

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 all school printed materials and printed community (public) information.
2. All schools are to utilize the division standardized template for correspondence as provided in AP157 Appendix School Letterhead.
3. Schools must have their own distinctive logo to be used on supplies, letterheads, publications, and other printed material.
4. Schools are required to have at least one color and one grayscale copy of each of the following formats: .png, .jpg, .pdf and either of .ai or .eps formats.
5. If a school creates a new school logo they must receive prior approval of the Director or designate.

Updated: June 2016, January 2021