

VISUAL IDENTITY PROGRAM

Background

Principals are responsible for the quality of school communications with their staff, students, community and the Division.

The effective use of a school and Division logo is an integral part of the school's visual identity program.

Procedures

1. The Good Spirit School Division logo is to be used on school letterhead and printed community (public) information.
2. Schools are encouraged to develop their own distinctive logo to be used on supplies, letterheads, publications and other printed material.
3. The one logo to be used is to receive the prior approval of the Director or designate.
4. The school letterhead requires approval of the Director or designate.

Legal reference: Section 108, 109, Education Act