

Use of NLSD and School Logos

Background

System administrators and Principals are responsible for the quality of school communications with their staffs, students, community and within the Division.

The effective use of School, Program and Division logos is an integral part of the school system's visual identity program. It is expected that School, Program and Division logos will be protected and not appear in various altered states. The Division's official corporate logo, branding elements and variations are detailed in the NLSD Visual Identity Guide.

Procedures

1. The Northern Lights School Division No. 69 Corporate logo is to be used on all school letterhead, brochures, advertising, newsletters, programs, and other printed and electronic public communications.
2. Wherever possible, the NLSD logo or branding elements are to be used on promotional items and clothing distributed to students, staff or the public, particularly items being used to promote division-wide initiatives.
3. All NLSD logos and brand elements are available for download on the division's website and upon request from the division's Communications Officer.
4. The NLSD logo in its electronic form shall not be altered in shape, color, or font. Any deviation in the use of the logo from the guidelines detailed in the NLSD Visual Identity Guide must receive prior approval from the division's Communications Officer.
5. The NLSD logo may not be distributed to outside agencies or commercial enterprises without the permission of the Superintendent of Schools or designate.
6. Schools are encouraged to develop their own distinctive logo and/or brand to be used on supplies, letterhead, advertising and all other printed and electronic communications materials.
7. Logos must be original and not infringe upon the copyright of any individual or corporation. On occasion, images may be licensed for use by a school. The responsibility of obtaining legal copyright lies with the principal of the school. The school also assumes all related costs for licensing.
8. The one "school" logo developed by the school must receive the prior approval of the Superintendent of Schools or designate.
9. Schools wishing to create an additional logo for a sports team or school program may do so without losing the essential identity of the approved school logo. The school shall institute a visual identity guide within the school's policy handbook.
10. The school letterhead requires the approval of the Superintendent of Schools or designate.
11. The listing of staff credentials on letterhead is discouraged.

The Communications Officer is prepared to provide assistance to schools in developing their visual identity program and in coordinating graphic, print and advertising services.

The NLSD Visual Identity Guide is contained in the *Forms Section* of the NLSD Website.

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