



## PROCEDURE

SO-025

### Visual Identity

**Board Received:** June 27, 2022

**Review Date:** September 2026

**Responsibility:** Director of Education

**Purpose:**

Grand Erie District School Board maintains visual identity processes and principles to support the Board's vision, mission and values and consistency in the application of visual identity elements.

**Guiding Principles:**

1. This Procedure governs: all signage, advertisements, newsletters, school and department websites, business cards, templates for schools and departments, Board and school letterhead, promotional products, videos, social media, brochures and other publications. School-branded clothing, spirit wear and team uniforms are exempt from this Procedure (see Visual Identity Guide).
2. The Manager of Communications and Community Relations and the Graphic Designer/Website Coordinator will provide templates to schools and departments as outlined in the Visual Identity Guide.

**References:**

- Visual Identity (SO-25) Policy
- Visual Identity Guide
- Board Advertising (F104) Procedure
- Purchasing (F6) Policy
- Multi-Year Strategic Plan 2021-26
- Certification of copyright: Official Mark (logo), Name, and Design
- Accessibility Standards