

Administrative Procedure 602

VISUAL IDENTITY CORPORATE LOGOS

Background

The Division's visual identity program (corporate brand) is one of the first points of contact that the public has with Northern Gateway School Division. For the purposes of branding and as authorized through Board Policy, the name Northern Gateway Public Schools is used. The organization's visual identity tells a lot about who we are as an organization and plays a key part in defining our Division to our public. The brand, or visual identity, establishes the "look and feel" of who we are as an organization. Northern Gateway Public Schools logo is an integral part of our brand and aligns closely with the vision, mission, and values in sharing our story with the public.

A key measure in defining the success of the Division's corporate branding is the extent to which we are able to achieve consistency across all communications and marketing platforms. Consistent execution of the Division's visual identity (including logo) will be necessary in all forms of print and digital communications, social media, web-based communication, corporate advertising, and building/vehicle signage.

Procedures

1. All representations of the Division's visual identity/corporate brand in any internal or external communications resource must follow the Division's approved [Brand Guidelines](#) (Appendix).
 - 1.1 The Communication Officer shall ensure that the Northern Gateway School Division Visual Identity Guidelines document is easily assessable to Division Staff.
2. The Communications Officer is responsible for ensuring the Division's Corporate Identity Guidelines are followed by the Division Office, Division schools and external third-party stakeholders.
3. School Administration shall work with the Communication Officer to ensure new or altered school logos align with the Northern Gateway School Division Brand Guidelines.
 - 3.1 School logos are approved by the Superintendent prior to use.

Reference: Education Act 33, 52, 53, 222	
	Date Approved: April 1, 2021
	Reviewed or Revised: Executive: April, 2021

References shall be updated as required and do not require additional approval.