POLICY SO-25

VISUAL IDENTITY	
Superintendent Responsible: Director of Education & Secretary to the Board	**Initial Effective Date:** 2021/01/25
Last Updated: 2025/10/27	**Next Review Date:** 2029/10/26

Objective:
Grand Erie District School Board's (Grand Erie) visual identity supports the mission, vision and values of the Board. Grand Erie's visual identity includes: Board Name, Logo, Colours, Tagline, Styles, Typography.

Policy Statement:
Staff shall adhere to the visual standards of the Board to promote consistency in Grand Erie. The Chief Executive Officer (CEO), Superintendents and the Manager of Communications and Community Relations will monitor compliance with the Visual Identity Policy.

Reference(s):
- Visual Identity Procedure (SO-025)
- Visual Identity Guide
- Advertising Procedure (BU-011)
- Certification of Copyright: Official Mark (logo), Name, and Design (Trademark file numbers: 918209, 918055)
- Accessibility Standards Canada
- Multi-Year Strategic Plan 2021-26
- Purchasing Policy (BU-06)
- Purchasing Procedure (BU-006)