



# Visual Identity

Date Approved: 2017

Projected Review Date: 2021

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## PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) is committed to ensuring a consistent graphical identity across the Board that defines and expresses its identity in a clear and distinctive way that builds awareness, trust and a reputation for quality.

## GUIDING PRINCIPLES:

- A common visual identity across schools and service departments will strengthen HWDSB's visual image and public recognition.
- A clear and consistent visual identity assists students, staff, community members and the public in identifying programs, services and initiatives of HWDSB.
- All communication and design will be consistent with the Visual Identity Manual.
- School logos, colours and mascot will:
  - reflect HWDSB's mission, commitment and priorities
  - provide inspiration to students
  - have community and district acceptance
  - be inclusive and respectful of the whole district

## INTENDED OUTCOMES:

- Assist students, parents, staff, community members and other stakeholders in identifying programs, services and initiatives of the Board, thus promoting a positive image of HWDSB and strengthening the Board's visual image and public recognition.

## RESPONSIBILITY:

Director of Education  
 Members of Executive Council  
 Principals  
 Corporate Communications

## TERMINOLOGY:

*Visual Identity:* Refers to the concrete symbols such as a name, logo, slogan, and design scheme that is used to present an organization.



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## ACTION REQUIRED:

### HWDSB Identity:

Corporate Communications will establish and maintain a Visual Identity Manual that includes proper usage of:

- Board Logo, Mission and Tagline
- Typography
- Colours
- Printed materials
- Accessibility
- School Logos

Corporate Communications will make available and maintain resource materials, including computer file formats, on *myHWDSB* for staff.

### School Logos/Colours/Mascots:

A respectful school logo, colours and mascot serves as the foundation that gives a sense of school pride to students, parents and staff. Consistent use of the school's logo, colours and mascot enhance the community's recognition of the school, and visually highlight school values. Consistency of logo use between all schools within HWDSB also reinforces the relationship between the Board and its schools.

Schools wishing to change their logo, colours or mascot must follow the procedures outlined within the Visual Identity Manual.

## PROGRESS INDICATORS:

Intended Outcome	Assessment
The intent of this policy is to assist students, parents, staff, community members and other stakeholders in identifying programs, services and initiatives of the Board, thus promoting a positive image of HWDSB and strengthening the Board's visual image and public recognition.	The effectiveness of HWDSB's visual identity will be evaluated and maintained by Corporate Communications.