

Our graphic standards are essential in creating recognition of our logo and all its applications. It is crucial that each time the public comes in contact with the Society our brand is communicated in the same visual terms.

The logo must be used as provided by The Manitoba Teachers' Society with no changes. This includes changes in the colour, proportion or typography. The logo may not be skewed, morphed or distorted in perspective or appearance. The logo must not be incorporated in close proximity to another company's name, logo, or trademarks.

The following examples show proper and improper uses of the MTS logo.

IMPROPER USE OF LOGO

The examples here show some improper uses of the logo. Our logo must not be altered in any way other than a fixed-ratio scale.



SOLID COLOUR BACKGROUNDS

When placing the logo on a coloured background it is important to consider legibility and contrast. Use colours that are neutral and contrast well with the logo. If the background colour does not contrast well with the logo, use the reverse logo (white).

LIGHT BACKGROUNDS



Four colour logo on contrasting colour

DARK BACKGROUNDS



One colour logo on contrasting colour



One colour logo on contrasting colour



One colour logo on contrasting colour



DO NOT place a light one colour logo on a solid white or light neutral background



DO NOT place a four colour logo on a solid black or dark coloured background

PHOTO/VIDEO BACKGROUNDS

When the logo appears on a photo or video screen, place it in an area that does not have a busy background. All images should be selected with consideration for logo clear space wherever possible. Use one colour logos for instances where the four colour logos are not be legible.



Four colour logo must appear on plain light coloured background



One colour reverse logo (white) must appear on dark coloured background



DO NOT place a four colour logo on busy or dark photographic background that does not provide good contrast



DO NOT place a one colour logo on busy or dark photographic background that does not provide good contrast

COLOUR

The Manitoba Teachers' Society colour palette sets a dynamic and energetic tone. The colour blue, associated with depth and stability and the colour orange, associated with enthusiasm and happiness. Together this palette inspires creativity, determination and encouragement.

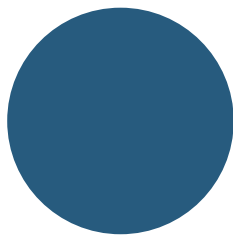
Colour palette breakdowns are provided in PMS values (Coated) for spot printing, CMYK for four colour printing and RGB/HEX for electronic media or web use.

For accurate colour matching, please refer to Pantone swatches as the colours represented here are for visualization only.

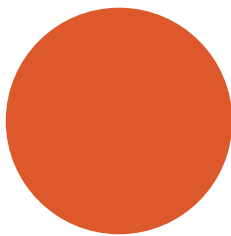
LOGO PALETTE

The MTS logo palette consists of the three main colours. These hues are primarily intended as default colours for use on official branded materials. Most desktop printers and monitors are not calibrated to give an accurate colour match. Please check with the Communications Department if you have any questions regarding colour reproduction of branded materials.

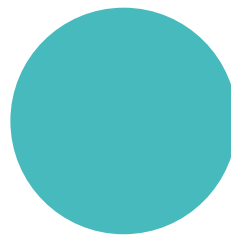
PRIMARY COLOURS



PMS	7700 C
CMYK	89, 61, 31, 12
RGB	39, 92, 127
HEX	#275c7f

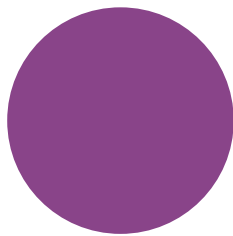


PMS	7579 C
CMYK	10, 80, 97, 0
RGB	221, 88, 44
HEX	#dd582c

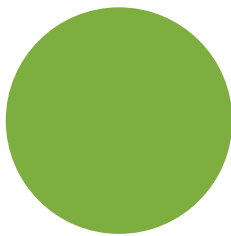


PMS	7472 C
CMYK	65, 4, 28, 0
RGB	72, 187, 191
HEX	#48bbbf

SECONDARY COLOURS



PMS	7662 C
CMYK	54, 87, 14, 1
RGB	136, 68, 137
HEX	#884489



PMS	7737 C
CMYK	56, 12, 100, 1
RGB	127, 175, 65
HEX	#7faf41

TYPOGRAPHY

Our primary typeface is Myriad Pro. This bold sans serif font is deliberately clean, modern, and available in a range of weights.

Due to its versatility, Myriad Pro is the recommended font for The Manitoba Teachers' Society. Ideally it is used for headlines, subheads, body copy and text elements for graphic applications. As it is our primary typeface, it should be used for all formal communications.

PRIMARY TYPEFACE

The Myriad Pro font family is used to complement The Manitoba Teachers' Society brand. Myriad Pro is available in a range of weights.

AaBbCc123	Myriad Pro	Regular
<i>AaBbCc123</i>	<i>Myriad Pro</i>	<i>Italic</i>
AaBbCc123	Myriad Pro	Semibold
<i>AaBbCc123</i>	<i>Myriad Pro</i>	<i>Italic</i>
AaBbCc123	Myriad Pro	Bold
<i>AaBbCc123</i>	<i>Myriad Pro</i>	<i>Bolditalic</i>
AaBbCc123	Myriad Pro	Condensed
<i>AaBbCc123</i>	<i>Myriad Pro</i>	<i>Condensed Italic</i>
AaBbCc123	Myriad Pro	Bold Condensed
<i>AaBbCc123</i>	<i>Myriad Pro</i>	<i>Bold Condensed Italic</i>

LOGO INQUIRES

Please contact The Manitoba Teachers' Society Communications Department for permission to use the logo. We will provide you with the appropriate file for your needs.

For questions regarding the graphic standards manual please contact the Communications Department:

- Krista Rutledge, Graphic Designer
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A Union of Teaching & Learning



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