

DIVISION VISUAL IDENTITY

Background

The Peace River School Division's visual identity serves as a primary point of contact with the public and is a fundamental expression of the Division's values, mission, and identity. To maintain public trust and professional integrity, the Division must present a unified and recognizable image.

Achieving a cohesive brand requires consistent execution across every communication channel. This procedure ensures that all digital assets, printed materials, social media, and physical signage align with the Division's established visual identity to ensure a professional and reliable public image.

Procedures

1. All internal and external communications must strictly adhere to the Peace River School Division Brand Guide. No department, school, or third party is authorized to alter, distort, or recreate the Division's visual assets outside of the established specifications.
2. The Communications Coordinator holds primary responsibility over the Division's visual identity. Responsibilities include:
 - 2.1 Monitoring compliance across the Division Office, individual schools, and external partners.
 - 2.2 Approving all non-standard applications of the corporate brand.
 - 2.3 Providing guidance and source files to ensure high-quality reproduction.
3. The corporate logo shall be utilized on all official materials, including but not limited to stationery and forms, physical assets, and digital platforms.
4. The Division may acquire apparel or promotional items for corporate gifting. All such items must be produced using approved brand colors and logo configurations as outlined in the Peace River School Division Brand Guide.
 - 4.1 The official Peace River School Division Brand Guide and all high-resolution digital assets (vector logos, templates, and color palettes) are maintained by the Communications Coordinator. Individuals requiring access to these assets should contact the Communications Coordinator.
5. To maintain the integrity of the Peace River School Division brand, the following enforcement measures apply:
 - 5.1 The use of altered, outdated, or low-resolution versions of the Division logo is strictly prohibited. Any digital or physical assets that do not meet the standards outlined in the

Peace River School Division Brand Guide must be corrected or removed immediately upon notice from the Communications Coordinator.

- 5.2 Costs associated with the reproduction or replacement of materials (e.g., signage, stationery, or apparel) created in violation of these procedures will be the responsibility of the originating department or school budget.
- 5.3 External vendors, partners, or community groups may not use the Division's visual identity without prior written authorization from the Communications Coordinator. Unauthorized use of the corporate brand by third parties may result in a formal request for removal and/or legal action if the brand's reputation is compromised.
- 5.4 The Communications Office reserves the right to conduct periodic brand audits of school websites, social media accounts, and physical facilities to ensure ongoing compliance with this Administrative Procedure.

Adopted/Revised: JUN 2016/NOV 2019/MAR 2026

Reference: *Education Act* s. 52, 53, 222
Board Policy 1 – Division Foundational Statements
Board Policy 11 – Board Delegation of Authority
Board Policy 12 – Role of the Superintendent
Administrative Procedure 150 – Division Communications
Administrative procedure 456 - Communications Coordinator
Administrative Procedure
Peace River School Division Brand Guide