

## CORPORATE IDENTITY

### Background

The District's corporate identity is one of the first points of contact that the public has with the District. The organization's corporate identity tells a lot about who we are as an organization and plays a key part in defining the District to our publics. The corporate identity also establishes the 'look and feel' of who we are and what we represent. The District's corporate logo is an integral part of our corporate identity and aligns closely with the vision, mission, motto and values in telling the District's story to broad public audiences.

A key measure in defining the success of the District's corporate identity is the extent to which The District is able to achieve consistency across all communications and marketing platforms. Consistent execution of the District's corporate identity, including logo, will be necessary in all forms of print and digital communications, social media, web-based communication, corporate advertising, and building/vehicle signage.

### Procedures

1. All representations of the District's corporate identity in any internal or external communications resource must follow the approved District Logo Guidelines (Appendix A).
2. The Superintendent or delegate is responsible for ensuring the District Logo Guidelines are followed by the District office, District schools and external third-party stakeholders.
3. Various types of clothing or other items may be acquired by the District in order to promote its image. These items may be provided as gifts or may be available for resale.

*Reference: Section 17, 20, 22, 23, 65, 85 School Act*

*SD No. 40 (New Westminster)*

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