PROCEDURE SO-025

VISUAL IDENTITY	
Superintendent Responsible: Chief Executive Officer (CEO)	**Initial Effective Date:** 2021/01/25
Last Updated: 2025/10/03	**Next Review Date:** 2029/10/03

Purpose:
Grand Erie District School Board (Grand Erie) 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.

Reference(s):
- Visual Identity Policy (SO-25)
- 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)