

AP 114 – Visual Identity

Background

The purpose of the Abbotsford School District’s Visual Identity is to promote a consistent brand across the district and throughout the community.

Procedures

1. Principals and managers must ensure that district departments, programs and schools follow the guidelines set in the Abbotsford School District brand guidelines. This document provides direction for all print, digital/electronic communications, spirit wear, logo usage, district/school colours, and layout.
2. Logos are available in multiple formats for each school and district department, along with a suite of templates in Word.
3. Schools and district departments are not authorized to change their logo or colour palette without permission from the superintendent or designate.
4. Any work done by external designers must comply with the district’s brand guidelines.
5. For questions regarding use of logos, brand guidelines or the Communications Toolkit, staff should contact the District Communications Manager.