

SUPERIOR-GREENSTONE DISTRICT SCHOOL BOARD

Section MISCELLANEOUS

Policy Name VISUAL IDENTITY

907

Board Approved: _____

Review Before: December 2023

RATIONALE

Superior Greenstone District School Board 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 and 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 and initiatives of SGDSB.

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

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.

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 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 Identify Guide.

3.0 Responsibilities

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

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