



# PROCEDURE

BU-011

## ADVERTISING

<b>Superintendent Responsible:</b> Superintendent of Education/Manager of Communications and Community Relations	<b>Initial Effective Date:</b> 2017/03/27
<b>Last Updated:</b> 2023/06/23	<b>Next Review Date:</b> 2027/06/23

### Purpose

To support effective advertising that enhances the Grand Erie District School Board (Grand Erie) brand.

### Guiding Principles

Grand Erie supports the use of advertising to inform, educate and create awareness of programs, services, issues, and events of interest or benefit to members of school communities.

Advertising materials must be consistent with Grand Erie's vision and mission and conform to style and visual identity guidelines.

### 1.0 Board, Department or School Advertising

- 1.1 All Grand Erie advertising must be coordinated through the Communications and Community Relations department.
  - Standard recruitment advertising is the exception to this and is managed by the Human Resources department.
  - The originating school/department will provide the Communications and Community Relations department a draft of any advertising, including in print, digital or social media channels, be reviewed to ensure adherence to Grand Erie standards.
  - Advertising for district-wide or specific campaigns or initiatives will be managed by the Communications and Community Relations department, in partnership with the appropriate department(s) or school(s).
- 1.2 All advertising must include an authorized version of the Grand Erie logo (and other information as relevant) as provided by the Communications and Community Relations department.

### Reference(s):

- Visual Identity Policy (SO-25)
- Visual Identity Procedure (SO-025)
- Visual Identity Guide (SO-025-G)