LOGO AND IDENTITY

The Board of Trustees believes that the Administrative Procedure 158 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 Administrative Procedure 158 Brand 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.

Referencing the Division's Name

As per Ministerial Order #034/2019, the official jurisdiction name is **The Black Gold School Division**. When referencing the jurisdiction, use the full title on the first mention: **Black Gold School Division**.

After the first reference, the "Division", capitalized as a proper noun may be used instead. For more information on using an acronym (BGSD) or naming references/conventions, refer to the Administrative Procedure 158 Brand Identity.

Referencing the Board of Trustees' Name

As per Ministerial Order #034/2019, **The Board of Trustees of Black Gold School Division** is the official name of the Board. When referencing, use the full title on the first mention: **Board of Trustees of Black Gold School Division**. After the first reference, "the Board of Trustees", may be used instead.

For more information on naming references or conventions, refer to the Administrative Procedure 158 Brand Identity.

Primary Logo with Tagline

The above logo, with tagline, is the primary and preferred logo for all Black Gold School Division use (except for when the logo needs to be shown smaller than 1 inch) and shall be used for corporate identification and promotional purposes.

The logo and tagline will appear on Division publications, stationery, signage, websites, etc.

All stakeholders when using the logo should refer to the Administrative Procedure 158 Brand Identity to ensure brand integrity and for using the visual identity consistently and correctly. The Division's official colour palette, alternative logo formats and logo colour variations are also found in this Administrative Procedure.

All applications and use of the Division logo requires review and approval by the Division's Communications Department.

School Co-branding

Effectively co-branding with Black Gold Schools is an integral part of the Division's visual identity program.

1. All Division schools are expected to co-brand with Administrative Procedure 158 Brand Identity.

2. The Black Gold School 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".

School Logos

Schools are encouraged to develop their own distinctive logo that includes the school's name clearly in the logo, to be used on supplies, letterheads, publications and other print material.

Principals shall work with the Division's Communication Department to ensure new or altered school logos align with Administrative Procedure 158 Brand Identity.

All new or altered school logos must be approved by the Division's Communication Department or Superintendent prior to use.

Legal Reference: Preamble, Section 3, 7, 11, 18, 25, 27, 33, 35.1, 51, 52, 53, 67, 222 Education Act
Administrative Procedure 158 Brand Identity
Fiscal Planning and Transparency Act
Guide to Education ECS to Grade 12
Policy and Requirements for School Board Planning and Repo
School Authority Planning and Reporting Reference Guide