

Procedure Title	Board Logo Use and Publishing Standards		
Date of Issue	March 21, 2012	Related Policy	BP 1604-D
Revision Dates	March 27, 2019; January 8, 2020; May 26, 2021	Related Forms	
Review Date		Originator	Administrative Council
References			
AP 1435-D "Accessibility Standards for Information and Communication"			

1.0 RATIONALE

Bluewater District School Board (BWDSB) believes that by providing publishing standards and guidelines regarding the use of its logo, this will ensure document accessibility and consistency of use throughout the board, thereby reinforcing the board image and identity.

2.0 DEFINITION(S)

- 2.1 Logo**
a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.
- 2.2 Visual Identity**
Standardized type faces, layouts and guidelines affecting all other means by which an organization expresses itself visually – also termed “corporate identity”

3.0 PROCEDURE

It is recognized that this procedure may not take into account every situation pertaining to board logo use and publishing standards. Corporate Services, in consultation with Administrative Council, will be responsible for reviewing instances that are not specifically referenced under this procedure.

3.1 Logo Guidelines

- a) The BWDSB logo must only appear on the first page of a multi-page document.
- b) The BWDSB logo will be included on all communication tools (e.g., faxes, reports, media releases, and memorandums), publications and printed supplies. Templates for these communication tools are available electronically on SharePoint (Forms and Templates)
 - i. Any additional communication tools that would include the BWDSB logo require approval from a supervisor and Corporate Services, in consultation with Administrative Council (where appropriate).
- c) All letterhead, business cards, board correspondence etc., must include the BWDSB logo.
 - i. Department/program material and school letterhead may also include the individual name.
- d) The BWDSB logo may not be distorted or altered except for sizing purposes, where the aspect ratio must always be maintained.

- e) The BWDSB logo may not be reproduced in any colours other than the following:
 - i. Official colours (blue and green) – logo available electronically on SharePoint (Forms and Templates) (to be used on documents such as templates, board website, and branding materials)
 - ii. Entirely in blue (as close as possible to the official logo colour)
 - iii. Entirely in white
 - iv. Entirely in black – logo available electronically on SharePoint (Forms and Templates)
- f) The preferred placement of the BWDSB logo is in the upper left corner of a document header.

3.1.1 Promotional Items

- a) It is requested that staff/departments consult with Corporate Services should they want to use the BWDSB logo on materials produced by outside organizations (e.g., promotional items, such as bookmarks, banners, water bottles etc.). Corporate Services will coordinate a review of the request through the Administrative Council.

3.1.2 Additional School-Specific Logo Guidelines

a) Co-Branding Requirements

- i. Schools will use the school letterhead templates (co-branded and BWDSB logo-only versions) that are available on SharePoint to develop a letterhead that will portray a consistent image across the board.
 - ii. The school logo and the BWDSB logo must be included on all school newsletters and other creative documents, such as brochures or posters /flyers that will be distributed externally.
 - i. Internal communication tools, such as memos or posters that will not be distributed externally, do not need to incorporate the BWDSB logo.
- b) All communication materials that intend to use the BWDSB logo and/or school logo will require prior approval by school administration.

3.2 Vision Statement Guidelines

- a) If possible, when the BWDSB logo appears on letterhead the official board vision statement “Learning Today, Leading Tomorrow” should also appear.
- b) The preferred placement for the vision statement is in the bottom middle of the document footer.
- c) The vision statement need only appear on the first page of a multi-page document.

3.3 Font Guidelines

- a) Arial will be the font used on all forms, policies etc.
- b) Arial should also be used on all reports, minutes, memorandums etc.
- c) Font size should be between 10 and 12 points for most communication materials. Some exceptions may apply.
 - i. Documents intended specifically for print use should utilize a font size of 12 points or larger.
- d) Font used on website should be Verdana 12 point (16 pixels), dark text on a white background, with consistent use of one text colour.

3.4 Template Standards

- a) The following templates are available on SharePoint (Forms, Templates and Reference Documents → BWDSB Official Templates) electronically:
 - i. Report
 - ii. Agenda
 - iii. BWDSB formal letterhead (with address)
 - iv. BWDSB letterhead (black and white - without address)
 - v. Minutes
 - vi. Memorandum

- vii. Media Release
- viii. Envelope (#10) (also ordered centrally and available in the Education Centre)
- ix. PowerPoint
- x. School letterhead

- b) Requests for templates in addition to those listed above are to be sent to Corporate Services.
- c) Coloured letterhead will be used when communicating externally and is available electronically on SharePoint (Forms, Templates and Reference Documents → BWDSB Official Templates).
- d) Internal Advertisements, agendas, minutes, and all other documents will be printed using the approved font and will include the BWDSB logo in the preferred location.

3.5 Advertisements

- a) Advertisements placed in the media will include the BWDSB logo.
- b) Advertising agencies must adhere to logo and font guidelines as stated above.

3.6 Creative Documents

- a) There may be occasions where a school, staff or department may want to develop creative documents (e.g., poster announcing an event, PowerPoint presentation); the standards listed are not intended to limit graphic creativity but are instead provided to ensure communications present a unified message that can be quickly identified by stakeholders, staff, and students as originating from BWDSB.
- b) PowerPoint presentations should use high-contrast colours for text and background. Approved templates are available on SharePoint (Forms, Templates and Reference Documents → BWDSB Official Templates).
- c) Providing that the logo guidelines are followed, individuals may be creative in their use of fonts and other design elements. Arial, Verdana, and Century Gothic are the fonts recommended for use in creative documents.

3.7 Accessibility Standards

- a) Bluewater District School Board is committed to being free of barriers for our students, parents/guardians, the public and our staff.
- b) Board documents and school communications will be made available electronically, where possible, to ensure accessibility.
- c) Please refer to AP 1435-D regarding additional information and requirements related to accessibility of information and communication materials.

3.8 Publishing Standards – Staff Materials, Partnerships, and External Agencies

- 3.8.1 Materials developed by staff as part of their board duties/employment may use the BWDSB logo with supervisor approval (e.g., curriculum-related materials).
- 3.8.2 Any representation of BWDSB through partnerships or by outside agencies must be approved as to content, frequency, and style of publication by Corporate Services, in consultation with Administrative Council.
- 3.8.3 The board logo may be used for the purpose of acknowledging board endorsement, sponsorship, partnership, or involvement in events or programs at the discretion of Corporate Services, in consultation with Administrative Council.
- 3.8.4 Use of the BWDSB logo for any other purpose will be at the discretion of Corporate Services, in consultation with Administrative Council.