

AP 5001: Corporate Identity

Background

The District's corporate identity is one of the first points of contact that the public has with the District. The corporate identity plays a key role in communicating who the District is as an organization and defining the District to its public. The District's corporate logo is an integral part of this identity and supports the vision, mission, and in telling the District story to broad public audiences.

A key measure in defining the success of the District's corporate identity is the extent to which the District is able to achieve consistency across all communications and marketing platforms. Consistent execution of the District's corporate identity, including its logo, is necessary in all forms of print and digital communications, including social media, web-based communication, corporate advertising and building and vehicle signage.

The District as a publicly governed body shall not grant permission to use any form of its logo, name, or the logos or names of any of its schools in association with the advertisement, promotion, or broadcast of any commercial venture or its products or services, except as set out in these procedures.

Procedure

1. The corporate identity must only be used by authorized users as determined by the Superintendent, or designate, and must be consistent with the visual strategy.
2. All representations of the District's corporate identity in any internal or external communications resource must follow the District-approved visual identity.
3. The Superintendent or designate is responsible for maintaining the District's visual identity by identifying inconsistent applications and bringing this inconsistency to the appropriate supervisor's attention for remediation.
4. Schools and district departments are not authorized to change their logo or colour palette without permission from the Superintendent or designate.
5. Any work completed by external designers must comply with the District's visual identity.
6. Various types of clothing or other items may be acquired by the District or schools in order to promote its image. These items may be provided as gifts or available for sale.
7. Use of the District's logo:
 - 7.1. Where a school is being used under a Community Use Agreement for a private event, the name of the school involved may be used in advertisements for the purpose of

indicating the location of the event.

- 7.2. At the discretion of the Superintendent, or designate, permission to use a logo or name associated with the District may be granted if:
 - 7.2.1. There is a sound educational purpose to the advertisement, promotion or broadcast;
 - 7.2.2. The advertisement, promotion or broadcast does not associate a product or service with the District in a manner that states or clearly implies any sort of District endorsement of the product or service; and/or,
 - 7.2.3. The advertisement, promotion or broadcast promotes an aspect of education generally that aligns with the District's policies, procedures, and relevant legislation.