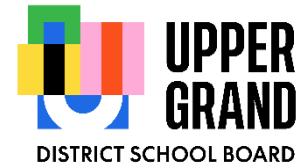


# Communications - Brand Identity Procedures 216-D



**Category:** Community Relations  
**Administered by:** Communications and Public Relations Manager  
**First Adopted:** February 2024  
**Revision History:**  
**Next Review:** 2028-29 School Year

## 1. General

These procedures address the usage guidelines and permissions for the application of the UGDSB brand identity.

## 2. Definitions

### Brand Identity

Brand identity refers to the visual and verbal articulation of a brand or group including all appropriate design applications, such as logos, fonts, colours, signage, print advertising, school and department websites and other forms of electronic communication, business cards, letterhead and other stationary, brochures and other publications, and promotional materials.

## 3. Usage Guidelines

Effective integration and consistent portrayal of the UGDSB brand will strengthen the UGDSB's identity.

- 3.1 UGDSB employees shall regularly review the Brand Identity Usage Guidelines for Staff, which are located on SharePoint.
- 3.1 UGDSB employees shall follow the guidelines in all applications, including the commissioning, designing, and delivering of materials that include elements of the UGDSB brand identity.

## 4. External Entities

- 4.1 Third-party use of UGDSB branding and logo must be approved by the Executive Committee.
  - 4.1.1 Approval must be granted prior to any third-party use of the

UGDSB brand/logo.

- 4.1.2 Third-parties seeking permission to use the UGDSB branding and logo must follow the approval process [posted on the UGDSB website](#).
- 4.2 Third parties that apply for use of UGDSB branding and logo shall be notified of the decision.
  - 4.2.1 Approval may include requirements around the scope of the use granted.
  - 4.2.2 Approval of use is limited to a specific application and timeline.