

Administrative Procedure 158

BRAND IDENTITY

Background

Brand identity plays a key part in conveying what the Division represents to its stakeholders and community partners. The Division's brand identity reflects the vision and values of the Division.

As such, it is important that all communications and marketing platforms (print, digital, social media, web-based, corporate advertising, building/vehicle signage, etc.) consistently and properly reflect the Division's corporate brand.

All representations of the Division's visual identity in all internal or external communications will follow the approved Brand Identity Guidelines referenced in this Administrative Procedure and in Board Policy 1 – Appendix: Logo and Identity.

These standards are intended to ensure brand integrity and consistency by anyone who uses the Division's identity, including all schools and departments within the Division, all media, and external suppliers and partners.

Procedures

1. To request a copy of the Division logo, contact the Communications Advisor. All applications and use of the logo will require review and approval by the Communications Advisor prior to use.

Division Branding Guidelines

Clear and consistent use of the brand in all branded materials allows the Division to maintain, build, and reinforce its strong brand recognition, and enables staff to appropriately and consistently use and apply the Division's brand identity elements in the course of their official capacities and duties.

Procedures

1. Download the 'BGSD Branding Guidelines' document from the Staff Link Knowledge Centre. The template is located under: Communications – Brand Identity, Photos & Media – BGSD Branding Guidelines 2020.

School Co-Branding Guidelines

Effectively co-branding with Black Gold Schools is an integral part of the Division's visual identity program. Clear and consistent use of the brand as outlined in the co-branding guidelines in all branded material enables the Division to maintain, build, and reinforce its strong brand

recognition, and allows school staff to appropriately and consistently use and apply the Division's brand identity elements alongside their respective school branding in the course of their official capacities and duties.

Procedures

1. Download the 'BGSD School Co-Branding Guidelines' template from the Staff Link Knowledge Centre. The template is located under: Communications – Brand Identity, Photos & Media – BGSD CoBranding Guidelines 2020. All schools are expected to reference this Administrative Procedure and Board Policy 1 – Appendix: Logo and Identity when co-branding.
2. The Division logo is to be used on school letterhead, website, high school diploma covers and 3 Year Annual Education Plan covers.
3. If design and financial realities make co-branding not achievable, schools should at minimum include: "Proud to be part of Black Gold School Division and www.blackgold.ca".

Promotional Materials

The Division supports the practice of advertising and promotion to inform and create awareness of activities, events and services available to members of the school community and other key stakeholders.

Promotional items using the Black Gold School Division logo will be made available to extend brand awareness and recognition among staff, in schools, other stakeholder groups and community partners. These items may be used for giveaways, promotional and personal purposes.

Procedures

1. Various promotional items may be acquired by the Division in order to promote its image.
2. The cost of clothing or other items intended for personal use will be covered by the individual(s) acquiring the item(s).

Reference: Section 51, 52, 53, 197, 222 Education Act
Policy 1 Appendix – Logo and Identity