

## 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 t

