

ADMINISTRATIVE REGULATIONS

TITLE: VISUAL IDENTITY

CATEGORY: PERSONNEL

NUMBER: 2140

I. Rationale:

The purpose of the School District 46's Visual Identity is to promote a consistent brand across the district and throughout the community.

II. General:

- A. Principals and managers must ensure that district departments, programs and schools follow the guidelines set in the School District 46's brand guide. This document provides direction for all print, digital/electronic communications, spirit wear, logo usage, district/school colours, and layout.
- B. Logos are available in multiple formats for each school and district department, along with a suite of templates.
- C. Schools and district departments are not authorized to change their logo or colour palette without permission from the superintendent or district communications officer.
- D. Any work done by external designers must comply with the district's brand guidelines.
- E. Any public use of the School District 46 logo must have the approval of the district communications officer.
- F. Any public use of a school logo must have the approval of that school's principal.
- G. For questions regarding use of logos or brand guidelines, staff should contact the district communications officer.

Received: February 2021

References: SD46 Brand Guide