



BRAND IDENTITY: DISTRICT & SCHOOL LOGOS

Background

The purpose of the Campbell River School District's brand 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 Campbell River School District brand guidelines. This document provides direction for all print, digital/electronic communications, logo usage, district colours, and layout.
2. No variation in the design and colour of the logo is permitted, except as outlined in the brand guidelines.
3. Any work done by external designers must comply with the district's brand guidelines.
4. Use of the district logo is restricted to school district staff; any use by outside organizations must be approved by the district's communications manager on behalf of the superintendent. Any public use of a school logo must have the approval of that school's principal.
5. Logos are available in multiple formats for each school and district department, along with a suite of templates in Microsoft Word.
6. Only official templates are to be used. Requests to deviate or change a template design must be approved by the district's communications manager.
7. Schools and district departments are not authorized to change their logo or colour palette without permission from the superintendent or district communications manager.
8. All final digital versions of any school or department logo must be on file with the school board office and the district's communications manager.
9. For questions regarding the use of logos, brand guidelines staff should contact the district's communications manager.

Cross Reference: [School Logo Guidelines](#)