

SUPERIOR-GREENSTONE DISTRICT SCHOOL BOARD

Section MISCELLANEOUS

Policy Name VISUAL IDENTITY

907

Board Approved: January 22, 2019

Review Before: December 2029
2024

POLICY

It is the policy of Superior-Greenstone District School Board that the Board Logo be used for all official Board purposes and that the visual identity supports the mission, vision and values of the Board. Superior-Greenstone District School Board's visual identity includes: Board Name, Logo, Colours, Tagline, Styles, Typography and school logos/mascots.

RATIONALE

Superior-Greenstone District School Board (SGDSB) is committed to ensuring a consistent graphical identity across the Board that defines and expresses its identity in a clear and distinctive way that builds awareness, ~~trust~~trust, and a reputation for quality.

A common visual identity across schools and service departments will strengthen SGDSB's visual image and public recognition. A clear and consistent visual identity assists students, staff, community members and the public in identifying programs, ~~services~~services, and initiatives of the SGDSB. Consistency of logo use between all of the schools at the Superior-Greenstone District School Board also reinforces the relationship between the Board and its schools.

DEFINITIONS

~~"Visual Identity" refers to the concrete symbols such as a name, logo, slogan, and design scheme that is used to present an organization.~~

POLICY

~~It is the policy of Superior-Greenstone District School Board that the Board Logo be used for all official Board purposes.~~

PROCEDURES

1.0 SGDSB Identity

The personnel responsible for board communications will establish and maintain a Visual Identity Guide that includes proper usage of:

- Board logo, Mission and Tagline
- Typography
- Colours
- printed materials
- School Logos/Colours/Mascots

The personnel responsible for board communications will make available and maintain resource materials, including computer file formats for staff. All communication and

design will be consistent with the Visual Identity Guide and in alignment with the Accessibility Standards Canada.

2.0 School Logos/Colours/Mascots

A respectful school logo, colours and mascot serves as the foundation that gives a sense of school pride to students, ~~parents~~parents/caregivers, and staff. Consistent use of the school's logo, colours and mascot enhance the community's recognition of the school, and visually highlight school values. Consistency of logo use between all schools within SGDSB also reinforces the relationship between the Board and its schools.

Schools must follow the procedures outlined within the Visual Identity Guide. The following will apply to school and mascot logo use:

- Communications will support schools with procedures and advice to identify appropriate school logo and mascot use.
- The School logo must be used on school based documents, publications, signage, and other materials representing the school;
- It may appear in concurrence with the SGDSB logo on promotional items such as agendas, spirit wear, signage and giveaways where appropriate;
- School logos are only to be used and/or displayed by authorized members of the school community as well as outside partners, organizations or other entities who have obtained written permission from the school principal or designate or SGDSB Communications;
- School logos cannot be used in a manner that could be construed as an endorsement of other organizations, products or services.

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3.0 Responsibilities

The Director of Education, Superintendents and the Principal of each school will ensure that the Policy is being followed.

The following additional requirements will apply to newly created or modified school and mascot logos:

- Communications will support schools in the creation of original logos, mascots and other visual identifiers to highlight the school;
- All school logos and associated brand identifiers shall be reflective of their connection to the school as a place of learning;
- Logos adapted from a trademarked image(s), free online logo services and/or stock images, and logo design contests may not be used in the creation of logos for schools. Logos must be original designs with files owned by SGDSB;
- School logos may only be displayed using official versions. Proposed changes or alterations may only occur with permission of the Superintendent working in conjunction with SGDSB Communications;
- Elements may not be added to the official school or mascot logos without permission of the Superintendent working in conjunction with SGDSB Communications. This includes but is not restricted to typefaces, rules, surrounded boxes, shadows, colour-changes, outlines, or embellishments.

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4.0 References

This policy operates in conjunction with:

- Superior Greenstone District School Board Visual Identity Guide
- ~~Superior Greenstone District School Board Visual Identity Guide for Schools~~

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- [Accessibility Standards Canada](#)