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## **DIVISION CORPORATE BRANDING**

### **Background**

The Division's corporate brand is one of the first points of recognition that the public has with Grande Yellowhead Public School Division. The Division's corporate logo captures the many geographical landscapes that make up the school jurisdiction. The diverse communities include farmland, forest, lakes, rivers and mountains, all of which represent the beauty and complexity of Yellowhead County.

### **Procedures**

1. All corporate branding in any internal or external communications must follow the Division's approved Visual Identity Guidelines AP 158 Appendix A.
2. The Office of the Superintendent is responsible for ensuring the Division's Visual Identity Guidelines are followed by the Division Office, Division schools and external third party stakeholders.
3. The logo is to be used for stationary, forms, display, lapel pins, etc. to promote the visual identity of the Division.
4. Promotional items may be provided in reasonable quantities to trustees, executive staff and principals for promotion of the Division, recognition of guests.
5. Various types of clothing or other items may be acquired by the Division in order to promote its image. These items may be provided as gifts or may be available for resale.

Reference: Section 79 Education Act

Approved: March 21, 2018

Amended: July 1, 2018; April 14, 2020